Stunning upset in November sweeps
Down to the wire in Geneva

Broadcasting
Dec 3
The newsweekly of broadcasting and allied arts

KSTP-TV’s Eyewitness News went halfway around the world to get this Twin Cities Thanksgiving Story.

For 4 long years, two Vietnamese sons waited in Minnesota... waited for their family to find some way to join them.

A team of KSTP-TV Eyewitness News people went to Indochina to follow this family of “Boat People” through the arduous ordeal of refugees immigrating to this country.

And Channel 5 was on hand to help Ly Van Le celebrate a true Thanksgiving, the reunion of his entire family in their new homeland, the Twin Cities of America.

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 more reason MOST people in Minneapolis/St. Paul watch KSTP-TV when it comes to news.

KSTP-TV
Down to earth, up to the minute

#1 EYEWITNESS NEWS
Minneapolis, St. Paul
1979 has been a vintage year for the NBC Radio Network. We won eight major awards for “Second Sunday”, making it one of the most honored documentary series in radio. But that’s not all. We also “won” 31 new affiliates, for a record-breaking total of 283 stations serving 278 markets. Is there a connection? Yes. When our affiliates talk, we listen. That’s why they’re relying on us more and more for news, features and award-winning programs, such as “Second Sunday”.

Cheers

1. “The Pro-Israel Lobby” / The Ohio State Award
2. “Abortion: A Religious Confrontation” / Religion in Media Award
3. “Lost in Space” / The Space Writers Association Award
4. “A Case for Lawyers” / Freedoms Foundation Honor Certificate
5. “A Case for Lawyers” / The ABA Certificate of Merit
6. “Second Sunday” / The George Foster Peabody Award
7. “Whatever Happened to the Almighty Dollar” / The Amos Tuck School of Business Award
8. “Killer Cargo” / The Clarion Award
Sanford & Son

THE HIGHEST RATED OFF-NETWORK SERIES ON TV!

NATIONAL RANKINGS:

1st in TOTAL HOUSEHOLDS
1st in TOTAL WOMEN
1st in WOMEN 18-49
1st in TOTAL MEN
1st in MEN 18-49
2nd in TEENS
6th in KIDS
1st in VIEWERS PER SET

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

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CBS-TV DISLODGES ABC-TV  The network comes in first in the November sweeps, the first time since 1975 when ABC-TV took the honors. PAGE 26. It comes in the wake of the Nielsen report for the week ended Nov. 25 when CBS-TV was number one for a second week in a row. PAGE 66.

FUTURE WITHOUT FEAR  CBS President Jankowski cites comparable uncalled-for hand-wringing in the past as he says TV will survive and prosper despite new challenges. PAGE 30.

EARLY GIFTS FROM SILVERMAN  At its meeting in Puerto Rico, the NBC-TV affiliates' board of directors gets a nice package of reports on record sales, improved ratings and plans for new programing. And there's also the prospect of a Foxx returning to his original den. PAGE 30.

ON TAP IN PALM BEACH  The ANA annual meeting this week will face some familiar problems. President Allport spells them out and reports on the association's counter measures. PAGE 31.

QUELLO ON STUMP  The FCC commissioner and friends begin campaigning for his reappointment. PAGE 31.

CARTER-MONDALE VS. NETWORKS  Campaign committee accepts CBS offer of five minutes. ABC proposes half-hour but time slot isn't acceptable. No word from NBC as of Friday. PAGE 33.

BACK-OFF ON BORDER TV  The FCC says it won't take action on Canadian pre-release of U.S. programing. At same meeting, commission officially shelves top-50 policy and makes it easier for phone companies to get into rural cable ownership. PAGE 34.

THE SCOREBOARD AT GENEVA  As WARC stagger to a close this week, the U.S. is losing ground on AM expansion, but gaining with the 12 ghz satellite issue. The American delegates make some concessions during the sessions that have been going on since September, but seem ready to declare that, on certain issues, U.S. will not be bound to WARC decisions. PAGE 36.

TED TURNER'S BRAINCHILD  The target date for the start of the Atlanta superstation owner's Cable News Network is less than six months away. A visit with key CNN executives gives some insight to their staffing, programing and technical plans. PAGE 44.

COPYRIGHT MISGIVINGS  Broadcast, motion-picture, sports and union spokespersons voice their concerns about proposed changes in the law. PAGE 49.

SETBACK TO NTIA  A Congressional Research study, requested by Van Deerlin, contends that only Congress can require cable operators to obtain broadcaster consent for retransmission. That goes against NTIA's contention that the FCC has such authority. PAGE 54.

CABLE'S LEDGER FOR '78  The annual FCC figures on the industry's finances show another substantial gain in revenues, but a slowdown in profits due to a 28% increase in operating expenses. PAGE 63.

ABC-TV RETRENCHES  After only limited success with aggressive moves to enhance its programing leadership, the network puts some of its powerhouse back in their old slots and comes up with some new series. PAGE 69.

COMSAT'S CHARYK  As president and chief executive officer of Comsat, Joseph Charyk must concern himself with balance sheets and the need for profits. But it is a life-long affection for technology that provides most of his motivation. PAGE 97.
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.

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KSDK KOAT TV
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
Hot October

ABC-TV's share of network revenues soared in October, presumably boosted most by World Series. First monthly estimates by Broadcast Advertisers Reports show ABC, which for nine months through September had 36.3% share (Broadcasting, Oct. 29), rose to 40.6% share in October with $214,395,300 of month's estimated $528,058,300 in three-network revenues. CBS-TV, which had 33.1% share through September, slipped to 30.8% for October with $162,708,300, and NBC-TV, with 30.6% share until then, dropped to 28.6% on $150,954,700.

BAR, which for years produced weekly estimates of network revenues, switched to monthly reports in October in belief, according to officials there, that little additional time to work up estimates would result in better figures. October estimates put NBC over billion-dollar mark for year. ABC got there in August, CBS in September. Through October: ABC $1,375,011,600 (36.9%), CBS $1,221,365,000 (32.8%), NBC $1,129,056,000 (30.3%). Three-network total, $3,725,432,600, should pass $4 billion when November estimates are in.

Next stage

CBS Inc.'s experiment with teletext moves to new phase mid-to-late December when both Ceefax/Oracle and Antiope signals will be sent over television network. FCC has granted 90-day authority for new experiment that CBS is conducting to determine how signal acts over landlines and satellite. Network intends to send signal by land to Los Angeles and then back to New York via Westar satellite. Most CBS stations will delete signal before broadcasting in their markets, but network expects some set manufacturers to request that few local stations broadcast teletext so manufacturers can examine their own experimental teletext decoders.

Quello; then Lee

Although he holds record for longest tenure of any federal commissioner, Robert E. Lee of FCC can't be counted out when his fourth seven-year term expires on June 30, 1981. He completed 26 years on FCC last fall and had confided he wouldn't want re-appointment. But his selection to head U.S. delegation to North American Regional Radio Conference next March (when he'll be 60) would entail presiding over windup session in late 1981. Whoever is President would be reluctant to change horses and replace

Republican incumbent in midst of sensitive Region 2 allocations conclave ("Closed Circuit," Nov. 26).

Under system of staggered appointments to FCC, one vacancy occurs every June 30 over seven-year cycle. Next at bat is James H. QuelIo, controversial Italo-American Democrat, who has won spontaneous support following disclosure of efforts to have him replaced. Lee's appointment to fifth term would entail year-to-year appointment after he reaches 70 in 1982. There's precedent for that.

Dismal December

Spot radio seems to be winding up 1979 in a way it began back in January and February—in slump. In fact, reps say 1979 followed erratic patterns, with business perking up in March and April and again in August and September. But December shapes up as disappointing month for many spot radio sellers, though minority view from few reps is that activity for December is brisk. Spot radio ended with hefty gain of about 15% in 1978; 1979's gain is expected to be relatively modest, estimated in 7%-8% range.

History lesson

As ABC tries to restore ratings momentum, some competitors are cautiously venturing another look at presumption that winter Olympics will be ABC ratings bonanza. Common wisdom is that in early 1976, when ABC started to steal show, Olympics coverage was what put it over. But average weekly rating for ABC in three weeks prior to Olympics was 21.3; in Olympics weeks it was no more than point better.

What was important back then was that everyone, ABC included, was surprised Olympics did so well, and didn't pull ratings down. Competitors hope reverse in expectations will prove case this time around.

Early line

In forefront of nominees for Distinguished Service Award of National Association of Broadcasters are, alphabetically, Mark Evans Austad, vice president of Metromedia and former ambassador to Finland; Stanley E. Hubbard, octogenarian chairman-founder of Hubbard Broadcasting Co., St. Paul-Minneapolis; Arch L. Madsen, president, Bonneville International, Salt Lake City, and Donald A. Thurston, president, Berkshire Broadcasting Co., North Adams, Mass., last past-chairman of NAB joint board of directors.

In addition, convention committee of NAB, meeting next January at Palm Springs, Calif., in advance of NAB's winter board meeting Jan. 20-25, will consider other holdover nominations, plus new ones received prior to its meeting. Presentation will be made to winner of association's highest award at annual convention in Las Vegas April 13-16.

Just In case

California Governor Jerry Brown, in Washington last week to raise money and arouse interest in his dark-horse candidacy for Democratic presidential nomination, met with cable group at $100-a-plate breakfast at Mayflower hotel Wednesday morning. Breakfasters included Tom Wheeler, president of National Cable Television Association; Steve Effros, executive director of Community Antenna Television Association; pack of Washington communications lawyers, and Spencer Kaizt of California CATV Association, who organized affair.

Brown stayed 45 minutes without eating and gave general talk on his candidacy and cable rate deregulation bill he signed into law back home.

Loading up

Lou Frey Jr., ranking Republican on House Communications Subcommittee in last Congress and now practicing law in Washington, has been retained by group of publishers-broadcasters in their effort to protect crossownerships. Group took action at recent Washington meeting with its counsel, Lee Loewinger, former FCC commissioner. Hope is that crossownership protection can be written into any Communications Act revisions that come out of what was originally rewrite of act while Frey was still on subcommittee.

Also representing crossowner group is Hector Alcalde, Washington lobbyist. Presiding at Washington meeting was Irwin Maier, chairman of Milwaukee Journal Co., which owns WTMJ-AM-TV and WITI-FM Milwaukee.

Home town helper

Without fanfare, carriage of PBS MacNeil-Lehrer Report on noncommercial KRMA-TV Denver has been underwritten for rest of grant year by commercial broadcaster in same market, Alvin G. Planagan, president of Gannett's Combined Communications Broadcast Division. Planagan's $16,000 grant is said by PBS to be without precedent. He makes headquarters at Combined's KBTV(TV) Denver, ABC-TV affiliate and ratings leader.
You Bet

starring

Buddy

from

MCA TV

in association with

THE NBC TELEVISION STATIONS DIVISION

We've just completed taping the pilot in Hollywood for a new half-hour comedy strip.

You'll love it!
Buddy Hackett stars in this hilarious half-hour comedy strip based on one of TV's all-time hits! Produced by The Hill-Eubanks Group.

Wm. Underwood Co. □ Thirteen-week campaign for Accent seasoning begins Jan. 7 in 24 markets with spots running during day, early fringe and prime access times. Agency: Kenyon & Eckhardt, Boston. Target: women, 18-49.


Clairol □ Four-to-six week campaign begins in late January for Funk corn seeds in over 35 markets including Dayton, Ohio; Wichita, Kan., and Kansas City, Mo. Spots will run during prime times and news. Agency: Bader Rutter, Brookfield, Wis. Target: men, 25 plus.


Kentucky Fried Chicken □ Four-week campaign for restaurant chain begins this week in five markets. Agency: Young & Rubicam, New York. Target: adults, 18-49.

Cheesbrough Ponds □ Four-week campaign for Aziza mascara begins this week in 17 markets including Los Angeles, Atlanta, Houston and Denver. Some spots will run during fringe times. Agency: Waring & LaRosa, New York. Target: women, 18-34.


Southwestern Bell □ Ten-month campaign for business use of long distance begins Jan. 7 in 33 markets in Missouri, Kansas, Arkansas, Oklahoma and Texas. Spots will run in morning and
Nashville On The Road
Just finished shooting in
the Rocky Mountains of
Colorado (128 stations)

Pop! Goes The Country
Ralph Emery presents the
super stars (140 stations)

Porter Wagoner
Longest running country
music show in history
(107 stations)

Marty Robbins' Spotlight
Like programming your
station with 24 new specials
(104 stations)

Dolly
Dolly Parton. What else
need be said? (137 stations)

Stan Sellers, VP Sales
Dick Montgomery, Regional Sales Manager
Show Biz, Inc., Baker Building
Nashville, TN 37212
(615) 327-2532
EST WAY YOUR RATINGS...

THREE.

PORTFOLIO IX
30 OUTSTANDING FEATURES INCLUDING:
“SATURDAY NIGHT FEVER,” “THE BAD NEWS BEARS,”
“BLACK SUNDAY,” “MARATHON MAN,” “ORCA,”
“THREE DAYS OF THE CONDOR,” “MAHOGANY,”
“LOOKING FOR MR. GOODBAR,” “HUSTLE,”
“CHARLIE BROWN,” “THE SHOOTIST.”

WASHINGTON: BEHIND CLOSED DOORS
18 TOP-RATED TWO HOUR MOVIES WITH PROVEN AUDIENCE APPEAL AND A LINE-UP OF MAJOR STARS INCLUDING:
LAUREN BACALL, WAYNE ROGERS, RUTH GORDON,
ERNEST BORGNINE, LAUREN HUTTON,
RICHARD THOMAS, CAROL LYNLEY, RALPH BELLAMY,
PAULA PRENTISS, JOHN FORSYTHE, ADRIENNE BARBEAU,
KAREN VALENTINE, WARREN OATES.

MARQUEE II
AVAILABLE FROM PARAMOUNT TELEVISION DOMESTIC SYNDICATION
There's a fertile market in Central Illinois.

Even though its roots are deep into agriculture, Peoria is an industrial force to be reckoned with. And that's made Peoria an important DMA. Peorians will have 3.6 million dollars to spend this year.

The best way to reach this fertile market is WRAU-TV. Even though we are an ABC affiliate we don't have to depend on the network to maintain our leadership. Our strong local programming and award winning 23-member news staff, keep WRAU-TV out front of the competition.

Those are good reasons to see how your advertising dollar plays in Peoria.

You're ahead when you buy Forward.

WRAU-TV

PEORIA, ILLINOIS

MEMBER...FORWARD GROUP

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


Federal Land Bank of St. Louis -

Foodmaker
Eleven-week campaign begins this week in over 25 markets for Jack in the Box restaurants to promote "Frings" (french fries and onion rings). Agency: Weis, Rich, Greens, Los Angeles. Target: adults, 18-34.

Hershey
Eight-week campaign for cocoa mix begins this week in St. Louis and Minneapolis. Spots are running in morning drive times and other daytimes. Agency: Ogilvy & Mather, New York. Target: women, 18-49.

Michigan Travel Bureau

Houbigant
Three-week campaign for perfumes begins this week in eight markets including Winston-Salem, N.C., and Charleston, S.C. Agency: Ridgfield Advertising, Ridgfield, N.J. Target: adults, 18 plus.

Misslon Portelir Fil

Roy Rogers

Great Empire Trading

Farmland Foods
Two-week radio campaign for ham and bacon begins Dec. 10 in Milwaukee, Dallas-Fort Worth, Omaha, Denver and Kansas City, St. Louis, Springfield and St. Joseph, all Missouri, with TV flights added in some markets. Agency: Barickman Advertising, Kansas City. Target: total adults.

Getting together. Benton & Bowles, New York, with worldwide billings of almost $630 million in 1978, and Manning, Selvage & Lee, New York, public relations firm with billings of more than $5 million, have agreed to merge, effective Dec. 31. Consolidation is part of trend toward acquisition of major public relations companies by leading agencies. Last year Foote, Cone & Belding bought Cari Byorl & Associates, and last October, Young & Rubicam, New York, absorbed Burson-Marcsteller as part of its purchase of Marsteller Inc. advertising agency.

Like the old days. International Harvester, which has been going with spot TV advertising since 1955, is returning to full-program sponsorship in 1980 with three one-hour specials. First program, Weather Report '80: The Almost, Not Quite, Sure Thing, is set for January. Playback Associates is producing. George Back and Associates is buying time on stations for IH.

How the garden grows. In its first major project in national CATV measurement, Arbitron Cable Services, New York, will conduct surveys of Madison Square Garden Sports Network, which is distributed by UA-Columbia. Arbitron will make cable right telephone surveys for 18 different events during survey periods in December and February and May 1980. Information to be reported will include household rating and share, plus audience composition.

In new offices. Top Market Television, New York has opened offices in Cleveland and San Francisco, raising total to nine. TMT's office in Cleveland is at 1 Erie View Plaza 44103 and is managed by Bill Scaffide, who has been salesman at wkw-tv there. Telephone: (216) 441-1776. Second new office is at 601 Montgomery Street, San Francisco 94111. Telephone: (415) 362-1776. Rudy Taylor, account executive with TMT in Los Angeles, has been appointed manager in San Francisco.

Moved. Sheridan Broadcasting Network (formerly Mutual Black Network) has moved its Chicago sales office to Suite 720, 720 North Michigan Avenue, 60611. Phone (312) 351-7488. Office's sales manager is Thaddeus Hill.
Kids aren't just involved with WWBT's show "Jack and the Juke Box," they are the show. Children interested in music receive instruction, conceive program material to demonstrate their new-found skills, and then perform on camera.

By allowing kids to learn by doing, the show provides a stimulating educational experience. The Richmond city schools were so impressed with "Jack and the Juke Box" they made it an extension of their system.

The NATPE was so impressed with "Jack and the Juke Box," they voted it their Iris Award as the best locally produced children's show in the country's under top 25 markets.

We're honored. But even more rewarding is the satisfaction gained from putting television to a constructive new use.

Television has tremendous potential, not the least of which is helping our children realize their potential.

WWBT 12

Jefferson Pilot Broadcasting


Where Things Stand

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

AM allocation. 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 16). There also has been 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-III), in advocating conversion of daytimers. 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 25). International implications of reducing AM spacing will be on agenda at meeting of countries of Region 2 (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 without diminishing operation of existing full-time stations. National Radio Broadcasters Association supports committee idea to study 9 kHz proposal. Comments on 9 kHz proposal were filled in October. One line of agreement was that FCC should conduct thorough study of impact on total marketplace of all AM allocations proceedings and prepare careful position for Region 2 conference.

AM stereo. FCC last year instituted formal inquiry looking to development of standards for AM stereo broadcasting (BROADCASTING, Sept. 18, 1978). Included in proceeding were five proposed systems—Bel-Air, Harris, Kahn, Magnavox and Motorola. Final comments in proceeding have been filed (BROADCASTING, May 28). At FCC oversight hearings three weeks ago, Chairman Charles Ferris said FCC will deal with issue in early spring.

Antitrust/networks. Justice Department, which originally filled 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, 1972). 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 years ago, judge in case refused (BROADCASTING, Nov. 6, 1978). Federal Trade Commission also has been preliminary inquiry into broadcast antitrust questions (BROADCASTING, July 31, 1978) and late last year held seminar on media concentration (BROAD-


Antitrust/TV code. Department of Justice has filed suit in U.S. District Court in Washington against National Association of Broadcasters' television code, charging that it unfairly manipulates marketplace by restricting number of advertising availabilities (BROADCASTING, July 18). NAB has filed motion to dismiss with court (BROADCASTING, Sept. 17). Oral arguments are set for Dec. 5.

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

Automatic transmission systems. FCC has allowed automatic transmission service for nondirectional AM and FM stations (BROADCASTING, Jan. 3, 1977). Commission expects also to permit ATS at AM directional and TV stations, but that proceeding is low on list of Broadcast Bureau priorities.

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 56 microsecond tolerance (from 11.44 to 12.56 microseconds) for horizontal to give industry time to correct problem. Last June, FCC adopted notice of inquiry concerning television waveform standards. In view of changes 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 all 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, 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 equities (BROADCASTING, May 7). Henry Geller, head of National Telecommunications and Information Administration, proposed idea of retransmission consent as means of introducing market 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 53 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 Needefalman, is disputed-issues hearings. FCC, meanwhile, has received reply comments in its inquiry into children's programming and advertising (BROADCASTING, Jan. 22) and issued staff report concluding that broadcasters have not complied with 1974 FCC policy guidelines. Staff says that while best solution is an increase in number of programming outlets, FCC should institute mandatory educational children's programming standards as "interim" measure (BROADCASTING, Nov. 5).

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 on CTC-audible decoder. It is subject to copyright and may not be copied or released for broadcast. Program content may be limited to that of zero or low signal level, or in some cases no signal level.)


tively 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 determining 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 in 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. Ninth Circuit U.S. Court of Appeals in San Francisco threw out November 1976 ruling by Judge Warren Ferguson that held family-viewing self-regulatory concept unconstitutional (BROADCASTING, Nov. 19). Appeals court ruled that Ferguson erred in concluding that U.S. District Court in Los Angeles was proper forum for deciding issue. Court ordered judicial review of administrative proceedings of case before FCC, with claims made against network and National Association of Broadcasters to be held in abeyance until commission completes its actions. Plainiffs, which include Tandem Productions and Writers Guild of America, haven't yet decided what course of action to pursue.

FCC quashes. National Quadraphonic Radio Committee (NQRC) was formed in 1972 by industry groups. It submitted its conclusions to FCC in 1975, and commission has conducted tests at its laboratory division since then. FCC issued notice of inquiry in June 1977 to study merits of various quadraphonic techniques. Comments were filed late that year (BROADCASTING, Dec. 4). 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 or should be involved in regulating program formats with other color systems. It has not yet concluded that it can and shouldn't (BROADCASTING, Aug. 2, 1978). Commission said determination should be left to discretion of licensee and to regulation of marketplace. But this was contrary to several previous appeals-court decisions, and U.S. Court of Appeals reversed commission after most recent appeal was taken by citizen groups (BROADCASTING, July 9). Commission last week asked Supreme Court to review case (see story this issue).

License renewal legislation. Broadcasters' effort to win license renewal legislation with longer licenses and insulation from challenge for such reasons as ownership structure became more urgent after Washington appeals court's decision in October, although that decision was later amended (BROADCASTING, Jan. 1). 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 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 minority path to ownership (BROADCASTING, May 22, 1978). Small Business Administration changed its policy against making loans to broadcasters, ostensibly to help minority owners, but only seven of first 32 broadcast loans last year went to nonwhite-owned enterprises (BROADCASTING, Nov. 13, 1978). In private sphere, National Association of Broadcasters has raised about 59 million from networks and other broadcast organizations, for its nonprofit Minority Broadcast Investment Fund, through which it hopes to raise $44 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 to American Society of Composers, Authors and Publishers have agreed, subject to court approval, on new licenses for radio stations' use of ASCAP music, retroactive to March 1, 1977, and extending through Dec. 31, 1982, and expected to save broadcasters $6.5 million to $8 million over full term (BROADCASTING, Aug. 21, 1978). Committee also has negotiated new agreement for Broadcast Music Inc. licenses retroactive to Jan. 1, 1979, and extending through Dec. 31, 1983 (BROADCASTING, March 12). In TV, similar all-industry committee has quit negotiating for new TV-station licenses with ASCAP and BMI and has filed a class-action suit in U.S. Southern District Court in New York against the two music-licensing firms, charging that blanket licenses are monopolistic and anticompetitive (BROADCASTING, Dec. 4, 1978). In network TV, Supreme Court has overturned appeals court's decision siding with CBS in its demand for "per use" licenses as alternative to current blanket licenses and ordered lower court to review case from different legal perspective (BROADCASTING, April 23).


Noncommercial broadcasting rules. FCC has instituted rulemaking and inquiry designed for
to bring regulatory policies for public broadcasting up to date (Broadcasting, June 12, 1978). Inquiry is aimed at helping commission determine what must be done to retain the current 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 now 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 who are now third-class radio operator licenses; holders of such permits can now perform routine technical chores at radio stations (Broadcasting, Jan. 1). FCC issued second report and order Nov. 6 to permit persons holding any class commercial operator license or permit to perform routine operating duties at any radio or TV station, regardless of power or antenna type. In addition, first class chief operator may be employed on a part-time basis in lieu of previously required full-time employment. Changes are effective Dec. 19. FCC will issue further notice of proposed rulemaking next spring, addressing operator license restructuring and continuing examination requirement.

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 to market (Broadcasting, Oct. 1). As industry pay cable reaches 4.5 million subscribers (Broadcasting, May 28). There are six over-air pay TV stations currently telecasting: WNEW-TV Newark, N.J., KBSC-TV Corona, Calif., WORV-TV Boston, KNXT-TV Los Angeles, WWOR-TV Detroit and KNXT-TV Phoenix.

Performer royalties. Legislation to require broadcasters and other users of recorded music to pay royalties to record performers and manufacturers has been reintroduced as H.R. 237 by Representative George Danielson (D-Calif.) 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 held hearings on legislation Nov. 27. (See story, this issue).

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 program (Broadcasting, Oct. 9, 1976). Bill also contains incentives for more money to go 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 Car- negie 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. In October 1978 FCC Chairman Charles Ferris asked Broadcasting 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 that 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 current 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 search warrant to search newsmen's 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-III) has introduced bill to prohibit use of search warrants or subpoenas against news media including broadcasters (Broadcasting, Aug. 28, 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 rehear case of San Francisco TV reporter ordered to jail for refusal to divulge sources in connection with story he did while with KAKE-TV (Broadcasting, Feb. 26). and court's Herbert v. 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 tabs to determine whether proximity of stations could be reduced (Broadcasting, June 2, 1975) was terminated in December 1976, with the adoption of a new proceeding looking towards development of new television receivers (Broadcasting, Feb. 20, 1978). Commission also has adopted new, tighter noise figure standards aimed at improving reception of UHF pictures (Broadcasting, May 22, 1976). Earlier this year, it set up new task force to work toward UHF comparability, and made plans for spending up to $61,000 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 alternatives 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). Staff is currently completing studies that may lead to report and order.

WARC, 1979 World Administrative Radio Conference began Sept. 24 and will end this week. U.S. and 151 other member nations of International Telecommunications Union will make spectrum-allocation decisions that are expected to affect media until century's end. (See story, page 36).

WEBS, FCC renewal of license for Cowies Communications' WESS-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). Cowies and competitor arrived at out-of-court settlement (Broadcasting, May 21), but agreement was rejected by court (Broadcasting, July 25).
Kids know that NICKELODEON is a one-of-a-kind wonderful kind of thing. They're stimulated, educated, and entertained by programs designed for all kinds of young people.

It has built up a truly broad-based audience; shows run the happy gamut from preschoolers to late teens. The programming was developed by NICKELODEON'S Dr. Vivian Horner, who helped create "The Electric Company" for the Children's Television Workshop.

NICKELODEON'S shows are all tested on our revolutionary two-way cable system; the young people themselves tell us what they like and what they want to see.

Parents love NICKELODEON, too, because there are no commercials, no violence. And more than 1.1 million homes have been signed up for NICKELODEON in less than six months.

But the millions of kids and parents who love NICKELODEON are not alone. Educators, legislators, and community groups are also singing NICKELODEON'S praises. They find it a far more positive and constructive choice than standard broadcast programming aimed at children.

All these people know something you may not know. However, some profit-minded cable operators have already got the message: they're the ones beaming NICKELODEON to those million-plus homes.

Don't you think you should offer this extraordinary service to your community?
Prime access... by building audience viewing habits, by taking advantage of concentrated promotions.

Let the positive impact of stripping, combined with the most successful contemporary styles.

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The following text is a list of events and notices from various organizations and locations, including dates, locations, and contact information where applicable. The events cover topics such as cable television, radio, and advertising. The text is organized by date and includes names, titles, and contact details for various individuals and organizations.

**January 1980**

- Jan 4-5 - Radio-Television News Directors Association board meeting, Diplon hotel, Hollywood, Fla.
- Jan 5-8 - International Winter Consumer Electronics Show, Las Vegas Convention Center.
- Jan 7-9 - Pacific Telecommunications Conference, Ilikai hotel, Honolulu. Information: Richard J. Barber, Social Science Research Institute, University of Hawaii, Manoa, 2424 Maile Way, No. 704, Honolulu 96822; (808) 948-7879.
- 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 9-11 - Arbitron Television advisory council meeting, Key Biscayne hotel, Key Biscayne, Fla.
- Jan 11-12 - National radio-television conference of Investigative Reporters and Editors, Hyatt, Louisville, Ky Contact: James Polk, NBC News, Washington D.C.
- Jan 14 - Deadline for entries for 40th annual George Foster Peabody Radio and Television awards sponsored by Henry W. Grady School of Journalism and Mass Communication, University of Georgia, Athens, Ga. 30602.
- Jan 14-16 - Society of Cable Television Engineers regional meeting and technical workshop, Tallahassee, Fla.
- Jan 16-18 - Meeting of South Carolina Broadcasters Association, Carolina Inn, Columbia.
- Jan 18 - Annual convention of Utah Broadcasters Association Little America, Salt Lake City.
- Jan 20-25 - Joint board meeting of National Association of Broadcasters, Canyon hotel, Palm Springs, Calif.
- Jan 24-26 - Winter convention, Colorado Broadcasters Association, Sheraton Denver Tech Center.
- Jan 30-31 - New Jersey Broadcasters Association mid-winter managers meeting, Woodrow Wilson School of Princeton University.
- Jan 31 - Deadline for entries in 12th annual Robert F. Kennedy Journalism Awards for coverage of the disadvantaged by radio, television, print and photojournalism. First prize of $1,000 in each category; Grand prize of $2,000. Students in same categories compete for three-month journalism internships in Washington. Information: Coates Redmon, executive director, 1035 30th Street, N.W., Washington 20007; (202) 337-3414.

**February 1980**

- Feb 1-2 - Society of Motion Picture and Television
Engineers 14th annual television conference, Sheraton Centre hotel, Toronto.

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

Feb. 3-5 — Louisiana Association of Broadcasters convention, Baton Rouge Hilton.

Feb. 4-5 — Ohio Association of Broadcasters/Ohio Sportscaster state meeting, Galbraith Darby Dan Farm, Columbus.

Feb. 5 — NOE Award dinner of Broadcast Pioneers, Hotel Pierre, New York.

Feb. 5-6 — Society of Cable Television Engineers fifth annual conference on CATV reliability, Adams hotel, Phoenix.

Feb. 5-6 — Wisconsin Broadcasters Association annual winter meeting and legislative reception and dinner, Concourse hotel, Madison.

Feb. 6-11 — International Radio and Television Society FacultyIndustry Seminar and College Conference, Harrison Conference Center, Glen Cove, N.Y.


Feb. 17-20 — Association of National Advertisers, business and industrial conference, Marco Beach hotel, Marco Island, Fla.

Feb. 19 — Deadline for reply comments in PCC notice of inquiry into TV waveform standards for horizontal/vertical blanking intervals (Docket 79-368).

Feb. 20-23 — Texas Cable Television Association annual convention, San Antonio Convention Center, San Antonio, Tex.

Feb. 24-25 — North Central Cable Association annual convention, Hilton hotel, Des Moines, Iowa.

Feb. 28 — Southern Baptist Radio and Television Commission’s 11th annual Abe Lincoln Awards banquet, Wilson C. Weism, Multimedia Inc, will be keynote speaker; Green Oaks Inn, Fort Worth.

March 1980

March 4 — Association of National Advertisers television workshop, Plaza hotel, New York.

March 5 — Ohio Association of Broadcasters “Salute to Congress” dinner and White House briefing, Hyatt Regency, Washington.


March 5 — Association of National Advertisers television workshop, Plaza hotel, New York.

March 10-20 — Region II conference of International Telecommunications Union for medium frequency broadcasting, Buenos Aires.

March 12 — Hollywood Academy of Television Arts and Sciences luncheon, Speaker: Frederick Pierce, president, ABC Television. Century Plaza hotel, Los Angeles.

March 14-16 — 11th annual Country Radio Seminar on “Answers to the Questions of the 80’s” Hyatt Regency, Nashville.

March 16-18 — First Amendment Congress, sponsored by American Society of Newspaper Editors, Plattsburgh, N.Y.


June 6-7, 1980 — American Advertising Federation, annual convention, Fairmont hotel, Dallas.


When you slip, it hurts

And, when you fall, it's a disaster. That's why so many of our clients who are Number One in their markets retain us year after year—they want to keep from slipping. It's easy to get a little bored or a little careless when the ratings look good. Even when the ratings drop a few points, somehow it can be rationalized; then suddenly, the station is in trouble. When you finally realize it, the reaction is often panic, and hasty changes accelerate the decline.

When we study your audience in-depth every year, we know just what is going on, and we harass you to make sure you don't get careless, so that the corrective action you take will be productive.

For other clients who are second, third or even fourth in their markets and heading for Number One, their ability to move constructively, with a sound knowledge of the strengths and weaknesses of their station and every other station in town, makes the difference. Our use of social scientists for gathering basic information about your own market keeps decisions out of the personal opinion area.

It also helps that the number one station in town usually sleeps while it slips. It's not just a game, but a deadly serious business, and mistakes can be worth millions. If you want to find out more about getting to be Number One or about staying there, please call us for a no-obligation presentation.

McHUGH and HOFFMAN, INC.
THE FIRST IN COMMUNICATIONS CONSULTING
3970 Chain Bridge Road
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(703) 691-0700

sored by 12 organizations including National Association of Broadcasters, Radio-Television News Directors Association and Society of Professional Journalists, Sigma Delta Chi, Williamsburg, Va.
March 18-20—National Public Radio annual conference, Crown Center hotel, Kansas City, Mo.

March 24-25—Society of Cable Television Engineers mid-Atlantic technical meeting and workshop, Hyatt House, Richmond, Va.
March 25—New York State Broadcasters Association annual membership meeting, Essex House, New York.
- March 25—Ohio Association of Broadcasters "Preparing-for-Political Season" workshop, Five Cents Center, Columbus.

April 1980

April 8-12—Satellite 80, international satellite conference and exposition, Palais des Expositions, Nice, France.
April 10-11—Broadcast Financial Management Association/Broadcast Credit Association boards of directors meetings, Marriott hotel, New Orleans.
April 13-16—National Association of Broadcasters annual convention, Las Vegas Convention Center.
April 18—Pioneer breakfast sponsored by Broadcast Pioneers during National Association of Broadcasters convention, Las Vegas Convention Center.
April 18-24—MIP TV international program market, Cannes, France, U.S. office: John Nathan, 30 Rockefeller Plaza, New York 10020; (212) 489-1360.
April 23-25—Indiana Broadcasters Association spring conference, Marriott Inn, Clarksville.
April 28-29—Society of Cable Television Engineers meeting and workshop, Sheraton Inn, Memphis.
April 30—Peabody Awards luncheon sponsored by Broadcast Pioneers, Hotel Pierre, New York.

May 1980

May 2-3—Annual convention, National Translator Association, Hotel Utah, Salt Lake City.
May 12-20—International Telecommunications Union 35th session of the Administrative Council, Geneva.
May 18-21—National Cable Television Association annual convention, Convention Center, Dallas.
May 19-20—Society of Cable Television Engineers Northwest technical meeting and workshop, Redway Inn, Boise, Idaho.
May 20-23—Public Radio in Mid-America spring meeting, Howard Johnson Downtown, Madison, Wis.
Information: Tom Hunt, WCMU-FM, 155 Anspach Hall, Mount Pleasant, Mich., 48859; (517) 774-3105.
May 21-22—Ohio Association of Broadcasters spring convention, Kings Island Inn, Cincinnati.

June 1980

June 1-3—Virginia Cable Television Association annual convention. Omni international hotel, Norfolk.
June 3-7—American Women in Radio and Television 29th annual convention, Board of Radio & Television Pioneers, Radio City, Houston, Tex.
June 4-5—Advertising Research Foundation's sixth annual mid-year conference, Hyatt Regency, Chicago.
June 6-7—Associated Press Broadcasters convention, Fairmont hotel, Denver.
June 6-8—Missouri Broadcasters Association spring meeting, Holiday Inn, Lake of the Ozarks.
June 7-11—American Advertising Federation, annual convention, Fairmont hotel, Dallas.
June 11-15—Broadcasters Promotion Association 21th annual seminar and Broadcast Designers Association second annual seminar; Queen Elizabeth hotel, Montreal.
June 12-14—Annual convention of Iowa Broadcasters Association, Holiday Inn, Ottumwa.
June 12-14—South Dakota Broadcasters Association convention, Holiday Inn, Watertown.
June 16-20—Maryland, District of Columbia, Delaware Broadcasters Association annual meeting, Sheraton-Fort Washington Inn, Ocean City, Md.
June 20-21—North Dakota Broadcasters Association spring meeting, Ar Claire motel, Devils Lake.

July 1980

July 18-19—Summer convention, Colorado Association of Broadcasters, Keystone Resort, near Dillon.
July 27-29—California Association of Broadcasters meeting. Del Monte Hyatt House, Monterey.
Ford's Idea

EDITOR: Thank you for your editorial and excellent coverage on Senator Wendell Ford's S. 1991 [BROADCASTING, Nov. 12, 19].

Of course, the bill is not worth a tinker's darn until we get it passed. This is my plea to broadcasters in each state to get those cards and letters rolling to their two Senate members urging them to support the bill.

The National Association of Broadcasters and Kentucky Broadcasters Association both have worked very closely with Senator Ford's office to secure the introduction of this bill. We have gone as far as we can go, however. Now we must have the support of the grass-roots broadcasters to get it passed.—J. T. Whitlock, executive director, Kentucky Broadcasters Association, Lebanon.

Editor's note: The Ford bill would narrow FTC subpoena power, restrict public participation funding and stop the children's advertising inquiry.

All in this together

EDITOR: An article in your Nov. 12th issue ("Behind the Scenes of the K-Mart Buy") singles out CBS Radio Spot Sales and the Christal Co. as the representatives responsible for persuading K-Mart to launch the massive radio campaign sponsoring morning drive newscasts.

To set the record straight, these two representatives firms worked hard as spokesmen for all of the representative firms. We agreed that our efforts would best be represented in this manner, rather than innumerable sales calls from a multiplicity of reps.

It took a tremendous amount of cooperation between stations and reps to keep the sponsorship packages intact long enough to be sold to K-Mart.

The truth is that K-Mart had been looking at this investment for a while and was astute enough to take advantage of it as it became available.—Thom Sutton, account executive, Eastman Radio, Detroit.

Further back on Fonda

EDITOR: More on Henry Fonda's series TV debut: All of your correspondents (BROADCASTING, Nov. 19) are wrong.

Fonda's TV series debut was in the 1955-56 season when he was host and star (in some episodes) of an anthology series titled Henry Fonda Presents the Rheingold Theater. The programs were carried in a number of Eastern and Western markets under Rheingold sponsorship and syndicated elsewhere. Of this I'm sure, having worked at that time as director of broadcast for Footie, Cone & Belding, where the show was one of my projects.

Fonda was always a delight to work with. A real professional, at a time when TV was still considered to be a second-class medium.—Peter M. Bardach, president, WSUS(FM) Franklin, N.J.

Full-timer

EDITOR: Patricia Yunker, in a letter published Nov. 12, stated: "When it was no longer possible for local radio stations to broadcast because of damage [from Hurricane Frederic], the 50 kw New Orleans stations became our link with what was happening." To set the record straight, Mobile was served throughout the storm and afterwards, not only by WKRG Radio, but WKRG-TV as well. We have hundreds of letters to prove it.—Bob Grip, WKRG-TV News, Mobile, Ala.

Ultimatus

EDITOR: This letter is intended to express our concern with the consistent negative coverage of our activities.

You have not covered objectively and fairly our challenges to the James Gabbert outfit and his felonious violations of U.S. laws. But you have continuously quoted his unproved assertions as though they had validity.

You have ignored a meaningful offer to resolve significant differences between ourselves and General Electric/Cox and deliberately agitated broadcasters by quoting money figures as if these figures were associated with an illegal claim.

You have readily printed the words and actions of Pluria Marshall as if they were honorable and have some official meaning. You ignored a story based on my complaints about Mr. Marshall and his malagomania.

I demand that you cease and desist from your efforts to undermine our nine years of public interest work and that you correct the negative impressions created by printing true facts, our opinion of events and the total story of any of our involvements.—Marcus Garvey Wicher, chairman, Community Coalition for Media Change, Berkeley, Calif.

Editor's note: BROADCASTING will continue to cover Wicher and his group according to the objectives that have been applied to its past activities.
Careful targeting saves ad ammunition

When Winchester launched a national TV campaign for sporting arms and ammunition early this year, we expected to get complaints.

We did—two letters. However, some 300 to 400 letters praising this effort were received by Winchester and others connected with the campaign.

How were we and our advertising agency, Norman, Craig & Kummel, able to undertake such a potentially controversial campaign without encountering negative reactions from those adverse to such advertising? Some sporting arms and ammunition advertising has appeared on TV in the past, but it has been sporadic and quite limited in scope.

The purpose of the campaign was to bring the Winchester name before an audience with an age range of 18 to 49, with emphasis on the younger people whose buying habits are not firmly fixed and represent the largest segment of Winchester’s market. The traditional hunting and shooting publications, whose readership is generally in the older age group, could not provide this target audience.

A decision was made by us and Norman, Craig & Kummel, to use television—and to use it more widely than anyone had ever done before with a product of this kind. Since network TV would be too costly and diffuse, the choice was for a syndicated program, provided one could be found with a highly selective appeal to the target audience, without drawing adverse criticism from others.

Finding the right show meant viewing thousands of feet of film. The show finally settled on was a half-hour series called Sports Afield, a name used by arrangement with the well-known outdoors magazine but not connected with it. We felt that the Sports Afield show would provide an interesting, relevant and highly selective environment for Winchester commercials. The program’s hosts are people with outstanding credentials in the outdoors world, and they help establish the proper image for the program and its sponsors.

Each program is divided into three segments, each approximately seven minutes long, that examine in depth various topics or people in a manner similar to magazine stories and profiles. Subjects covered include trap shooting, bass fishing, skin diving, cycling, mountain climbing and outdoor photography. Other segments explore a locale of special interest, chronicle a vigorous sporting contest, profile an accomplished outdoors person or relate a timely story on wildlife research or management.

Contracts were signed with 75 carefully chosen stations that reach 60% of U.S. television households. The show ran in prime access time and in late Saturday and Sunday afternoons for 13 consecutive weeks, positioned before or after major sports events, beginning in February.

Winchester’s message consisted of two 30-second commercials on each show, plus opening and closing billboards.

The objective was not to sell any particular Winchester product but to enhance the Winchester name and project the company’s famous horse-and-rider logo.

This was done by emphasizing Winchester’s heritage and its image as part of the American past. The logo was brought to life with a soft-focus “ghosted” image of the horse and rider galloping toward the camera and fading away. Superimposed on the ghost image is a modern scene in sharp focus.

Guns are shown, but never in use. The emphasis is on people: the peaceful solitude of the lone hunter, the comradery of two outdoorsmen, a father and son sharing their love of the open country.

Our research shows that we actually reached 37% of hunters with the Sports Afield show. It was the first time a sporting arms and ammunition manufacturer was the sponsor of a nationally syndicated television series.

An indication of the success of the program is Winchester’s sales figures: a month-by-month increase in sales in the first half of 1979 compared to the previous year.

To test the effectiveness of the program, interviews were conducted with 500 hunters, ages 18 through 35, in six test markets.

Findings showed, among other things, that 44% of show viewers had seen the commercial and, of these, half of them recalled the horse and rider. While product quality was never directly referred to in the commercials, 28% of the viewers concluded that “Winchester makes quality products” and an equal number said “you can trust Winchester products.”

There were corollary benefits.

 Dealers are impressed with television as a selling medium, but very few can afford to use television themselves. Therefore, the merchandising value of Winchester sponsorship of the Sports Afield program, a first in the industry, made a strong impact on dealers and distributors.

To provide local tie-ins, we offered dealer posters, ad mats and a shortened version of our national TV commercials in which dealers could tag on their own message.

We provided dealers with special posters that promote the Sports Afield program and identify his store as the place to buy Winchester arms and ammunition.

In our advance promotion to dealers, we pointed out that these Winchester TV commercials would be “reaching more potential gun and ammo buyers than any campaign in the history of the sporting arms industry.”

Our campaign will continue in January 1980, using the same show, and will unquestionably provide even greater impact to an expanded audience.

The new campaign will run for 26 weeks and will extend the original coverage to 100 stations. Both our dealers and customers were very enthusiastic about the original programs, especially with the high quality of the production.

We feel confident that the new campaign will be equally well received both by our dealers and the viewing public.

We first went into this project with considerable hope but, I must admit, some apprehension about possible adverse reaction from at least some segments of the public.

Today, we are confident that we have come up with the right formula and the way ahead is clear.
BY 1980, THERE WON'T BE A COP AROUND WHEN YOU NEED ONE.


Columbia Pictures Television
"Here at Station Business Systems we have a full line of business systems for broadcasting, the famous BAT® Systems. They handle everything from Billing and Traffic to all Accounting functions. Our BAT Systems can do many other things, too, such as music playlists, film inventories, even election return tabulations! This BAT System flexibility has made ours the most widely used Systems in the field.

"But this same selection of capabilities has taught us to carefully appraise each station’s needs before we propose any BAT System. It is essential that any installation we make be just right for the job... yet offer capacity for growth. This analysis is a large part of my job, and is offered without charge to any broadcaster considering computerization.

"When I make a study for a prospective BAT System user, I bring along not only my experience of years in broadcasting, but also the resources of Station Business Systems and Control Data Corporation. Most of the time I find we have just the solution to a station’s problems, and can point to similar profit-making, cost-cutting procedures already in use at one of our over-300 radio and TV stations, networks, or group installations in the United States, Canada and Australia.

"Of course, sometimes I merely suggest "no change" or a manual procedure shortcut! When you have a reputation for excellence to protect, and when you offer more products and services than anyone else, then you better know when to say "leave well enough alone."

"Call Station Business Systems for a free Station System Analysis. The toll free number is 800-243-5300, or call (203) 622-2400 collect. Our address is 600 West Putnam Avenue, Greenwich, CT. 06830. We would like to show you why we are the leaders, and see if we can help you!

"And tell them I sent you.

STATION BUSINESS SYSTEMS
a division of
CONTROL DATA CORPORATION
MORE THAN A COMPUTER COMPANY
CBS upset in November sweeps
ends long ABC winning streak

Leader is ousted by less than half a rating point; regular series prove to be strength

CBS-TV, the slow-starter of the season, turned the tables during the crucial November ratings sweeps, scored an upset victory over ABC-TV and left NBC-TV deep in the basement.

It was CBS's first sweeps win since November 1975, and it ended ABC's winning streak since that time.

The Arbitron scores (from Oct. 31-Nov. 27) gave CBS a 20.0 rating/34.9 share, ABC a 19.6/34.2 and NBC a 17.7/30.9.

Nielsen averages were just about the same, with CBS 20.1/35, ABC 19.7/34.2 and NBC 17.7/30.8. (Shares cited reflect only those homes watching network TV.)

As compared to last year's November sweeps, CBS was the only network to improve. ABC dropped considerably in both Arbitron and Nielsen, CBS was up 1.9 ratings points; ABC was down 1.4 and NBC remained the same. Arbitron shares showed a three-point gain for CBS and drops of 2.8 and 0.2 for ABC and NBC respectively. CBS gained 3.1 share points in the Nielsen averages compared to drops of 2.8 for ABC and .3 for NBC.

CBS's victory owed more, perhaps, to the strength of the network's regular series than to any special sweeps programing. Although the network certainly profited from such offerings as the theatrical release, "Oh God" (Nov. 25), which received a Nielsen rating of 31.7 and a 45 share and was the highest rated special of the sweeps, and "Silver Streak" (Nov. 15, 21.5/40), the number-two special of the month, its regular series demonstrated considerable power. ("Oh God," however, was outrated by an ABC movie in a regular movie period [see page 66].)

The network's strongest nights generally were on Friday and Sunday, where its regular programs consistently managed to beat or remain competitive with both regular programs and specials on the other networks.

CBS lost no Fridays and only one Sunday through the month, and, with three exceptions, it maintained its dominance on those nights by relying on regular episodes of its programs.

When CBS did run specials, such as "Oh God," or a two-hour Dallas (Nov. 16), it still tended to maintain its superiority.

Monday also proved critical in the CBS victory. There has been a three-way contest for the night throughout the season with ABC's football, CBS's powerful 9-11 block and NBC's Little House on the Prairie-Monday Night Movie line-up trading leadership weekly. CBS won two of the four Mondays of the sweeps—again, largely on the strength of regular programing. ABC's football failed to win that night once during the month, and NBC had two victories.

ABC's performance through the month was hampered considerably by its failure to attract audiences to its made-for-television movies, feature films and miniseries—programming forms that have helped carry the network in the past. As one prominent network observer noted last week, there has been a "substantial failure" at the network in those areas.

Last year, it was pointed out, ABC relied on winning at least three nights each week with its regular, powerful Tuesday-through-Thursday series and then used its Friday and Sunday movies to nudge it past the competition. Thus far this season, there has been a noticeable fall-off for ABC on its movie nights.

Last year, the ABC Sunday Night Movie was the 16th highest rated show and averaged 22.7/36 for the season. This year, it has dropped to the 22d rank with a 20.5/32. The fall-off of the ABC Friday Night Movie has been even greater—a 38th-ranked 19.0/32 for the 1978-79 season versus a 53d-ranked 16.0/27 thus far this year.

And in the sweeps, the network's movie performance did just as badly. Only ABC's Nov. 4 presentation of "Jaws," one of the most popular films ever released, beat the network's Sunday competition. The Nov. 11 made-for-television film, "Love for Rent," was at one point in the evening in a half-hour three-way tie for Sunday night leadership. At no other point on Friday or Sunday during the ratings sweeps did ABC win the 9-11 time period with one of its features.

ABC's failures through the month were as noteworthy as its successes. Certainly the biggest disappointment for the month must have been Aaron Spelling Productions' miniseries, The French Atlantic Affair which scored a 16.2/25 at its highest point, Sunday, Nov. 18. Part one of the three-part miniseries, Nov. 15, scored 13/22, and part two (Nov. 16) only a 9.7/17. Spelling said Atlantic's performance "could be one of the biggest disappointments in miniseries history."

But there were other disappointments. The Friday, Nov. 9 presentation of the made-for-television feature, "Topper," delivered a 19.1/33 and lost to regular series on CBS. The "Birth of the Beatles" (Nov. 23) scored 14.5/24 and ranked 53d out of 57 programs broadcast that week.

The powerful (31.8/44) showing of "Smokey and the Bandit" on NBC Nov. 25 must have been a painful reminder to Fred Silverman and company that in their quest for early-season leads they moved "Coming Home" and "Semi-Tough" out of November. The network's two leading series, Little House and CHiPs, generally managed to hold their Monday and Saturday audiences, respectively, but elsewhere through the month NBC's performance was inconsistent.

Its position in the three-way race improved considerably in the final week of the month when a Little House and a Bob Hope special carried Monday and a special episode of Real People (23.1/37) and 90-minute Bee Gees special (19.0/31) carried Wednesday for the network—providing the month's only defeat of ABC's strong Wednesday schedule: Friday night's regular episode of Shirley also won its time period with a 17.0/25—improving on its season-to-date performance of 15.2/26. And Quincy won its Thursday 9-10 time period that week, beating a made-for-television feature on CBS and regular comedy series on ABC. "Smokey" was the number-one program of the week. NBC finished second that week—the only time it rose out of the cellar.

It was earlier in the month where NBC stumbled. In the first full week of the sweeps, NBC won only two hours.

-The week ending Nov. 18 was even worse. Only Little House and CHiPs won their time periods. A movie schedule that week that included "The Omen," "The Duchess and the Dirtwater Fox" and a two-part presentation of "A Bridge Too Far" failed to attract audiences to the number-three network.

Unlike CBS, which steadily increased its ratings throughout the course of the month, or ABC, which just as steadily declined, NBC showed sporadic movement through the four-week period. It opened with a 16.5 the week ending Nov. 4, moved up to 18.0 the next week, dropped to 17.7 the next and then finished the final full week with 19.3—largely as a result of "Smokey."
Jankowski: Be brave in the new world

CBG president says that history indicates television will survive and prosper despite technology

“We are convinced that the future is not something to worry about,” Gene E. Jankowski, president of CBS/Broadcast Group, said last week. His remarks, which centered on the threat—or in his view nonthreat—of the new communications technologies to commercial networks, were delivered last Thursday (Nov. 29) to the Academy of Television Arts and Sciences at a luncheon in Los Angeles’ Century Plaza hotel.

The thrust of the network executive’s comments was aimed at “those doom- and gloom-sayers who would have you believe that television as we know it is a member of an endangered species.” The lessons of the evolution of communications in this century do not coincide with those projections, said Jankowski as he recited a number of statistics showing that most forms of entertainment and communications have prospered alongside newer forms.

“In the thirties, they were saying that radio would kill the phonograph, movies and the theater. In the forties, they said that FM radio would kill AM. As we neared the fifties, they said that television would kill off AM, FM and the printed word and just about anything else worth killing. In the sixties, they said that cable would kill television. In the seventies, the list of television’s executioners grew even longer,” Jankowski said.

In contrast, the number of commercial radio stations has tripled since the introduction of television, the number of books published in the U.S. has multiplied three times, paperback book sales have increased tenfold and the number of periodicals has increased by nearly one-third, he said.

“One important lesson is the fact that new means of communications do not automatically spell obsolescence and drive out the old,” Jankowski said. “Instead, the new often complements, or supplements, the old, resulting in broader, stronger markets for both.”

Jankowski was cognizant, however, that television will be changing in the coming decade. “It is obvious,” he said, “that the interplay of changing demographics, new formats, new technology, new ideas, new legislation and new goals and new priorities will create a more complex communications environment.

Nevertheless, commercial television’s continued growth will be limited only by the imagination and creativity of the writers, producers, performers, industry executives and visionaries who can sift through new facts and lead in identifying new goals and staking out new territory.”

Jankowski also addressed several themes that he as well as other leading network executives have discussed in the past. One was that the new technologies—especially cable television and satellite-delivered superstations—have yet to match networks in programing, which Jankowski said is really what “the viewer is concerned with.”

“It is a case of new technology clothing itself in the time-worn hand-me-downs and tattered castoffs of established and accepted broadcasting,” he said. “In the marketplace, clothes still make the men, despite the superficial impressiveness of new technology.”

NBC affiliates look with hope to the next year

Upbeat meeting in Puerto Rico accentuates the positives, including 80% sold-out first quarter, possible return of Redd Foxx; no firm changes in schedule are announced, however

Record sales, improving ratings and plans for new programs were reported by NBC President Fred Silverman and associates at a meeting of the NBC-TV affiliates board of directors last week.

The meeting, held at Dorado, Puerto Rico, was described by NBC-TV officials as “the most successful this network has ever had.” Members of the affiliates board seemed to echo the sentiment.

Along with upbeat news about NBC, the affiliates heard what for them would be good news about a competitor. William J. Small, NBC News president, said he expected CBS News anchorman Walter Cronkite to “move into a new role” at CBS News in 1981. Small, long-time number-two man at CBS News and at one time considered the heir apparent for that company’s news presidency (he moved to NBC in September), said he didn’t expect Cronkite to leave CBS News, but didn’t expect him to remain as anchor either. In one of several remarks as emphasizing expectations that NBC News anchorman John Chancellor would remain, despite earlier reports that he wanted out, Small said that “we’re betting that John Chancellor will be the new Cronkite.”

NBC unveiled no midseason prime-time program changes at the meeting, participants said, but indicated there would be relatively few. One reason for the delay was said to be that some programs that had seemed weak have lately enjoyed ratings gains that made them now look at least marginal—notably Shirley, which came in with a 29 share of audience the week before, and Kate Loves a Mystery, which produced a 28. Thus there was a reluctance to bump them immediately.

But the main reason, according to reliable sources, was that NBC-TV thought it had a chance of getting Redd Foxx back as Sanford, the role in which he starred in Sanford and Son, an NBC comedy hit until ABC—and Fred Silverman, then head of ABC-TV programing—hired him away in 1976. NBC officials reportedly wanted to see whether they would have a new Foxx vehicle—in which Sanford is married to a wealthy widow, but pining for his old days as scrap dealer—before committing to other changes.

There were indications, however, that at most there probably would be “two or three” prime-time changes, with some new series—such as United States, Good Time Harry and Joe’s World ("Closed Circuit")—announced last week. Silverman and colleagues also talked of other program plans, including:

- A pilot being produced by NBC News that could lead to a half-hour daytime magazine series starting after the Moscow Olympics next July and August. Silverman also said there’ll be more news on NBC than at any time since the heyday of Bob Kintner, the one-time newscaster who was NBC president from 1958 to 1965.
- A pilot being planned by NBC Sports that could lead to a prime-time sports series. Arthur Watson, president of NBC Sports, said the project series would not feature professional games but would center on “real people sports” and include some comedy. The pilot is expected to air in the spring or April.
- A live drama series to be announced before the end of this year. NBC sources said it would probably offer two to four presentations a year and use pickups of dramas from such sources as the Guthrie Theater in Minneapolis and the Kennedy Center in Washington.
- Mike Weinblatt, president of NBC Entertainment, said NBC is in the second phase of rebuilding prime time and will be adding the daytime and variety programing over the season. He also announced a “far different” approach to specials: NBC will offer fewer, he said, but will concentrate more on quality and style.

Ray Timothy, NBC-TV executive vice president, apparently referring to prime
time, said the first quarter of 1980 was already 80% sold, an all-time high mark for this date, and that the second quarter was also 80% sold and the third quarter 90% sold. Prices, he said, were at a historic high, ranging from 8% to 25% above last year's.

The affiliates also were told that, in response to NBC's request (BROADCASTING, May 21), AT&T within the last few days had submitted a proposal offering a complete plan for distribution of programs by satellite, but that NBC officials have not had a chance to analyze it. Western Union was said to have declined to submit a plan, and RCA America agreed to develop one but indicated it would take a year or two.

At the start of the meeting, NBC-TV President Robert E. Mulholland presented Silverman a miniature Christmas tree as a reminder that he had set Christmas 1980 as target date for restoration of NBC's ratings fortunes. Winding up his talk, Silverman told the affiliates: "We'll have a much bigger tree next year."

Rising costs and federal government still ANA's top matters of concern

Meeting this week in Palm Beach will gather some 550 advertisers to address those issues

The Association of National Advertisers goes into its annual meeting this week—and into a new decade next month—with a familiar set of problems.

“Our problems,” says ANA President Peter Allport, “tend to stay constant in many respects though they change in specifics or in details.”

Allport identifies three main problem areas, which by definition correspond with those of ANA's membership. All three are reflected in the program prepared for this week’s annual meeting, being held from yesterday through Wednesday (Dec. 2-5) at the Breakers, Palm Beach, Fla., with some 550 members and guests expected to attend (BROADCASTING, Nov. 26).

"First," Allport says, "we're trying to maintain and increase the efficiency of advertising." In today's terms, that essentially boils down to "inflated costs" and what to do about them.

"Second," he continues, "we are concerned about the viability of advertising. That relates to all the regulatory aspects, the consumerist aspects, but primarily the regulatory and the Washington environment.

"Third, there's the question of the productivity of advertising—how well we do the job, whether we can find new ways—in terms of management, in terms of creativity, in terms of agency relationships—to improve what we do."

On the question of efficiency and media costs, Allport sees the problem as "part of the general economic scene," but a hard fact nevertheless: "The dollars are beginning to be huge," particularly in television.

For several years advertisers have talked of moving from, or partially from, television to other media. "The talk is serious," Allport says, "but in truth it is hard to find ways to do it well."

Many advertisers, he points out, are becoming interested in cable and other new technologies: "They're beginning to look at that and say maybe this is the wave of the future—they don't know yet, of course. None of us do."

"As some people see it," he continues, "the day will come when broadcast television is no longer a generalized medium but will be a specialized medium. This is an area of tremendous interest."

To explore it, ANA has just set up a "multi-specialist group," led by Tom Ryan of Gillette, which is charged with formulating recommendations as to what ANA should do "about these potentially new media."

"They'll have to speculate, to a degree," the ANA president concedes, "but they do seem to agree that if television becomes a splintered or specialized medium, the area of television ratings had better be looked at, because in that case the present methods of measuring audience size and share are probably not adequate. For ANA, that may become a major media target."

The second area of ANA concern, the regulatory environment, may have improved somewhat. "At least," Allport says, "we have reason to be hopeful that the Federal Trade Commission's limits and authority will be properly defined, and that we'll have a commission that is not running roughshod over its own statute."

But ANA's regulatory concern is also one for the long haul. He explains: "I think the tendency in government to see advertising as something other than that which it is, and to try to convert it into a broad-based informational instrument, is probably going to be a long-term problem that we're going to have to work with, resist when we have to and try to educate the government to the true functions of advertising and its true contributions."

The third area of concern and concentration—improving the productivity of advertising—is also on-going and is dealt with primarily internally. It's an educational process, conducted by ANA through workshops and seminars for its members. ANA holds 10-12 workshops a year aimed at helping its members do a better job, plus 32 or 33 seminars in which small groups explore such areas as TV production, integration of advertising and sales promotion, new-product development and the media selection process.

Subjects like these are also prominent on the agenda for this week's meeting: They include discussion clinics on use of research to improve media decisions, coordination of advertising and promotion, improving productivity in the advertiser-agency relationship and uses of advertising for corporate communications. The other main problem areas will be represented, too: Wednesday morning will be devoted to new electronic media and their likely effects, for example, and the Tuesday-afternoon session will feature a panel of FTC officials under the heading "New Directions at the FTC." (BROADCASTING, Nov. 26.)

Quello on the stump

Commissioner and friends begin campaign for reappointment; Hispanics have other ideas

With a full seven months left to his term, FCC Commissioner James Quello already finds himself campaigning for reappointment—a move that, under normal circumstances, would be premature, yet one that, under current circumstances, makes good political sense.

Approximately one month ago, the White House personnel office interviewed Felix Gutierrez, a California college assistant professor of Journalism, for Quello's spot. And starting early next year, the White House will interview additional candidates—some, perhaps, from the small list of names that has already trickled in.

But that is standard procedure; Quello's early politicking stems from different circumstances: his ethnic background. Hispanic-Americans would like to have their interests represented at the FCC, and Quello's seat, which he officially holds until June 30, 1980, will be the next available opening. And there is some feeling among Hispanics that they have a commitment from the Carter administration for the next Democratic vacancy ("Closed Circuit," Aug. 6).

Some in the Italian-American community, however, believe Quello should be reappointed, and have begun a push to put their point across. Jack Valenti, president
of the Motion Picture Association of America, wrote a letter to Italian-American congressmen, urging them to write the White House in Quello's behalf. And the National Italian American Foundation wrote both the White House and the 31 Italian-Americans of Congress.

In its letter to the congressional delegation, the foundation wrote: "Ordinarily, we would not take a position on the reappointment at such an early date before the expiration of [Quello's] term. It has come to our attention, however, that the White House may seek a Hispanic for the post and that Hispanics are pressing hard for the FCC seat. Accordingly, we feel our support should be directed to the White House before it is too late."

A number in the Italian-American delegation have taken Quello's cause. In a letter to White House chief of staff Hamilton Jordan, Representative Frank Annunzio (D-III.) wrote that the entire delegation agrees "it would be a shame and an outrage if Jim Quello is not reappointed, and it would be a slap in the face to the entire delegation." Jordan assured Annunzio in a letter that his points "are being very carefully considered by all of us here involved in the matter."

The White House has not yet really geared up to consider the upcoming vacancy, and the expectation is that additional interviews will not be scheduled until early next year. The reason Gutierrez has already been interviewed involves timing. Gutierrez was in the East on business, and the decision was made to conduct the interview then, rather than have him return to Washington on a separate occasion.

When the interviewing does start, Quello will be among those on the list.

Sources say Quello is not being looked at as the underdog, and in addition to Hispanics, candidates of other ethnic backgrounds will also be considered.

Ironically, while Hispanic groups push for a Hispanic commissioner, at least one major group in the middle of this issue believes Quello is doing a good job, particularly on minority issues.

Maria Elena Torano, of the National Association of Spanish Broadcasters, says that Quello, as a commissioner, is "one of the most qualified, and sympathetic" to minority causes. But, she adds, "I think it's about time a Hispanic serves on the commission."

Torano says she hopes this affair doesn't become an Italian-Hispanic fight, and she thinks that election-year politics may influence the final outcome of the selection.

NASB has not yet endorsed anybody for the position, and Torano says the group may eventually endorse a slate of candidates—perhaps two or three qualified people with different types of backgrounds.

This week, she says, she will be meeting with the Congressional Hispanic Caucus—which numbers five—to talk about urging support for a Hispanic commissioner.

Quello, meanwhile, declared his interest in reappointment earlier than he had previously expected—mostly on the advice of friends, who suggested that his bid for another term might be foiled if he waited too long.

As such, Quello is today making available "A Brief Report on the Stewardship of Commissioner James H. Quello," which outlines his five-and-a-half years on the commission. The report, put together by Quello's staff, highlights Quello's position on key communications issues.

Quello says the report is not intended for general circulation, but rather for people that might have an interest in his experience and background. The first to receive copies of the report will be the two senators from his home state of Michigan.

Quello says he did not attempt to mobilize support for himself; rather, those interested in his reappointment took the lead in promoting his cause.

He believes it's too early to be involved in the campaign for reappointment, but he says it was forced on him because of reports that a Hispanic might be in line for his seat. But he believes that, while ethnicity may be an issue in the selection process, it may not work against him. "If it does come up, I'm qualified in that area, too," he said.

Nor is Quello new to the campaign game. As a retired broadcaster in early 1973, he set about making himself known as a candidate for the upcoming June vacancy on the commission as Nicholas Johnson was scheduled to step down. Quello won that uphill fight.

InBrief

"No one is acknowledging" that ABC lost the sweeps to CBS (story page 29), ABC spokesman in Hollywood said late last week. Privately, however, on Thursday at least one network executive did concede, adding: "No one likes losing." Most network executives were on their way to Barbados last Friday for preparation for affiliate meetings that were due to start there over weekend.

NBC-TV was reported to have drafted tentative midseason schedule last week that includes new 90-minute variety series from producer Nick Vanoff and at least one half-hour situation comedy—replacing Kate Loves a Mystery and A Man Called Sloan. Comedy would run at 9 p.m. Tuesday with variety show following. It's understood, however, that network is awaiting ratings results for last Friday night before it determines fate of Shirley and Blecitch. NBC is considering adding new sitcom starring Redd Foxx but negotiations are still being conducted and no commitment has been made. Other changes said to be on NBC tentative schedule are move of low-rated Prime Time Sunday to 10 Saturday with appropriate name change; move of The Rockford Files to 10 Thursday, and shift of Tuesday movie to Friday. Network is said to be having second thoughts on number of programs currently in development—United States, Good Time Harry, Joe's World, Posts of Life and others—but could make use of any number of them should Shirley and Blecitch stumble in Friday numbers to be released today (Dec. 3). Network is now said to be planning to announce midseason schedule tomorrow, week later than originally planned. Delay was due, it's believed, to unusually strong showing of Shirley Nov. 23.

U.S. is expected to find itself gearing up for nine international conferences on telecommunications over next seven years. Committee of World Administrative Radio Conference proposed that schedule last week, subject to approval of conference and final decision on dates by International Telecommunications Union Executive Council. With other regularly scheduled meetings of ITU organizations, U.S. would be facing 19 international gatherings in next nine years, 16 of them in next six. Some feel schedule is unrealistically tight and will be stretched out by council. World conferences to be held will be on mobile services, in 1982, HF broadcasting, in 1983 and 1984, and space services, in 1984 and 1985. Regional conferences will be on AM broadcasting, in March 1980 and November 1981, broadcast satellites, in 1983, AM broadcasting (to prepare plan for initiation of broadcasting in 1605-1705 khz), in 1985.

White House sent mailgrams to radio and TV news directors last week, as well as networks and newspapers, asking for support of suggestions that Americans write Iranian mission at United Nations to demand release of hostages and that church bells be rung each noon until hostages are released. Letter, signed by press secretary Jody Powell, said President endorses suggestions. "It is of overriding importance that Iranian authorities understand that Americans are united in their determination not to yield to blackmail and in the demand for the safe return of the hostages. Your support for these two suggestions will help prevent any miscalculation of where Americans stand in this time of crisis." NAB President Vincent Wasielowski endorsed White House suggestions.
More tangles in Carter-Mondale web

Campaign committee accepts CBS offer of five minutes; legal battle still goes on; some feel press conference lessened need for paid time

The legal tug-of-war between the Carter-Mondale Presidential Committee and the three TV networks surged back and forth across Washington last week. Only one thing was certain: all sides wanted the “reasonable access” issue resolved through judicial review.

The week began with the networks asking for, and being denied, FCC reconsideration of the previous week’s ruling (Broadcasting, Nov. 26) that they had been unreasonable in refusing to sell a half hour of prime time to Carter-Mondale for the President’s announcement of candidacy. It ended with CBS’s offering, and Carter-Mondale’s accepting, five minutes of prime time for that purpose tomorrow night (Tuesday, Dec. 4).

ABC has offered CMPC a half hour on Jan. 6 at 7 p.m. The committee is seriously considering that offer, but there are conditions that must be worked out.

John Lane, CMPC’s counsel, said he had yet to hear from NBC, whose management was at an affiliate meeting in Puerto Rico (story page 30). Lane thought he was being stonewalled. “Someone must be running the network,” he said.

All three networks felt that their responsibility with respect to the “reasonable access” provision of the Communications Act has been fulfilled, and that the FCC’s complaint about their unreasonableness may be moot.

The negotiations with CBS and ABC took place Thursday evening, after the U.S. Court of Appeals granted the networks a stay of the FCC’s order. It appeared that a solution might be in sight when CMPC counsel Tim Smith advised the clerk of the court that CBS was amenable to a stay until noon on Friday. His letter added that “the committee and CBS will further advise the court on their views as to the continuance of such stay on or before 9:30 a.m., Friday, Nov. 30.”

Several sources felt the committee no longer wanted the half hour for this week because Carter, following his half hour news conference in prime time Wednesday night, was “looking good as a President” and didn’t need to come out as a candidate. Said one FCC source: “If the networks really wanted to be mean, they could have offered the time this week—then the committee would have been in the embarrassing position of turning it down, saying its candidate was not campaigning at this time. The networks, however, would have capitulated on something they considered outrageous.”

The networks had refused time on two grounds: It was still too early in the campaign, and if they granted access to Carter, they would be swamped with what was termed a “multiplicity” of candidates seeking equal access, thus disrupting their scheduling.

When the networks refused CMPC the time, the committee went to the FCC on grounds that the networks were in violation of the Communications Act’s “reasonable” access provision. The FCC, by a 4-3 vote on Nov. 20, agreed with the committee and ordered the networks to comply by Nov. 26.

Last Monday, rumors circulated that Commissioner Tyrone Brown might change his vote, swinging the decision in favor of the networks. Brown was having trouble in citing all the networks as unreasonable, because CBS had offered five minutes and ABC had offered time in January. Instead of a change in his position, however, he asked for clarification of the order, which would strengthen its prospects in the courts.

On Wednesday, the commission issued an order that said the three networks “have now had two opportunities to justify their refusal to offer the requested time. Continued delay by them threatens to moot the candidate’s complaint now before us . . . We recognize that the three networks intend to seek judicial review of our decision . . . If a judicial stay is not obtained, we will expect that they will forthwith meet their . . . obligations.”

Because of Brown’s concerns that the original order might have put the candidates’ interests above the broadcaster’s, the order last week was clarified. It read: “We do recognize that our original order may not have fully explained the manner in which we expect licensees to weigh individual requests for reasonable access . . . We expect that the broadcaster will weigh each request in its own specific context on a particularized basis . . . We think it entirely appropriate that the broadcaster contact the candidates at the outset and at various stages in the campaign to determine the probability of access requests by such candidates.”

It continued, “We do believe that a broadcaster can reasonably consider such factors as the number, individual lengths, television airings, potential of secondary markets and geographic distribution of viewership . . .”

Senator Barry Goldwater (R-Ariz.; ranking minority member on Senate Communications Subcommittee, has expressed need for legislative solution to amending “reasonable access” provision of Communications Act. A statement submitted to Congress by Goldwater said he had written FCC Chairman Charles Ferris, presidential candidates and Republican and Democratic national chairmen asking for their recommendations. Said senator: “I am not sure which is worse: to leave the decision on reasonable access to the television networks or to seven presidentially appointed commissioners, four of whom are usually members of the President’s political party.”

FCC says appearances by legally qualified candidates on ABC’s “Good Morning America” are exempt from equal opportunities provision of Section 315 of Communications Act. A statement submitted to Congress by FCC said it had heard FCC Chairman Charles Ferris, presidential candidates and Republican and Democratic national chairmen asking for their recommendations. Senator: “I am not sure which is worse: to leave the decision on reasonable access to the television networks or to seven presidentially appointed commissioners, four of whom are usually members of the President’s political party.”

Senator S. I. Hayakawa (R-Calif.) sent letter to network news chiefs last week asking that coverage of demonstrations in Tehran be “tempered.” Hayakawa compared Ayatollah Khomeini to Hitler, saying he is using media to propagandize, and without encouragement of TV cameras, demonstrations in Iran might grow, either way, or Hayakawa said he wasn’t suggesting that freedom of the press be interfered with, but said reporting can be done without giving Iranians chance to put out propaganda.

First two comments on Comsat’s satellite-to-home program distribution service arrived at FCC last week—both negative. National Association of Broadcasters said Communications Satellite Act of 1962 "limits Comsat's authorized activities to satellite common carriage service and only those additional activities incidental to its primary purpose. Thus, there is no statutory basis upon which the FCC may authorize Comsat's satellite-to-home distribution service." ABC, said, saying that Congress envisioned Comsat's operating only as a common carrier.

Time Inc., parent of Home Office magazine, said a new issue of "Closed Circuit" (Nov. 19). Twelve hours of British TV comedy, drama, variety and documentaries will be offered per week through Time-Life Films. With feeds over RCA Satcom III satellite, Time-Life is going for prime-time audience. On Sunday, for example, three hours will be transmitted at 8 p.m. (NYT) and again at 11 p.m. to make up for West Coast time difference. Monday will be repeats of Sunday. Tuesday original, Wednesday repeats and so forth. Marketing plans still are being explored but cable system costs are likely to be six-to-ten cents per subscriber range. Time-Life also is looking into advertising possibilities. New VP and general manager, cable operations, is.......

D. Thomas Miller, CBS/Broadcast Group vice president, technical resources, named group's vice president, application, responsible for exploring growth potential of secondary markets—including those arising out of new technologies—for CBS's television and radio entertainment, news and sports programs.

Sadegh Ghotbzadeh, director of Iranian radio and television and member of Revolutionary Council, named by Ayatollah Ruhollah Khomeini to replace acting foreign minister Abolhasan Bani Sadr.
Border TV's lose one at the FCC; top-50 policy is officially dropped; telcos get easier rural cable access

The FCC has concluded that while it has the authority to prevent Canadian pre-release of U.S. programming, the economic effect of border stations is so small that protection isn't warranted.

In the same meeting, the commission put an end to its rarely invoked top-50 market TV policy and eased the way for phone company entry into rural cable ownership.

Last Thursday the commission, on a 4-3 vote, completed an inquiry begun in October 1975 on the matter of Canadian pre-release, and in essence, dismissed the complaints of border stations that have claimed economic harm because viewers in their markets could view Canadian broadcasts of U.S. shows before the border station could carry them.

The staff's conclusion was reached after the construction of an economic model which showed that, at the most extreme of circumstances, audience loss to border stations would be 2%-3%. The staff concluded that this amount was just a "sliver" and does not warrant a rule for protection.

Commissioners Abbott Washburn and Robert Lee both argued that, although only a "sliver," there was still harm, and the stations deserved protection. Washburn, taking the lead, said the Broadcast Bureau's order was "flawed with inconsistencies." He cited the conflict with the order before them and the commission's nonduplication rules, which prohibit simultaneous broadcast of network scheduling. "If it were done simultaneously, it would have to be blacked out; if it comes in before, it doesn't. The FCC can't have it both ways: Nonduplication is the law, and this order makes a mockery of that law."

Commissioner James Quello agreed. "Here we don't have nonduplication," he said, "we have pre-duplication. It's basicallly unfair.""  

Commissioner Anne Jones, on the other hand, questioned the constitutionality of Section 325, "I have difficulty with the idea that people have to come to us for a permit to send programming to Canada," she said. "I could understand if it was a matter of character or signal interference, but it bothers me greatly."

In another action, the FCC abolished its top-50 policy, which requires those seeking licenses to show that an additional channel in a given area will not result in a third VHF in the top-50 markets, to make a "compelling public interest showing" for the acquisition.

In the 13 years since the policy was adopted, the commission has attempted to implement it only once, and that was in the recent sale of WDCA-TV Washington to Taft Broadcasting. The Washington Association for Television and Children and two commissioners - Chairman Charles Ferris and Commissioners Joseph Fogarty and Tyrone Brown - felt that Taft did not make a sufficient public interest showing with respect to children's instructional and educational television. WATCH brought the case to the U.S. Court of Appeals in Washington, where it is now pending.

All seven commissioners were in agreement with Chairman Charles Ferris in abolishing the order when he said, "I've raised questions as to whether we've ever had a rule...a policy that has no basis, makes no sense." Fogarty did question the staff on the impact the decision would have on the WDCA case, and asked that the staff consider requesting a remand from the court.

The commission last week also relaxed its rules by which telephone companies may enter the cable television market in rural areas.

Under rules adopted in 1970, telephone companies are barred from cable ownership, but the FCC would consider a waiver in areas where an individual cable system "demonstrably cannot exist or for other showing of good cause."

Thursday's action, by a unanimous vote of the commission, said that telephone companies that file waivers for communities with 30 or fewer homes per mile can presume the waiver granted, unless a cable company or other "entity" can show it could provide the service.

The justification was a staff study which said that it was "highly unlikely" that traditional cable systems would enter a sparsely populated market since it would not be profitable.

The telephone company, for its part, must also notify the local community of its intentions to operate a cable franchise. And the notice of waiver request will also be issued in an FCC public notice.

Ferris ties First Amendment to competition

In first FCBA speech, FCC chairman chides broadcasters for inconsistency on issue

FCC Chairman Charles D. Ferris criticized broadcasters last week for inconsistency in dealing with First Amendment questions. "I don't think that broadcasters can keep demanding constitutional parity with the print media and, at the same time, also oppose, as a matter of principle, competition and diversity in the electronic media on an equal level to that in print today, with its abundance of local, regional and national magazines, newspapers," Ferris said.

In the same speech, his first to the Federal Communications Bar Association, the chairman also questioned whether the First Amendment protection now enjoyed by print media would be affected when "newspapers" (his quotation marks) are delivered "between the lines of TV signals or over telephone lines." Should the rules governing such media "parallel those of common carriers with rights of access and entry, but without content review," Ferris asked, "or of broadcasters, with fairness obligations; or should they be governed by the absence of regulation, like print?"

The chairman said First Amendment principles are often expressed on an "expeditious basis." Television broadcasters, he noted, have supported the adoption of percentage guidelines for informational programming. (They have advocated such standards as protection against license renewal challenges. But "at the same time," he said, "we are told that such guidelines for children's informational programing pose a threat to First Amendment interests."

As far as Ferris is concerned, however, there are "no rigid litmus tests to assess the constitutionality of any rule requiring an increase in informational programing for the child audience."

There may, however, be other ways to expand children's programming. "We could seek to spur new technologies - cable or videodisks or direct satellite-to-home broadcasting systems - that might serve such needs," he said. "I can only speculate what broadcasters' response will be if this becomes our favored option."

He called it "the real irony" that broadcasters who oppose regulations that arise from scarcity also oppose actions to "eliminate the need for such regulation."
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THE MOVIE CHANNEL
WARC '79: The penultimate week

International negotiations due to end Wednesday; U.S. losing ground on AM expansion; gaining with 12 ghz satellite issue; conference is setting a record for 'reservations' being taken by all nations

As the 1979 World Administrative Radio Conference in Geneva last week staggered toward its close under the burden of some 2,000 delegates and observers and a substantial number of complex and frequently controversial issues, the United States found itself having to swallow a bit in order to accept one major proposal, but standing firm on a number of others. So firm, in fact, that it seemed prepared for the extreme—and for the U.S. rare—step of taking several 'reservations': formal statements that the U.S. will not be bound by WARC decisions. The decisions range from UHF/mobile and fixed-services sharing to Defense Department needs and U.S. requirements for additional short-wave frequencies. The U.S. has taken only one reservation previously, at a 1974 WARC dealing with maritime communications.

The U.S. does not view the over-all prospect as grim, however. As one U.S. delegate said: "We haven't lost anything. In fact, we've gained." Certainly, the U.S. delegation is jubilant over the compromise reached with Canada and other Western Hemisphere nations over the 12 ghz issue, which will permit an increase in the number of broadcast (direct-to-home) and fixed satellites that can be employed in that band. There was satisfaction, too, in the conference's approval last week of an expansion of the AM band, even though not as great an expansion as was sought. But the final tally of wins and losses, of objectives gained in whole or in part or not at all, remained to be made.

WARC itself acknowledged its first failure: to finish on time. The conference, at which 152 countries are represented, not infrequently has run to 16-hour and longer days that, since early this month, have stretched into seven-day weeks in an effort to conclude as scheduled (on Nov. 30), 10 weeks after it began. Despite that all-out effort, the steering committee decided that the conference needed additional time to complete its work. The new deadline is Dec. 5 (Wednesday).

The conference lost several days in the first week in the struggle initiated by developing countries over the selection of a chairman. That ended in the compromise choice of Argentina's Roberto Severini (Broadcasting, Oct. 1). But most of the delay appears to have been caused by the sheer numbers involved—hundreds of delegates attend committee meetings, and many insisted on expressing themselves. As a result, committees were still meeting last week, a week after they had been scheduled to complete their work.

Indeed, the pace of the conference continued to be so slow—with long, tedious arguments in the plenary sessions where final decisions are taken—that some delegates feared the conference would not meet its new deadline unless Chairman Severini took drastic measures to speed up the tempo. And there was some muttering among delegates about what they considered Severini's lack of firm control.

Most Americans agree that the ideological disputes observers feared would severely cripple the conference have not occurred. However, some delegates—from the U.S. and elsewhere—see the conference as more political than they would like, with developing countries sometimes musetting the voting majorities they command in the conference for the "sheer delight of it," as one delegate put it. And Angelo Petti, of Italy, a vice chairman of the conference, said WARC has seen a conflict between regions—developing and developed.

But as in all things at WARC, perceptions are involved. Developing nations, a Nigerian said last week, do not engage in bloc voting, rather, they vote in accordance with their particular needs. National interests are not always the same. And some Americans, at least, endorsed that view. "There's been zero politics," said the FCC's William Torak, who served as U.S. spokesman on the committee on allocations.

But strains on the system the international community has developed over the years for regulating international telecommunications were evident in more than the concern over whether "politics" was entering too much into what had been considered a "technical" conference, and over whether the machinery of the International Telecommunications Union, under whose aegis WARC is held, can accommodate the numbers of individuals and countries now involved.

Concern has been expressed over the wholesale use of footnotes—the device countries use to declare their intention to use a frequency for a purpose other than that stated in the international table of allocations. Footnotes have been described as "the grease that makes the machinery work." But many delegates fear footnotes have been used to excess at the current conference; there have been cases of 40 countries entering individual footnotes.
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Shaving by shaving, feather by feather, a wood block takes on life. The shaping of decoys has been a skill in Louisiana for as long as Cajun has been spoken. But this beauty will never flirt with a duck. Her charms are saved for the artistic, the art collector, for all the admirers of things carved by hand. We at Phillips Petroleum are captivated, too. We try to take as much care when the work we do touches the habitats of wildfowl, as these artists take with their birds. To every last feather.
Keeping score. The question of whether the U.S. emerges a winner or loser at the World Administrative Radio Conference in Geneva is not the kind of question that can be addressed easily. There are degrees of success or failure. But a press release the FCC issued in January 1979 in connection with the publication of proposals dealing with the nongovernment portion of the spectrum at WARC may be instructive.

What follows are the eight proposals the release highlighted, and their fate at WARC:

- Expansion of the top of the AM band from 1605 khz to 1860 khz. The conference expanded the band to 1705 khz, in stages.
- Sharing the UHF band between television and the mobile and fixed services. That was defeated in terms of an international allocation. However, the U.S. may provide for the sharing within its borders, if it does not interfere with Canadian or Mexican television service.
- Proposing to double the available radio-orbital resources available for an advanced satellite communications system at 12 ghz in the western hemisphere. The proposal a WARC committee has adopted. U.S. officials say would at least triple these resources.
- Proposing amendments that would allow introduction of large-scale user-oriented satellite systems in a number of bands. The system would use new technology to provide two-way capability for electronic mail service, voice, facsimile and slow-scan television directly to large numbers of low-cost earth stations. U.S. officials concede this objective was not met.
- Proposing the protection of certain frequencies for scientific uses. "Victory," an FCC staffer says.
- Proposing an amendment that would allow future consideration of a land-mobile satellite service in the 806-890 mhz band. This would allow land-mobile satellites to operate in some 20 mhz segments in the band. "Victory" the FCC man says again.
- Proposing allocations to various radio services between 40 and 275 ghz, and proposing changes to transmitter technical standards that would improve the efficiency of the spectrum use. The FCC staffer says "victory" was achieved on those as well.

"This is the footnote conference," lamented one delegate.

It was a developing-nations initiative that resulted in the committee decision that troubles some on the U.S. delegation—a decision expected to be ratified in a plenary session late last week that will call for a space services conference by 1994.

In explaining U.S. acceptance of the resolution, an American source indicated it could have been worse, from the point of view of the U.S. and other developed nations.

As the U.S. prepared for the conference, one of its major concerns was that the developing nations, which have expressed fear that satellite frequencies and orbital slots will be exhausted by the time they are prepared to use them, would insist on a future conference to plan the fixed satellite service on an a priority basis—that is, slots and frequencies would be divided among nations and reserved for their use. The U.S. position is that such a plan would waste spectrum and freeze the development of technology. It argues that an evolutionary system, in which slots and frequencies are made available on an as-needed basis, is fair to all.

The U.S. and other developed nations, including the Soviet Union, managed in committee to submerge a call for such a conference in sufficiently ambiguous language to permit a variety of interpretations. The U.S, said it viewed the mandate as being wide in scope—not, in effect, limited to a specific kind of planning, or even to require any planning, as a means of guaranteeing equitable access to the geostationary orbit and the necessary frequencies. (Some Americans see the five years remaining until the start of the conference as affording them the opportunity to persuade developing countries that an evolutionary system would adequately serve their needs.)

Ambiguous language was also used in an effort to obscure a claim by Colombia and other equatorial nations that they have sovereign rights to the geostationary orbits above their land. The resolution refers only to the special geographical situation of particular countries.

For all of that, however, some on the U.S. delegation talk of the resolution as filled with booby traps.

The UHF/mobile and fixed-services sharing issue involves only the language to be used in several footnotes. (As a practical matter, it applies only to neighboring nations. International agreement is not necessary where interference with another country's service is not a factor). The U.S. wants the flexibility to permit such sharing, if it becomes necessary, but it was forced to the retreat of taking a national footnote after it was unable to persuade Canada, Mexico and other western hemisphere nations to amend the international table of allocations to reflect such sharing on a primary co-equal basis in their region.

Agreement was reached on such sharing in the upper end of the television band—806-890 mhz—and U.S. neighbors were willing to include mobile and fixed service in bands 470-512 mhz and 614-606 mhz on a secondary basis. But they insisted that the 512-608 mhz band be kept inviolate for broadcasting. (Radio astronomy is in the 608-614 mhz band.) Most countries in the region were concerned with developing their broadcast service than with finding room for mobile and fixed services.

Thus, the U.S. insisted on footnotes stating that it considers the band available for that sharing in the U.S. It also insisted on footnotes reserving its right to operate radar and mobile services in UHF bands above the television portion.

But Canada and other countries in the hemisphere concerned about protecting their interests insisted on language committing the U.S. to add the nonbroadcast services to its table of UHF allocations only after obtaining agreement with Canada and Mexico in accordance with provisions specific to the International Telecommunication Union's International Frequency Radio Board (IFRB). The U.S. has maintained that it intends to seek such agreement but does not want to be bound by the IFRB procedures.

While some on the U.S. delegation feel the U.S. is making too much of the issue, others say that employing the procedures would enhance the power of the IFRB as a kind of international FCC—which the U.S. does not want to do. Furthermore, the U.S. is said to feel those procedures are unduly burdensome and give the advantage in negotiations to the country whose agreement is being sought.

But the U.S. was swamped in a plenary vote Tuesday night when it sought to remove the footnote references to IFRB, and the Americans have said that a reservation—which would be taken only after consultation with the State Department—was a live possibility in such an eventuality.

That was the second defeat that could result in the U.S. taking a reservation. During a plenary on Monday night, Glen O. Robinson, head of the U.S. delegation, said that the U.S. reserves the right to issue a statement in the final protocol—a clear warning that a reservation might be taken—after the plenary, by a lopsided vote, rejected a U.S. effort to remove language from yet another footnote that involved U.S. defense needs.

The footnote permits the U.S. and other countries to operate mobile satellites in the 290 and 300 mhz bands allocated to fixed and mobile services. But the developing countries, in their footnotes, insisted on adding restrictive language the U.S. felt would have the effect of reducing its service to secondary status—and it uses the bands for Navy communications. Thus, the warning—which came, participants noted, at the climax to one of the few emotional debates heard thus far in the conference. A delegation was heard from the U.S.: "We're asking for is bread—non fruital and salad."

A plenary dealing with what proved to be a knotty problem of dividing call signs between North and South Korea provided another moment of drama: The North Korean delegate, in effect, called America's Robinson a liar. The charge came after Robinson had stated the U.S. view that the South Koreans had been far more reasonable in the debate than the North. Robinson, who had already spoken twice, did not respond when the North Korean said, "The U.S. delegate speaks lies."

The U.S. was considering a reservation, also, in a dispute with India and other developing countries over the 3400-3600 mhz band, in which radar is now a primary
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service. For the Department of Defense, the band is critical to its airborne, early warning defense system. But the developing countries want to reduce radar to a secondary status, and use the band primarily for fixed satellite service. Both sides to the dispute last week were continuing to seek a compromise solution, but if one cannot be reached, said a U.S. source, "we'll take a reservation, and operate as before." The U.S. had been involved with India and other developing countries in yet another tough negotiation, one involving bands to be used for uplinks to broadcast satellites. The U.S. had proposed frequencies in the 17 ghz band, but India, claiming that the costs in that band would be too expensive, urged use of the 14.3-15.35 mhz band, by the Voice of America, U.S. Radio Free Europe and Radio Liberty—some 200 khz in the 6 and 7 mhz bands failed in the committee, eight votes and again, in a plenary session, by eight votes. The conference agreed to an unusual roll-call vote on the proposal for 100 khz in the 7 mhz band after the delegates—voting in the usual manner of raising cards—rejected it 56-54.

The U.S. was not alone. The proposals were advanced by the United Kingdom in accordance with strategy agreed upon by the two countries. And not only Robinson but representatives of the U.K. and other countries indicated their governments would take reservations on the issue. They would not be setting a precedent; the Soviet Union has been broadcasting out of band since 1959.

The details of the U.S. reservation were not clear late last week. The U.S. was believed certain to reserve on the 6 and 7 mhz issue but U.S. officials were considering whether to join with other countries in a joint reservation and whether its objection would include decisions beyond those involving the 6 and 7 mhz bands.

The conference agreed to adopt proposals increasing the HF frequencies assigned to shortwave by 785 khz—all of it reallocated from the fixed services, used by developing nations to meet telephone and other internal communications needs. Those decisions were made with the support of the developing nations. In fact, a report of a meeting of nonaligned nations urges the 80 countries of that movement to support the precise proposals that were adopted.

The WARC had already agreed to a developing-nations proposal to call an HF broadcast planning conference, to be held in two sessions, the first by 1983. Its aim will be to assure that all countries are guaranteed free and equal access to the HF broadcasting bands. But what some Americans consider a catch-22 is that the frequencies being made available by the conference could not be used until after the conclusion of a successful conference. For the U.S. says that while such a conference is in accord with its objectives, it is doomed to failure unless additional frequencies in the 6 and 7 mhz bands are made available for shortwave. Not only are those bands the most congested with shortwave operations—about 40% of shortwave broadcasting occurs there—but, the U.S. maintains, they are needed to assure trouble-free operation throughout the sunspot cycle. Thus the U.S. may reject the WARC decision against using the bands allocated to shortwave until after the conference.

The additional frequencies would not be made available for years, in any case. A plenary session voted to make frequencies in the bands above 10 mhz available by 1989, and those in the bands below 10 mhz, by 1994.

U.S. network journalists were elated by one apparent WARC decision: to make the 14-14.5 mhz band available to be used worldwide, in the mobile service, by transportable earth stations as electronic news gathering uplinks to orbiting communication satellites. There were a couple of important ifs, however: that the host country permit camera crews to enter in the first place, and that the host country agrees to implement the WARC decision (still subject to plenary session approval) on its own. The idea was advanced by the United Kingdom after the FCC had rejected a request by U.S. networks that it be made part of the official negotiating package.

Among other WARC actions to which members of the U.S. delegation are already pointing with pride is the 12 ghz compromise worked out with Canada and other Western Hemisphere nations. The U.S. had proposed doubling the band to 1000 mhz and dividing it into two subbands, 11.7-12.2 mhz reserved for fixed satellites and 12.2-12.7 reserved for broadcast. However, Canada has developed a hybrid satellite it says can operate in the fixed ghz band will also be used.

The HF broadcasting (shortwave) issue was a tantalizing but eventually frustrating one for the U.S. delegation. The delegation's uphill effort to persuade the conference to make available for shortwave—used by the Voice of America, U.S. Radio Free Europe and Radio Liberty—some 200 khz in the 6 and 7 mhz bands failed in the committee, eight votes and again, in a plenary session, by eight votes. The conference agreed to an unusual roll-call vote on the proposal for 100 khz in the 7 mhz band after the delegates—voting in the usual manner of raising cards—rejected it 56-54.

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Thanks for blowing our horn.
World travelers. FCC Commissioner Tyrone Brown, in Geneva for a hurry-up visit to the World Administrative Radio Conference, was guest of honor Monday night at a reception the U.S. delegation gave for delegates of southern African countries. The reception was planned a week earlier, but U.S. officials clearly hoped the appearance of the black commissioner might sway votes on some WARC issues on which the U.S. was on the defensive.

The reception was one of several the U.S. held as the conference headed into its final days. The U.S. was host at a glittering affair Sunday night at the Intercontinental hotel for several hundred of the almost 2,000 delegates and observers attending the conference. Brown and Rick Neustadt, of the White House domestic policy staff, who arrived in Geneva Saturday, also attended that affair. The Washington visitors were briefed by the U.S. delegation on progress at WARC, and attended several of the sessions.

WARC for Brown spent several hours on the telephone with Washington on the case in which the commission has held the networks violated the reasonable access provision of the law in failing to honor the Carter-Mondale Committee's request to buy time for President Carter's announcement of his bid for renomination and re-election (see story, "Top of The Week."). Brown participated on Monday by telephone in the commission's discussion of the networks' request for reconsideration. Then, late into the night, Geneva time, he discussed with Chairman Charles Ferris and others at the commission the proposed order he had written in the case that he drafted on the plane to Geneva.

He was not satisfied with the staff's draft.


that would transmit pay television programming (BROADCASTING, Aug. 6 and 13).

It remains to be seen whether Comsat would take the business risk involved—
even if the FCC would permit it—to initiate the service before the 1983 conference. (A system inaugurated before adoption of the plan might prove inconsistent with it.) However, adoption of the U.S. proposal will make it easier for the 1983 conference. "There will," as one U.S. delegate noted last week, "be more slots and frequencies available for narrow band.

The U.S. proposal for expansion of the AM band was finally approved by a plurality on Wednesday, and in substantially the form in which it had been reported earlier (BROADCASTING, Nov. 5). The AM band will be extended, in the Western Hemisphere, from an upper limit of 1605 kHz to 1705 kHz, but in stages. The first 60 kHz would not become available until 1987, following a planning conference in 1985. The remaining 40 kHz would become available in 1990. (The first 20 kHz will be reserved exclusively for broadcast; the remainder will be allocated on a shared basis with other services.)

The plan also provides for allocation of 10 kHz at the low end of the band, which now begins at 535 kHz. However, stations would be limited to power of 1 kw day and 250 w night. (While the U.S. delegation regards the expansion of the band voted by WARC with satisfaction, it is less than the expansion to 1860 kHz that was sought. The U.S. had failed to generate enough support among Latin American countries for the additional frequencies.)

Although WARC is scheduled to conclude on Wednesday, the work of reviewing and modifying the international table of allocations will go on at an increasing rate, into the next decade. As of last Thursday, a committee was still screening dozens of proposals for future WARC's that will result in a final recommendation for the number to be held over the next 10 years. Many would be regional, but some would be worldwide, spin offs of WARC '79, handling matters with which it was not authorized to deal.

Schmitt's grumbling about WARC progress

Senator Harrison Schmitt (R-N.M.) went on record last week that he has serious reservations about what's happening at the World Administrative Radio Conference. "The Senate will be taking a careful look at the treaty that results from the conference," he said. "If it is unsatisfactory, I will not hesitate to lead the fight to defeat its ratification."

The comments were part of speech that Schmitt, one of the more active members of the Senate Communications Subcommittee, gave to be delivered at a Tuesday luncheon of the National Telecommunications Conference. The senator, however, canceled his appearance but allowed his speech to be read by the conference's general chairman, J. Neil Birch.

The comments were timely, as over 100 of those attending the conference took part in a long-distance discussion with representatives of the United States delegation at WARC in Geneva that afternoon. Using a telephone hook-up, the people in Washington heard reports from Wilson Dizard, deputy head of the U.S. delegation and several U.S. representatives on various WARC committees.

The Geneva panel answered questions from the Washington audience and from three WARC delegates on leave from the 10-week conference: Steve Lukasik and Robert Cutts of the FCC and Don Jansky of the National Telecommunications and Information Administration.

The Schmitt speech and WARC teleconference were two of the many activities that went on at the NTC at the Shoreham-Americana hotel in Washington.

The conference is an annual event sponsored by the Communications Society, one of 32 societies under the umbrella of the Institute of Electrical and Electronic Engineers. COMSOC also sponsors the International Communications Conference each year.

Birch was pleased by the turnout for the convention, which was approaching 1,300 last Wednesday, the second day of the three-day event.

Birch said that some 300 technical papers—available in three bound volumes—were presented and that he was "encouraged by the amount of international participation" in the conference. Sixty of the papers were presented by foreigners, he said.

The conference also featured four tutorial (six-hour) lectures on a particular subject. They covered optical fiber communications, military command, control and communications, distributed data processing and techniques for mass storage of computer information.

There were approximately 25 equipment manufacturers with display booths in the exhibit hall. Among them were the major telephone manufacturers, satellite builders and business systems packagers.

COMSOC elected a new president at the conference, Donald L. Schilling, professor of electrical engineering at the College of New York. He will take over on Jan. 1 from Robert W. Lucky of Bell Labs.

Cable's horizons become wider

Jerrod develops equipment that can handle 52 channels; System 400 expected to be available next March or April

Another step in the technological development of cable television has been announced. The Jerrod division of the General Instrument Co. says that by next spring it will introduce equipment capable of transmitting 52 television channels. The most sophisticated cable system currently in operation has 35 channels.

Jerrod calls the new system System 400, the name taken from the fact that the system expands the bandwidth of the cable amplifiers from 300 mhz, used in 35-channel systems, to 400 mhz, enough space to accommodate 52 channels.

According to Jerrod's Mike Jeffers, the heart of the new system is the Starline 20/400 line-amplifier, a modified version of Jerrod's currently marketed Starline 20/300. Jeffers said modification of the amplifier was relatively easy because of its modular circuitry—the four power transistors are separated from the other circuits. Jerrod engineers, then, had the freedom to replace certain circuit and boost the amplifiers' bandwidth to 400 megahertz without touching the four-transistor or "quad" circuit, he said.

Jeffers said that such a relatively simple modification of most of the equipment of Jerrod's competitors as well as Jerrod's Starline 300 line-amplifier cannot be done because they use the hybrid integrated cir-
circuitry manufactured by TRW and Motorola. Companies which incorporate the TRW or Motorola circuits into their amplifiers must wait for those companies to develop the wider bandwidth circuits. Jeffers said that he didn’t know when Motorola of TRW would have the improved circuitry ready, but said that the announcement of the “System 400” would probably act as a catalyst in their development.

Robert Keasler, an applications engineer at TRW, said that his company is moving ahead with development of wide-band circuitry, but that he doesn’t expect TRW to “have it ready before the second half of 1980.”

The cost of the Starline 20/400 will be 3% higher than its predecessor, Jeffers said, but the cost of a wide-band system employing the new amplifiers could be as much as 18% more. He explained that a 400 mhz system requires that the line amplifiers be placed closer together and hence more must be purchased and installed.

The applicability of the system is also limited by an effect known as “cascading.” According to Bob Luff, house engineer at the National Cable Television Association, each line amplifier introduces a minute amount of noise and distortion into the cable signal. Since the effect is cumulative, or “cascading,” with each amplifier amplifying the noise and distortion as well as the signal of the preceding amplifier, there is a limit to how many amplifiers can be put on a line, he said. It finally gets to a point where the noise and distortion are large enough that you wouldn’t want to deliver it to the doorstep of a cable subscriber.”

Although Luff described the retrofitting of amplifiers with new circuitry as a “Band-Aid,” he said that the principle has been used successfully to increase the bandwidth of many cable systems from say, 20 to 35 channels.

Luff added that he expects cable engineers to continue to push coaxial cable technology—a technology they “are comfortable with”—and further delay widespread application of fiber optics.

In-house satellite plan

If all goes according to plans, the Harris Corp. will soon be using its own earth stations and satellite time on Westar III for data, telephone, and facsimile services among its facilities in Melbourne, Fla.; Dallas, and Westerly, R.I.

Harris applied last week at the FCC for authority to construct and operate earth stations at the three locations and plans to begin their installation within six months of the FCC approval.

Harris estimates that the cost of the earth facilities—three 36-foot dishes—will be $1 million and the estimate should be on target since the equipment will be manufactured by Harris’s Satellite Communications Division.

According to Harris Chairman Joseph A. Boyd, the satellite system should save the company 10% to 15% of what it currently spends for long-distance telephone and data communication. In addition to the cost-saving, Boyd said that Harris expects to significantly improve its internal communications and will use the system to show off its line of satellite equipment.

The three earth stations will also serve other Harris plants in the vicinity of the earth stations. The Dallas station, for example, will be linked by land lines to plants in Fort Worth and Kilgore, both Texas.

Boyd said that in addition to accommodating almost all communications among the locations, “it will have built-in capacity to handle emerging requirements such as electronic mail, communicating word-processors and high speed, high resolution facsimile transmissions.” He also said that it would have the capability to provide two-way television.

School days. Western Electric was demonstrating its new “electronic backboard” at National Telecommunications Conference in Washington last week. Called Gemini, blackboard is pressure sensitive so that anything drawn on it with ordinary piece of chalk appears on TV monitor. When blackboard is hooked up to telephone line through digital interface, blackboard images can be transmitted as far as telephone lines can take it. Blackboard also has two-way capability; another blackboard at remote location linked by single telephone line can be used to “draw” on same TV image. Another telephone line with speaker phones can be used for audio, and tape recorder can be inserted in system to record both images and audio. TV images created by blackboard are maintained through electronic memory and can be erased by tripping switch which causes blackboard to reverse function: Pressure then causes blackboard to remove TV image.

Gold medal time. Intelsat announced that it is running out of satellite time for telecasting of 1980 Moscow Olympics. According to Santiago Astrain, director general of Intelsat, global carrier had total of 3,072 hours of time on eight channels available for games that begin next July. Of those hours, 2,357 or 77% have already been booked, he said. Some of major customers are United States, Japan, Canada, Australia, Israel, Hong Kong, New Zealand, Brazil and Argentina.

Missed your favorite show? Zenith is introducing new videocassette recorder capable of recording number of different shows over 14-day span. Video Director programable VCR has five-hour record/playback time and speed search. Programable record versatility is made possible through microprocessing. It allows user to record up to four programs on four different channels at four different times during two week period. Retail price is $1,350.

New on block. Panasonic Co., Secaucus, N.J., has formed recording and broadcast division to market equipment for those industries. Division will be headed by Jim Parks, who will report to Ray Gates, executive vice president of Panasonic. According to spokesman for Panasonic, new division’s primary purpose is to market Panasonic’s Technics line of professional recording and playback equipment. Development and manufacture of equipment will be handled by Panasonic’s Japanese parent company, Matsushita.

Package. Compact Video Systems, Los Angeles, is introducing standard line of mobile location production units. Five models will be available in 15- to 42-foot configurations. Largest is two-thirds semi-trailer featuring portable transmitting and receiving satellite earth station with five-meter Scientific-Atlanta dish as well as complete line of high-technology broadcast equipment.

Interfering interfaces. National Association of Broadcasters has filed comments with FCC opposing its proposed rule change to provide for operation of TV interface devices. NAB said accommodation of home television devices such as cassette players, disks, computers and games would cause interference to over-the-air TV reception. NAB said FCC is proposing higher radiation limits than presently exist in Class I TV device rules, and higher limits would “disregard interests of television viewers.”

Telephone and radio mixing. Studer Revox America Inc. says it has device that will improve signal quality of live telephone broadcast and at same time facilitate telephone exchange interfacing, phone-line signal processing and telephone-to-studio line switching. Telephone Hybrid, as it is called by Nashville manufacturer, uses hybrid circuit for selective suppression of studio voice for more natural and consistent sound.
CNN: Bringing the blue sky down to earth

It's with big ideas and a lot of work that Reese Schonfeld and his crew hope to launch an idea next year that was considered all but impossible a short time ago: 24-hour TV news.

Reese Schonfeld doesn't mince any words when he describes Cable News Network, the 24-hour-a-day news service that's the brainchild of Atlanta's Ted Turner. Schonfeld calls the operation of which he's president "as significant as anything in this quarter of a century," as far as journalism is concerned.

Right now, the outfit is still in the planning stages. Even its headquarters are temporary, located in a rundown frame house up the street from Turner's superstation, WTB5(TV) Atlanta, and literally in the shadow of the station's tower.

But while Schonfeld plans, and begins the process of putting together a staff, construction crews are already laboring to turn a former Southern country club, complete with white-columned porch, into a 90,000-square-foot facility CNN will share with WTB5. The price tag for the new headquarters, which sits on 21 acres, is put at $8 million. (Although the swimming pools will be filled in to provide expansion room, the tennis courts will remain.)

The target date for the start of CNN's feed is June 1, 1980. That might seem some way off, but then, the company's intent for that day, in the words of senior vice president Jim Kitchell, is to "turn the switch and never stop."

Kitchell brings to his new job the kind of enthusiasm to be expected in someone who's turned his back on a 29-year career to take a leadership position in something he thinks is the wave of the future. He put in almost three decades at NBC, directing the Huntley-Brinkley Report in 1956, producing convention and space coverage and ending as general manager of news services for the network.

It's the sort of story mirrored in the biographies of other top-level CNN staffers: executive vice president Burt Reinhardt, who started as a World War II combat photographer, was executive vice president of Paramount's Non-Theatrical and Educational Division before joining CNN; Sam Zelman, vice president and executive producer at CNN, put in 20 years with CBS; CNN's senior producer—news, Ted Kavanau, is credited in his CNN bio as "the chief creative force behind the 'News at 10' concept," and Bill MacPhail, vice president-sports, spent 18 years at CBS Sports before joining the Robert Wold Co. in 1974 as vice president.

A basic component of the enthusiasm the CNN executives share would seem to be a sense of relief, or reaction to what is generally considered to be the overriding frustration of television news: that there's never enough time. Kavanau calls it "the agonizing problem" of looking at a network board and "seeing all those stories," knowing that only one can make it to air. With CNN, they've been offered what Zelman sees as "the exciting opportunity of a clean slate," a chance to hire a completely new crew and train them in a new style of journalism.

With the executive staff hiring complete, and CNN beginning the hiring of production personnel, they've also begun to project the shape and format of what will be the substance of 24-hour television news.

All-news radio is a recurring attraction in their descriptions, and although Kitchell says he doesn't "like to call it a wheel," there will be "certain cycles" with headlines every 15-20 minutes and "bench marks" for viewers, with particular information being provided at set times.

A major commitment is the two-hour prime-time review of the national and international news each night at 8 p.m. NYT. There will also be two-hour-long "Donahue-style" programs each evening, transmitted from a section of the new studios that will have a capacity for an audience of 80. While Kavanau says it will be "more newsworthy" than Donahue, a clear realization is that much of its appeal
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The brighter side. Ted Turner, who has described himself as "the song-and-dance man who's putting up the money" for the Cable News Network, readily points to CNN President Reese Schonfeld as the man in charge. But Turner does have his ideas about what CNN should be, and he expressed them earlier this year at a press conference in Washington. CNN will be a "quality, in-depth, 24-hour-a-day news service which, I think," said Turner, "will give at least part of the time to the things that are right with this country." Turner said that the conventional TV networks and stations and their news programs are dominated by the drive "to be number one all the time in the ratings." And behind that motivation, Turner added, were advertisers—who "totally control the medium." CNN, he noted, will be only partly supported by advertising. "We're going to show the bad stuff, too, but we're going to try and show the good stuff. We're going to try and let people know why things are happening...encourage people to use their minds and think a little more."

It's going to take individuals with "a different kind of psychology" than most television news personnel are now accustomed to, Kavanau says. "Network guys can go home at 7:30; we can't," because, he explains, there is no deadline when you're on 24-hour scheduling.

Going into their recruitment and planning period, Kavanau and Zelman are now considering "what kind of talents" they want in the people they'll eventually hire. Some of their thoughts run to radio news writers, and reporters who can "see four angles to a story."

Looking down the road, CNN plans training sessions and seminars well before next June, with a view to having every one "able to do all the jobs."

A tentative rehearsal schedule has even been mapped out, to last six or eight weeks, with the last month devoted to "real time, wet runs."

The hiring of on-air personnel has just begun with a few exceptions, according to Schonfeld. One exception is Daniel Schorsch, who's been slated as the network's Washington anchor since virtually the beginning of the project. There is also a long list of political commentators who have already agreed to appear on CNN, among them Evans and Novak, Bella Abzug, William Simon, and Phyllis Schlafly.

CNN's current estimate for its staff size is 250 people, about 50 of them on-air personnel. The bulk would be concentrated in Atlanta, with perhaps 50 in the network's Washington bureau, its largest.

Kitchell is looking to reach 3 million cable subscribers by the time the switch is turned. CNN already has commitments from systems that reach 1.6 million, and the company is set to make its next major subscription push at the Anaheim Western Cable Show this month. An encouraging sign for him is that, he says, practically every request being made for a new franchise includes CNN in the proposal.

The charge to a system incorporating CNN into its basic service is 20 cents a subscriber, with a five cent discount for those that also provide wts{tv} programming. There's a separate fee schedule for CATV operators that offer CNN as part of a tiered service, but Kitchell says most are making it part of their basic package and he doesn't know of any system upping its rates because of an affiliation with CNN.

Defraying part of the cost for system operators will be the availability of two minutes each hour for local advertising. CNN will be holding 10 minutes an hour for national spots.

The executives at CNN are also thinking seriously about the equipment they want for the operation. With an all-electronic newsroom on the shopping list, Schonfeld notes that they plan to make it the most advanced of its kind by June, although, he adds, "by July it won't be," developments in CATV product as fast as they are.

Eventually to be established are bureaus in the various American cities where there are satellite up-links (Dallas, New York, San Francisco).
Kitchell describes as "the largest single array of active terminals."

Considering the possibility of taking people from radio, newspapers and even out of college journalism programs to "start them off" in video journalism, Schonfeld says he knows his network seems to be shaping up "as a mixture of old gray heads and bright new ones." Still, his only second thought is that 24-hour news will be "one reason not to do something, but to watch something."

Earth stations mean AP can regionalize

Massachusetts meeting told that within a year, broadcast service will be tailored to each area; other topics: standing out in TV news, keeping the listener in radio news and police relations

AP will totally regionalize its national broadcast service within the next 11 months, according to Jim Hood, general broadcast editor. Satellites will speed this regionalization, he told the Massachusetts AP Broadcasters' meeting in Sturbridge.

"We believe that by the end of 1980, the AP will be operating 700 American earth stations, and over 1,000 by 1981."

Wire services aren't familiar with the "stylized" approach the AP also is introducing. Hood said, urging customers to call him "any time to talk about whatever on the wire you like, or don't like." A recent survey, Hood said, showed clients interested in more life-style features—a statement paralleling WABC-TV New York anchorman Roger Grimsby's defense at the meeting of offbeat stories as the ones that differentiate one station from its competitors.

Grimsby told the meeting that he wasn't happy when key international stories show up in the second half hour of his hour show and professed himself disenchanted with such features as "Eyewitness News Gourmet." But as well as covering the news better, he said, every station must find a way to "do it differently."

With the subjects of major stories generally the same on all stations, Grimsby seeks offbeat items his audience can't see or hear by flicking to another channel. "The danger," he added, "is that these stories become the cake and not the frosting."

To Grimsby, "hand-me-down" story production—which he sees as dictated by tight deadlines and increased news programming—is an increasing problem. "There's not enough attention paid to production writing" in this production shuffle, he said. "And good writing is one of the best ways to make your station different from others."

"We cater more to what we think people want to hear than to what we think they ought to hear," Grimsby stated. "We are in a commercial enterprise, and ratings are the bottom line."

But two Boston radio newswriters who addressed the meeting see their jobs complicated by what they call low listener interest. "Radio is just in the background," said Bob Parlano of WNDH (AM). "They're not giving us their full attention." He advised rewriting each story for each broadcast, talking "to," not "down to" the audience and pruning as many items as possible to four or five lines.

"They don't listen to us if they really want to know what's going on," declared Chuck Moschontz of WCOZ-FM. His technique for holding listeners is to avoid such traditional news words as "axe," "curb," "nix," "ink," and "pad." "Who talks that way," he wonders, "except headline writers?"

Two law-enforcement officials criticized the media for getting in the way during emergencies.

Boston police sergeant William Mullane, who heads his department's information services unit, said that in a hostage situation, his first job is to deny the captor access to the media. "Everyone wants to go on the air," he said, "and we try to isolate the person—not give him a forum."

Mullane sees police as a "tactical unit, and not a newsgathering agency—we just happen to have the stuff you want." His policy is to "give you what I have to give you, and not volunteer."

Larry Parnell, for three years spokesman for the Massachusetts attorney general, also criticized reporters for adding to difficulties in hostage situations.

A few months ago, when convicts took several hostages at a Massachusetts state prison, media interest prolonged the negotiations, he said. "Convicts are consumers of news as well as makers of news" in such situations, Parnell contended, adding that they tend to escalate their demands to make a good impression over the air. Complaining that such "restaging" of events may threaten hostages' lives, Parnell asked reporters to consider the line between covering a breaking story and participating in a "media event," and between observing an incident and participating in it.

Los Angeles, Chicago, San Francisco) but the first two will be Washington and New York. Looking to maximize its satellite capability, CNN has been carefully studying shared transponder feeds. And receiving all those signals will be five dishes that

Turned him off. Ron Mager, anchorman at KTTR-TV St. Paul, felt strongly about the sex in an ABC-TV Playboy special that his station carried Nov. 25. So much so that when the time came for a local news update during the network show, he decided a clarification and an apology were in order. "I want to assure you," he told his viewers, "that this is a local news update and it has nothing whatsoever to do with the Playboy "Roller-Disco Pajama Party." Then after a couple of headliners, he added: "For those who may... turn off your sets in disgust, I want to assure you we'll be back in 30 minutes with the local news."

Last Tuesday (Nov. 27), Magers said that the station had received 40 phone calls on the impromptu statement and that he had received 56 letters, all supporting his views.
Off the hook. Lee Dreyfus, governor of Wisconsin, has signed into law measure that protects newsrooms and other private property from “fishing expedition” searches by police. Under new law, use of search warrants to seize evidence is illegal, unless there is probable cause that documents sought are controlled by someone “reasonably suspected” of crime. Other states have adopted similar laws protecting newsrooms from such searches, but Wisconsin’s is first to be extended to private premises.

Full of energy. Trans-World News Service, Washington, is offering radio stations Energy Perspective, syndicated feature with analysis of energy matters by Tom Dougherty. Show is two-minute feature, five days per week. Dougherty, in energy field for 30 years as journalist, currently works for Petroleum Information, A.C. Nielsen subsidiary that supplies energy information to government and industry. Trans-World is at 330 National Press building, Box 2801, Washington 20013; (202) 638-7171.

Upcoming. NBC News has in mind series chronicling U.S. space efforts. First program of “projected series” is on X-15, country’s first space vehicle. Hour report is due to be completed early next year. Word came at NBC-TV affiliates board meeting in Puerto Rico last week. Also announced was January special on treatment of “troubled kids.” It’s called For the Child’s Own Good.

Into the courtroom. Iowa Supreme Court has authorized live coverage of court proceedings by radio and television. One-year experiment begins Jan. 1, and witness who objects to camera coverage must show good cause why media should be excluded.

Cameras in. Circuit Judge Wallace Jopling has rejected motion to exclude cameras from Live Oaks, Fla., courtroom where Theodore Bundy faces second murder trial. Dispute arose when prospective juror said he accidentally walked into wrong room and overhead court proceedings over monitor, prompting defense to claim TV was distracting.

From D.C. to cable TV. Associated Press is offering cable television systems its Washington Executive News Report, covering developments from White House, Congress, Supreme Court, cabinet and political headquarters. Report will give developments hour by hour and is available as single, automated news channel or in conjunction with present multichannel news displays. Henry Heilbrunn, director of cable services for AP said package will stand alone all day or can be “excellent wrap-around for C-Span.” Brochures on new service will be available at AP’s exhibit at Western Cable Show in Anaheim, Calif., Dec. 12-14.

Help on way. To show television stations how to use Laserphoto pictures, Photo Committee of Associated Press Broadcasters plans newsletter for users, beginning early next year, and also will produce instructional video tape. Tape, which will be displayed at AP8 convention in Denver June 5-7, will demonstrate how TV stations may use still photos to best advantage.


Third World nations want new UN setup for world information system

Third World countries at the current UN General Assembly in New York have drafted a resolution to support their concept for a new and “more just” world information system. Their concept, initiated several years ago by UNESCO, was endorsed in a consensus decision last year by the general assembly. The assembly then adopted a resolution, which was moderated to encourage acceptance by western countries. That resolution affirmed the need for a gradual change in global communications and news flow to meet the needs of the developing countries.

However, the U.S. and other western nations pointed out that their participation in the consensus decision should not be interpreted as making any indirect commitments, especially anything that would restrict freedom of the press. That cautious stand was also said to be evident in negotiations over the current resolution. Among the resolution’s proposals is one to move the principal responsibility for the new information system from UNESCO to a specialized general assembly committee that would have more impact in dealing with the UN and its agencies.

The proposal also would change the mandate of a special committee set up last year to review the policy of the UN Department of Public Information and would increase its membership from 41 to 54 nations. It then would be called the United Nations Committee on Information.

Other proposals in the resolution seek an expansion of UN shortwave broadcasts and a study to be made on the feasibility of UN FM broadcasts in the New York area.

Financial reporting excellence honored

ABC swept both the radio and television network categories of the Fiscal Policy Council’s second annual Martin R. Gainsbrugh Awards for excellence in economic news broadcasting.

Entries from WGR-TV Buffalo, N.Y., and KNX-AM-FM Los Angeles were selected as the best in the local TV and local radio competition.

The top winners will be honored Dec. 6 at an awards dinner in Palm Beach Shores, Fla., during the Third National Forum on Jobs, Money and People. George Will, television commentator and syndicated newspaper columnist, will be the speaker.

The forum is sponsored by the Fiscal Policy Council, a nonprofit economic research and education foundation based in Riviera Beach, Fla., and by the Chair of Private Enterprise, Georgia State University, Atlanta.

The complete list of winners and recipients of citations of merit follows:

Network television


Network radio

Economic news editor Don Corditz, ABC □ A five-part study, "Corporate Profit Figures." Local television

Michael F. Hegedus, reporter, wgr-tv Buffalo, N.Y. □ A five-part study of abuses and problems in property tax collections, "The Missing Tax Million." Local radio

Tim O'Donnell, director of community affairs, KNX-AM-FM Los Angeles □ An examination of underfunded municipal pensions in Los Angeles, "LA’s Pension Bubble.

Citations of distinction

Roger Peterson, ABC □ "Coal: The Unkept Promise" on ABC's World News Tonight.


Greg Fitzgerald, WBZ Radio, Boston □ "GBH Special: Corporate Flight in Massachusetts.

Larry Moore, KNXTV San Francisco □ "The Tax Revolt in America," a segment of an Impact series.

Jeff Seward, KTXS-TV Seattle □ "A Place in the Sun, a look at the socio-economic problems of underdeveloped nations.

WGR-TV’s Hegedus was a winner for the second year in a row.
the Danielson bill would be of "substantial concern to small business radio broadcasters, many of whom make little or no profits." He noted, for example, that the $15.2 million that performers' rights would have cost broadcasters in 1975 would be one-sixth of the total pre-tax radio industry profit for that year.

**FTC's noose gets tighter**

House overwhelmingly approves bill limiting agency's powers and includes one-house veto; Senate must act on version next

The fate of the Federal Trade Commission came a little more into focus last week, as the House overwhelmingly approved the agency's authorizing legislation, H.R. 2313, which saddles the FTC with the much debated one-house veto.

By a vote of 321 to 63, the House approved the bill that has been a continuing topic of conversation around Washington the past few months. Under terms of the legislation, any rule promulgated by the FTC could be blocked by a concurrent resolution of disapproval from both houses within 90 days, or by one house adopting the resolution within 60 days, and the other house failing to disapprove the resolution 30 days thereafter.

The FTC's fate, however, is not yet sealed. The Senate version of the commission's authorizing legislation, which has been approved by the full Commerce Committee, still has to go to the floor for a vote, and unlike the House version, the Senate bill contains no legislative veto provision (BROADCASTING, Nov. 26).

The House vote will undoubtedly be viewed as a substantial victory by a wide variety of interests that have been putting increasing pressure on Congress to pull the reins in on the commission. Consumer groups, meanwhile, have been in vehement opposition to the veto, which they say would seriously curtail the FTC's effectiveness.

In order to attach the veto to the bill, a compromise was reached to allow only two amendments to be added. The House approved the first of the two on Nov. 14—an amendment offered by Representative Marty Russo (D-III.) to prohibit the FTC from regulating the funeral industry. The second amendment, offered by Representative Mark Andrews (R-N.J.), was approved by a 245 to 139 vote just prior to the final vote on the entire bill. The Andrews amendment would prohibit the FTC from enforcing application of the antitrust laws to agricultural cooperatives.

The House bill authorizes FTC budgets of $75 million for fiscal 1980 and $80 million for the following year. In each case, the budget is $5 million more than that recommended by the Senate.

The House bill puts stringent regulatory burdens on the commission. For example, it requires that the FTC issue a preliminary analysis of each proposed rule, with a description of the need for the rule, the cost and possible alternatives. In addition, it requires the agency to publish a regulatory agenda listing rules it intends to propose or promulgate for the coming 12 months, and stipulates that the FTC issue a notice announcing the date by which it intends to complete final action in a rulemaking.

The commission will be required to keep the House and Senate committees with oversight responsibilities informed of its actions, and it will have to limit to $75,000 the amount of money it can make available to any outside group, during any year, for participation in rulemakings.

The fate of the commission is now in the lap of the Senate and the House-Senate conference committee, which will likely have differences to resolve.

It is almost certain that a legislative veto will be proposed when the bill comes up on the Senate floor. Whether the Senate will go along, however, is still uncertain.

At last count, according to industry observers, there were 44 firm votes in the Senate for the veto. With such overwhelming support of the measure in the House, it is possible that the Senate will choose to follow suit. But others believe that the Senate will not go along with the

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idea, as the bill reported out of the Commerce Committee puts stringent ties on the commission’s authority—perhaps, some believe, strong enough to make the veto unnecessary.

When the Senate bill will come to the floor for a vote is uncertain. The Senate has other, more pressing, business, such as SALT debates. With Congress now expected to adjourn Dec. 21, many speculate that it is unlikely that the legislation will receive consideration before Congress returns for business in January.

Like the House version, the Senate bill would affect a wide variety of commission actions. It would, for example, limit the agency’s authority to require mandatory warranties in connection with the sale of used cars; it would prohibit the commission from investigating the insurance industry; it would provide for the recovery of attorneys’ fees by small businesses in cases in which they prevail against the FTC, and it would also cut back on the amount of money available for funding outside groups in rulemakings.

In addition, the Senate bill would limit the FTC’s authority in advertising rulemaking proceedings to cases of false and deceptive advertising, while eliminating “unfair” advertising from its purview. This would essentially bring the children’s advertising inquiry to a halt, although it would not affect any other pending advertising investigations.

Exactly what restrictions will ultimately be imposed on the FTC is difficult to predict. But it now appears fairly certain that the commission will see at least some of its powers stripped away when the final verdict is in.

**NTIA hopes on retransmission consent suffer in CRS study**

_Congressional Research Service concludes Copyright Act doesn’t allow for FCC involvement_

Only Congress can require cable operators to obtain broadcaster consent for signal retransmission.

This is the conclusion of a Congressional Research Service study, released last week, that analyzes FCC jurisdiction vis-a-vis retransmission consent. The study was requested by Lionel Van Deerlin (D-Calif.), chairman of the House Communications Subcommittee, after the question of jurisdiction was prompted by a National Telecommunications and Information Administration petition to the FCC requesting promulgation of retransmission consent rules.

The NTIA feels that jurisdiction does lie with the FCC. The FCC, however, doubting its authority in this field, initiated an inquiry last April and sought comments. In them, NTIA was opposed by the U.S. Copyright Office and the Justice Department.

The Copyright Office, in its comments, said: “The FCC would control signal distribution by cable systems as part of a national allocation policy and would protect some exclusive rights while copyright law would prescribe degree and nature of the cable operator’s liability for the use of the copyright programing that FCC rules permitted them to retransmit.”

The Justice Department agreed that retransmission consent authority rests with the Copyright Tribunal. Justice said that the public interest would be furthered if the FCC eliminated restrictions on the “number and composition” of nonlocal broadcast signals that cable systems can transmit.

And the CRS study contends the Copyright Act provides for FCC regulation “based upon communications policy with regard in particular to the quantity of signals cable may conditionally carry. A system of copyright payment under which cable operators have the option of making statutory payments in lieu of marketplace agreements is provided to facilitate cable carriage of such copyrighted programs. No alternate plan for reimbursement may replace the statutory scheme unless Congress so provides.”

At the heart of the controversy is Section 111 of the Copyright Act, which es-
The court, in a 7-2 opinion written by Judge Carl McGowan, declined, as he put it, "the commission's invitation" to abandon the court's reading of the Communications Act. It is the commission's duty, he also said, "to accept and carry out in good faith its legal duties as interpreted by the court." And he made it clear that the court does not believe the commission had been cooperative, let alone enthusiastic, in that regard (BROADCASTING, July 9).

In its request for review last week, the FCC said: "The court of appeals has substituted its own untested factual premises and policy conclusions for the commission's judgment ... this arrogation of the agency's public interest policy-making function conflicts in principle" with previous judicial rulings.

The FCC stated that in a previous ruling the court reminded the FCC that "the public interest standard to be served under the Communications Act is ... the interest of the listening public in the larger and more effective use of radio." But, the FCC added, there is nothing that says this interest must be served through regulation of entertainment formats. The FCC said that the court offered no justification for its rejection of the commission's "reasoned view that competition, rather than additional regulation, is best adapted to achieve diversity."

The petition for review maintained that the court's contrary ruling "not only sup-

### FCC takes format change reversal to Supreme Court

It says appellate court exceeded authority when it overturned FCC's policy on staying out of format disputes

The FCC has asked the Supreme Court to review a U.S. Appeals Court invalidation of the commission's 1976 policy statement leaving radio format changes to the discretion of broadcasters and the marketplace.

The FCC's petition for writ of certiorari, filed last Monday (Nov. 26), came as no surprise. It was the sequel to repeated conflicts between the agency and the appellate court over the role of government in the choice or abandonment of formats. The 1976 policy was reached after the FCC was overruled by the court in several license transfer cases which listener groups had entered to oppose proposed format changes. The court had insisted that the groups had standing and that the format changes could be prohibited upon showing of harm to the public interest. The FCC's 1976 statement held that the public interest would be best served if broadcasters were free to try formats and abandon those that failed.

The appeals court unanimously reversed the FCC's ruling last June 29, saying the commission's policy was "unavailing and of no force and effect."

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**You may never hear the world's worst tongue twister** ...

... but survey shows WKZO clearly clobbers closest Kalamazoo competition.

During the broadcast day, WKZO's AQH audience of women 25+ is 73% greater than any other station in the market.

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So, even if you don't hear the world's worst tongue twister, 78% more adults in the 25+ cume audience will hear your message on WKZO Radio.

*The most difficult tongue twister is deemed by Ken Parkin of Teasdale to be "The sixth sick sheik's sixth sheep's sick." Especially when spoken quickly.*

**Arbiteron, April/May 1979**

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A Fetzer Station

WKZO CBS RADIO FOR KALAMAZOO AND GREATER WESTERN MICHIGAN
Buckley Radio Sales, Inc., National Representatives
Van Deerlin unit gets new member

California Matsui fills spot vacated by move of Russo

Representative Robert T. Matsui (D-Calif.), who was elected to the full House Commerce Committee last month, was appointed last week to the Communications Subcommittee. Matsui fills the spot left vacant by Representative Marty Russo (D-III), who moved to the Committee on Ways and Means.

Matsui, who represents California's third district, which includes Sacramento, the state capital, was elected to the House in November 1978.

A native of Sacramento, Matsui graduated from the University of California at Berkeley, in 1963, and the Hastings College of Law, University of California, in 1966. A practicing attorney since 1967, Matsui entered politics in 1971, when he was elected to the Sacramento city council.

In addition to his spot on the Commerce Committee, Matsui is a member of the Committee on Government Operations. In moving to Commerce, Matsui gave up his seat on the Judiciary Committee. As a member of that committee, he served on the Subcommittee on Courts, Civil Liberties and the Administration of Justice, which is in the midst of examining copyright matters and legislation dealing with performance rights for sound recordings (see page 49).

Matsui has had no previous association with broadcasting, but he is said to be very happy about the new post. Those who know him say he is open-minded and an extremely hard worker, with a competent staff.

Supreme Court will tackle another advertising issue

New York utility contends state's PSC violated free-speech rights

The Supreme Court last week agreed to consider whether a state can bar a public utility from promoting the use of gas and electric services through advertising.

Some time this term, the court will hear arguments on an appeal by Central Hudson Gas & Electric Corp., challenging a New York State Public Service Commission ban on advertising gas and electricity instituted during the Arab oil embargo in 1973. The company claimed that the ban, which was later upheld by the New York Court of Appeals, violates its First Amendment right to free speech.

The case will be argued with a second case, accepted by the high court last year.
month, arising from the same appeals court ruling last May. In that case, Consolidated Edison challenged the Public Service Commission ban against the utilities’ practice of stating positions on controversial issues in monthly bill inserts. Con Edison was promoting nuclear power plants in its inserts, while Central Hudson was promoting electricity as an efficient source of heat and power.

In its May 1 ruling, the New York appeals court unanimously upheld both bans. It held: “Conserving diminishes resources is a matter of vital state concern and increased use of electrical energy is imi-mal to our interests. Promotional advertising, if permitted, would only serve to exacerbate the crisis.”

A similar case, brought by Long Island Lighting Co., is still pending in a federal appeals court.

**NAB steps up war of words over children’s TV**

**FCC commissioners are lobbied; news media briefed on issues**

The National Association of Broadcasters is expanding its lobbying efforts against the FCC’s children’s television proceeding.

Last Tuesday, NAB’s children’s television committee met to map out efforts on the local front, and to plan strategy for its visits with all the FCC commissioners the next morning.

Len Swanson, vice president and general manager of WIC-TV Pittsburgh, and chairman of the children’s committee, said the meeting was encouraging. “We talked about local experiences and found that the FCC staff report [on children’s programing] is full of holes.” He said that his group is hopeful that the FCC will take time to look at the facts. “I take issue with the headline of their [FCC] news release, which said ‘Broadcasters Have Failed Children.’ That makes me mad.”

Swanson reiterated his feelings the next day at an NAB luncheon briefing for some 50 journalists. The NAB felt this was a good way to let the media know more about what is going on in children’s programing.

Robert King, senior vice president of Capital Cities Communications and chairman of the NAB television board, opened the session by saying: “Broadcasters are skeptical as to what the FCC is contem-plating—they don’t want to be left out in the cold.” He also contended that a key word in this issue should be “respon-sibility”—parents’ responsibility for monitoring children’s TV viewing.

Brenda Fox, NAB assistant general counsel, gave a legal overview of the FCC’s proceeding and the First Amendment problems that programing standards might raise.

The keynote speaker was Squire Rushnell, ABC vice president for children’s and early morning programing. He said that children’s programing had changed, “not quantitatively—we grant you that—but qualitatively it has changed very much.”

He said there are four areas in which broadcasters disagree with the staff report. First, “While the staff insists there be more programs which are informational or educational, they fail to recognize that prosocial messages and themes can be very effectively woven into entertainment programs,” he said. Second, he added, “we take issue with the FCC staff’s failure to recognize the extraordinary effectiveness of the short-term programs that all networks drop into their children’s shows.” He mentioned miniprograms such as ABC’s Schoolhouse Rock, CBS’s In the News and NBC’s Metric Marvels as examples.

Next, he said, broadcasters differ with the staff’s “infatuation” for the need for programing for preschoolers. He said that most syndicated programs for youngsters are already aimed at that age group.

Last, he questioned the FCC staff’s “love affair” with quantity as opposed to quality in children’s programing. “I assure

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you that any government mandate to increase children's programming quantitatively, by seven or so hours per week, will not result in creative television. Creative, enriching, interesting and informative cannot be mandated. Any such move would only serve as a windfall to all syndicators of old, educational film strips which would be gobbled up to fill the gap—cheaply!"

Swanson said that the meetings with commissioners went "very well. They're listening, and that's good. What we would like is to move into an inquiry, if it's going to go anywhere, not a rulemaking."

Tom Bolger, NAB chairman, said FCC Chairman Charles Ferris "was attentive; he was cordial." Bolger added, "We're trying to get our point across. It's important for them to understand what we are saying."

Networks supported in fairness case

FCC rules Broadcast Bureau acted correctly in denying request for equal time on television violence issue

The FCC has upheld a Broadcast Bureau denial of a complaint against the three commercial television networks filed by three individuals demanding time to present their views on televised violence.

The complaint, filed by Jim Myers, Carole Chastain and Palmer Amundsen, originated after NBC's broadcast of "The Story Teller," a fictional account of a child who sets fire to a school after seeing arson depicted on television.

The group claimed that the program presented two false impressions as to the effect of TV violence: that the broadcast media were immune to liability for damages resulting from imitations of TV violence, and that anyone who imitated TV violence must be an "abnormal person."

The three first filed their complaint in January 1978, saying NBC had violated the fairness doctrine by not presenting differing viewpoints of the effects of televised violence. Six months later they filed another complaint, this time against all three networks, saying NBC, ABC and CBS had "slanted, manipulated, censored and suppressed" news relating to innocent victims of TV violence for the past 25 years. The group claimed that they ought to be given equal time to air these differing viewpoints.

The Broadcast Bureau, in its original ruling on Aug. 9, 1978, said that even assuming the program raised a controversial issue, "the selection of spokespersons, format and duration of presentation is left up to the licensee's good-faith discretion."

As to the networks' attempt to slant the news, the bureau claimed that no "extrinsic evidence" was presented to support that allegation.

The commission's unanimous decision Nov. 20 said that after carefully reviewing the matter, it concluded that the Broadcast Bureau's ruling had been correct and the application for review of that decision contained insufficient grounds to warrant a reversal of the action.

Booth seeks change in distress policy

Group owner asks commission to tell it before committing to distress sale whether charges that led to hearing will be applied to other stations

Booth American Co. has asked the FCC to clarify its distress-sale policy, which the commission itself has recognized as flawed and which its general counsel's office is trying to polish up.

Specifically, Booth has asked the FCC to inform group owners of the effects that a distress sale of one property may have on their other stations. It also urged the commission to adopt procedures that would permit more detailed FCC consideration of those issues that "might impact on the general qualifications of a multiple owner" to be an FCC licensee.

Booth, the licensee of 13 stations, has two of them- WJLB(AM)-WMZK(FM) Detroit—set for revocation hearing on charges of plugola, lack of managerial control, misrepresentation and lack of candor during a pre-designation FCC investigation.

Booth said that although it has not decided to sell the stations, it would like clarification of certain issues before making up its mind.

The FCC adopted its distress sale policy in 1973. It permits the sale of a broadcast property, which has been designated for hearing, to a buyer with ethnic minority participation at below market value, provided it is sold before the hearing takes place. The FCC adopted the policy in the hope of fostering minority ownership, but the policy has some kinks that, according to Booth, tend to have a chilling effect on a licensee's decision to use the sale option.

Specifically, the FCC's practice is to permit a distress sale, without resolving the character-qualifications issues that prompted the hearing and that remain to be raised if the licensee applies for renewal or acquisition of other stations.

Booth contends that this practice "reflects negatively on the decision to elect a distress sale."

Booth's filing said: "If a multiple owner must ultimately rebut every issue raised by the FCC even after a distress sale, there is a substantially less incentive to avoid whatever protracted proceedings may be required to resolve such questions."

Booth suggested that the FCC hold a hearing on the qualification issues and permit the licensee to decide whether or not to make a distress sale "after the issuance of an initial decision. . . ."

Booth also said that if the FCC's primary goal is to foster minority ownership, then "effective implementation of that policy requires that a distress sale of a station in renewal or revocation hearing not place in jeopardy any other licenses held by the owner."

[Box: Washington Watch]

Hopping the fence. Jack Savage, former president of Norman, Craig & Kummel advertising agency, is now serving as in-house consultant to Federal Trade Commission's Bureau of Consumer Protection. Savage will offer advice on investigations concerning advertising claims and techniques, and framing of appropriate remedies, as well as insight to agency-client relationships and formation of ad campaigns.

Seeking the meaning. Senate Consumer Subcommittee, which has jurisdiction over Federal Trade Commission, has begun review of term "unfairness," as used by FTC to prevent "unfair or deceptive acts or practices." Subcommittee members say current use of word is too broadly defined, and they have begun soliciting comments on how unfairness should be defined as used in FTC Act, and whether unfairness should be applicable to commercial advertising. Discussions on matter arose in oversight hearings this year and in mark-up of FTC authorization bill, now awaiting floor action by full Senate.

Three times no charm. National Association of Broadcasters has opposed American Civil Liberties Union petition to FCC to rescind radio deregulation rulemaking proposal. Calling petition "delaying tactic," NAB's filing said "ACLU repeats with fair regularity its assertion of how the commission's notice should be improved, apparently adhering to the principle expressed by Lewis Carroll that 'what I tell you three times is true.'"

Go to the grassroots. John B. Summers, National Association of Broadcasters executive vice president and general manager has urged broadcasters to take case for radio deregulation to local public. Speaking before Arizona Broadcasters Association, Summers said public interest groups have "camped on the doorstep of the FCC" and have purported to speak for public. He said these groups will present "parade of horribles" they believe will flow from deregulation and broadcasters must combat these groups' efforts with initiatives of their own.

Broadcasting Dec 3 1979 58
PBS board votes approval of restructuring

It reduces its own size, from 52 to 35, and OK's plan for three-tier program service; system architect Gunn announces he's moving to KCET Los Angeles

The board of the Public Broadcasting Service last week approved plans for a major restructuring that will mean multiple program services, an association to provide non-program-related functions and a reduction in its own numbers. The changes will be presented to the full PBS membership at a meeting next month for ratification.

If the membership goes along with the plans, the 52-member board will be reduced to 35, including three members chosen without regard to their affiliation with public television stations, 18 lay representatives from station boards, and 13 professional representatives or station managers. In addition, the PBS president will serve on the board.

The new association, which does not yet have a name, and which will handle lobbying, planning and research, leaving PBS to concentrate solely on program matters, will have a 25-person board. The make-up will include nine lay representatives, nine professional representatives, six public or general directors and a chief executive officer.

The multiple programing services concept, approved by the PBS membership at its annual meeting last June, will mean three distinct services: PTV-1, with prime-time, general audience offerings; PTV-2, a regional service, with public affairs specials; and PTV-3, which will offer educational programs, for both children and adults.

Even under the present set-up, PBS President Larry Grossman told the board last week, significant gains were being made in PBS audience levels. "On a programming front, which is the bottom line, things have never looked better," Grossman said.

Statistics indicate that the prime-time audience for public television during the first week of October was up 24% over last year. According to the figures, the prime-time audience for public television during that week was 23.4% of all U.S. TV households.

As PBS moves ahead with new plans, however, it will have to do it without the services of Hartford Gunn, currently PBS's vice chairman. Gunn, who was a principal designer of the public broadcast-

Arbitron plans profile of new media markets

Arbitron announced plans for what it claims will be "the most definitive and comprehensive study" ever produced on the "new electronic media" ("Closed Circuit," Nov. 19).

The study, "The New Electronic Media of the 1980's," is being prepared in conjunction with the cable research firm, Video Probe Index. It is expected to be available next June.

Covered will be "any use of the television set beyond conventional broadcast"—said to include all forms of cable (basic, pay, multistation service, satellite service); videocassettes and videodisks; subscription television and multipoint distribution systems; video games and educational applications; home computers, and interactive systems.

"New electronic media" usage and consumer attitudes will be investigated in the top 25 Arbitron ADI's (areas of dominant influence). Questionnaires will go to subscribers following the current November and upcoming February 1980 survey periods.

Arbitron and VPI plan mailings to 9,000 Arbitron diaryholders: 3,000 basic cable subscribers, 3,000 pay cable subscribers and 3,000 who do not receive cable. They will receive eight-page "attitudinal/lifestyle/new electronic media usage and..."
reception questionnaire." The companies are counting on a two-thirds response rate-about 2,000 from each category.

A "master report" and 16 specialized studies will be offered. Arbitron said pricing hadn't been fully worked out but that the basic report should run about $10,000-$15,000 and the individual ones about $10,000 each.

The "master report" (from questionnaires and regular diary information) is to include such information as pay and basic cable daypart ratings; noncable daypart ratings; household demographics and subscriber characteristics for pay programs; program profiles; attitudes toward services, and their availability. Other data will range from "intent to purchase" various services and products to "leisure time activities" such as pay TV viewing or dining out.

The 16 tailored studies will be reports to TV broadcasters; advertiser/agency report; cable; pay cable; pay TV; satellite and MDS; superstation; video game; videocassette; videodisk; two-way TV/ viewdata type services; large-screen TV; home computer; movie attendance; sports attendance; Wall Street/investor, and live entertainment.

PROPOSED

- WRFD(AM) Columbus-Worthington, Ohio: Sold by Buckeye Media Inc. to QNP Corp. for $1,041,500, plus $512,000 for consulting agreement and lease for land. Seller is owned by nonprofit Ohio Farm Bureau Federation, which has no other broadcast interests. Wallace Hirschfield is president. Buyer is owned by Carl C. Nourse and his wife, Mary. They own automobile dealership in Columbus and have various other business interests, including 49% interest in WBBY(AM).

- WDEN-AM-FM Macon, Ga.: Sold by executors of estate of J. Martin Elliott to WDEN Communications Ltd. for $1,026,500. Estate has no other broadcast interests. Buyer is owned by Thom E. Smith and group of businessmen from Montgomery and Birmingham, Alabama. Smith is general manager at station. Others have no other broadcast interests. WDEN(AM) is 1 kw daytimer on 1500 kHz. WDEN-FM is on 105.3 mhz with 50 kw and antenna 145 feet above average terrain.

- KWWW(AM) Montery, Calif.: Sold by A-B Chemical Corp. to Buckley Broadcasting of Monterey for $700,000. Seller is wholly owned subsidiary of National Distillers Chemical Corp., of which John E. Bierwirth is president. It has no other broadcast interests. Buyer is principally owned by Richard D. Buckley Jr., who also owns 11% of KGL(AM) San Fernando, Calif., and KKH-AM-FM San Francisco; 60% of KGL-FM San Fernando, and 25% of Buckley Radio Sales Inc. KWWW is on 96.9 mhz with 18 kw and antenna 2,570 feet above average terrain.

- WDEA-AM-FM Ellsworth, Me.: Sold by Grindstone Broadcasting Corp. to Helen Sloane Dudman for $600,000, plus $100,000 for covenant not to compete. Seller is owned by E. Eugene Dixon Jr., who is on board of directors of noncommercial WRT(FM) Philadelphia, licensed to Temple University. He has no other broadcast interests. Dudman is former public relations officer for Public Broadcasting Service, WETA-TV Washington and Post-Newsweek Stations. She has no other broadcast interests. WDEA(AM) is on 1370 kHz full time. WDEA-FM is on 95.7 mhz with 50 kw and antenna 320 feet above average terrain. Broker: Blackburn & Co.

- KUK(AM)-KALF(FM) Ukiah, Calif.: Sold by Concerned Communications Corp. to Redwood Empire Broadcasting for $600,000. Seller is principally owned by Cal Lawton, who also owns KOBO(AM) Yuba City, Calif. Buyer is owned by Theodore S. Storck (80%) and Rodney Pacini (20%). Storck owns CP's for new FM at Red Bluff, Calif., and new AM at Willits, Calif. Pacini is former sales manager KUKI. KUKI is on 1400 kHz with 1 kw day and 250 w night. KALF is on 103.3 mhz with 1.9 kw and antenna 1,840 feet above average terrain. Broker: William A. Extine.

- WCBW(AM) Columbia, Ill.: Sold by Joseph L. Lepp (58%); his wife, Mary (39%), and Alvin H. Maes Jr. (36%) to WCBW Inc. for $400,000, plus $125,000 for consulting agreement and $50,000 for covenant not to compete. Sellers have no other broadcast interests. Buyer is owned by Marvin B. Kudlowski (50%) and Howard Warshaw and his wife, Miriam (25% each). They also own WVXX(FM) Highland Park, Ill.; KEST(AM) San Francisco and KPCC(AM)-KMAX(FM) Pasadena-Arcadia, both California; KUK(AM) Golden Valley, Minn.; WYLO(AM) Jackson, Wis.; WTHE(AM) Mineola, N.Y.; KCW(AM) Fairway, Kan., and WGR(AM) Danville, Ind. WCBW is on 104.9 mhz with 2.73 kw and antenna 230 feet above average terrain.

- KAAR-AM-FM Santa Paula, Calif.: Sold by Rancho Broadcasting Inc. to Lincoln Dellar (65%), Donald E. Pummill (20%) and Louis P. Murray (15%) for $500,000. Seller is owned by William D. Wallace and his wife, Anne, who have no other broadcast interests. Dellar and his wife, Sylvia, own KSMN(AM) San Bernardino and

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KARM(AM) Fresno, both California. In addition, he owns small interests in KFAC-AM-FM Los Angeles and KFIG(AM) Fresno, Calif. Murray is general manager at KARM and Purnell is officer of KACY(AM) Port Hueneme, Calif., which Dillars sold in 1977. KAAP(AM) is on 1400 kHz with 1 kw day and 250 w night. KAAP-FM is on 96.7 mhz with 87 kw and antenna 1,500 feet above average terrain.

WBEX-AM-FM Chillicothe, Ohio: Sold by Truman A. Morris to Chillicothe Communications Inc. for $448,750. Morris also owns 50.2% of WCAI(AM) Fort Myers, Fla. Buyer is wholly owned subsidiary of Central Broadcasting Corp., owner of WKBV-AM-FM Richmond. WBAT, Marion and WBWM(AM) Bedford, Indiana. Central is owned by 50 individuals; James R. Quigg is chairman and his cousin, William M. Quigg, is president. WBEX(AM) is on 1490 kHz with 1 kw day and 250 w night. WBEX-FM is on 93.3 mhz with 18.5 kw and antenna 185 feet above average terrain.

KLUF(AM) Lufkin, Tex.: Sold by Radio Laredo Inc. to KLUF Radio Inc. for $400,000. Seller is principally owned by John Hicks and family, who also own KLVH(AM) Beaumont and KLAK(AM) Laredo, both Texas. They have sold KLUF-FM Lufkin (see "For the Record," page 71) and, subject to FCC approval, WTAW-AM-FM College Station, Tex. (BROADCASTING, Oct. 8). Buyer is owned by Ralph Ridinger, who has owned 20% of station since 1975. KLUF is on 1420 kHz with 1 kw full time.

WPUV-AM-FM Pulaski, Va.: Sold by John A. Columbus to Richard J. Fraser for $385,000. Columbus has no other broadcast interests. Fraser is clergyman in Indiana and has no other broadcast interests. WPUV(AM) is 5 kw daytimer on 1580 kHz. WPUV-FM is on 107.1 mhz with 2.85 kw and antenna 58 feet below average terrain.

KBLC(AM) Lakeport, Calif.: Sold by Noel Knight and his son, Noel, to McBerg Inc. for $300,000, plus assumption of liabilities. Knights have no other broadcast interests. Buyer is owned by Albert R. McDanielis and his wife, Dalmi. McDanielis is announcer and salesman at station. McDanielis also manage real estate in Kelseyville, Calif. KBLC is 500 w daytimer on 1270 kHz.

WAGE(AM) Leesburg, Va.: Control (68.75%) sold by Huntington Harris, Valeria H. Symington and William H. Spenser to Emmet Broadcasting Co. for $255,813. Sellers have no other broadcast interests. Buyer is owned by Grenville T. Emmet and family. Emmet is New York banker with no other broadcast interests. Remainder of stock is owned by A.V. Tidmore and John R. Gill (15.63% each). WAGE is 1 kw daytimer on 1290 kHz.

WESY(AM) Leland, Miss.: Sold by Wallace D. Hoy and family to East Delta Communications Inc. for $250,000. Hoy's have no other broadcast interests. Buyer is principally owned by William D. Jackson (51%), who is also principal owner of WBAD(FM) Leland. WESY is 1 kw daytimer on 1580 kHz.

KIRL(AM) St. Charles, Mo.: Sold by Contemporary Media Inc. to Bronco Media Inc. for $642,000. Seller is principally owned by Michael S. Rice, who also owns KFMX(AM) Columbia, Mo. Buyer is owned by William White, Johnny E. Roland and seven others. White is St. Louis vacuum cleaner retailer. Roland, former professional football player and coach, works for St. Louis insurance company. Buyers have no other broadcast interests. KIRL is on 1460 kHz with 5 kw day and 500 w night.

FCC also approved sale of KLUF-FM Lufkin, Tex. (see page 71).

EEO as a good business practice

Boston U conference says hiring qualified minorities is decision that leads to better bottom line

Equal hiring is good business as well as a legal and moral obligation, a black top-market general manager and the industry's minority ownership spokesman agree.

Their comments came during a Boston University media and minorities conference which produced a consensus that hiring progress is being made but that legal pressure is needed to assure minority groups access to station jobs and promotions.

CBS vice president Eugene Lothery---asserting that he is the only black general manager (of WEEI(AM) Boston) among the 57 stations the three major networks own in the nation's top-10 markets, declared: "We have a long way to go. There have got to be other Gene Lotherys out there.

Good minority applicants, Lothery has found, "won't come walking through your door. They have jobs, and you have to get out there and recruit" them. Noting that the FCC is taking a hard look at equal employment opportunity figures at license renewal time, Lothery contended that fair hiring pays off. "The responsibility of broadcasters is not only a legal and moral obligation, it's good business. And I'm a businessman" who, he said, was told only two of his "100 duties" when given the WEEI top spot five years ago: "Deliver the bottom line and protect the license."

The good business theme was also stressed by Dwight M. Ellis, the National Association of Broadcasters spokesman on minority ownership matters and director of an NAB skills bank that tries to match qualified applicants with stations' staffing needs.

"Other private industries have taken heed after paying" a stiff legal and public

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relations price for skirting equal opportunity obligations, he said. Poor hiring planning practices hurt stations, Ellis continued, and any radio deregulation will free more FCC staffers to probe stations’ EEO performance. So the “crystal clear message,” he declared, “is that good EEO is cost-effective and therefore good business.”

The general broadcast industry hiring pattern of a “widening buyers’ market” and a dropping salary ceiling” puts more pressure on fledgling minority journalists, Ellis contended. Because of peer experience, he said, a nonminority journalism school graduate will go anywhere, for any salary, for that first job. But minorities, he added, have too few precedents to follow and may fear housing problems if they move to a small town—“they have special considerations to weigh” in deciding where to work, he said.

Citing 1978 figures showing that minority groups make up 13.8% of broadcasting industry workers and 7.8% of the industry’s “managers,” Ellis claimed that for the first time there is a large pool of minority professionals qualified to be station executives. “It’s time,” he concluded, “for the industry to give the priority status to developing human resources it does to developing technical resources.”

The conference’s featured speaker, McNeil/Lehrer Report correspondent Charlayne Hunter Gault, blasted the media for “failing to signal events” ranging from Martin Luther King’s civil rights struggles to the current unrest in Iran.

“The media don’t listen,” complained the former New York Times and NBC News staffer. Gault contended that dramatic events are the only way to capture journalists’ attention, “and the problem with this is that their interest is short-lived.”

She said she left the Times to rejoin the broadcast industry because the McNeil / Lehrer Report “goes in with no bias. We try very hard to report as many critical sides as possible.” She rejects the notion that her Public Broadcasting Service audience is “elitist,” claiming it represents a broad cross-section of society.

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**Silent in Louisville**

All-news radio station calls it quits; owner blames lack of advertiser support

Dwindling advertising support, and the prospect of even less at Christmas time, has prompted the only all-news station in the Louisville, Ky. area to go off the air.

George A. Freeman, president and owner of WDGS (AM) New Albany, Ind., said last Wednesday (Nov. 28) that he had asked the FCC for permission to stay silent until he finds a buyer for the facilities. He personally conducted WDGS’s final program Nov. 19.

Freeman, however, remains convinced that an all-news operation can succeed outside top-10 markets, where the format has flourished. “I know it can be done, but I poured all the money into it I could,” he said. “It was the lack of advertiser support that killed it in the end. In another six or nine months we could have broken even.”

Freeman added that the bleak outlook for Christmas business finally prompted his decision to quit: “I looked at the books for December, when we ought to do the best business of the year, and saw that we were going to lose money. That was it.”

Freeman’s staff included five full-time newsmenrers for the 500-watt daytimer.

Freeman turned to the all-news format on Sept. 10, 1978, dropping WREY call letters for WDGS. A 25-year veteran of broadcasting and at one time owner of stations in Texas and Michigan, he summarized his future plans: “I’m going to put my head in the sand for a while.”
Costs cut into 1978 cable industry profits

Annual FCC data on finances of industry shows 1978 to be best year ever in revenues, but expenses keep income at modest gain over '77; pay cable broken out for first time

The cable television industry's operating revenues in 1978 climbed an impressive 25.3% over its 1977 total, according to the FCC. But a 28.1% increase in operating expenses during the same span helped to brake profits to a gain of just 2.5%.

The data, released last Monday (Nov. 26), showed cable TV operating revenues in 1978 were $1,511,028,545, which surpassed 1977's $1,205,875,733 by more than $305 million.

And, for the first time, the FCC offered a break-out of pay television's part of the revenues—$191,942,374, about 13% of the industry total.

Net pre-tax income last year was $137,120,419, only $3.38 million more than $133,736,554 income in the preceding year. The 2.5% profit gain for 1978 followed profit increases of 13.1% in 1977 and 114.5% in 1976.

Operating expenses, $716,950,304 in 1977, balloononed to $918,025,164 last year. That left an operating income of about $592.7 million, or a 39% operating margin before expenses of depreciation/amortization, interest and taxes.

The FCC reported these other statistics on the cable industry's performance in 1977:

- There were 14,113,945 subscribers in 1978, 10% more than the 12,832,014 in 1977.
- Number of cable TV systems increased from 28,504 last year to 29,376 in 1978.
- Total gross income rose $29,817,566 to $4,902,851,874, or 13.6%. The number of subscribers grew from 39.7 million last year to 41.2 million in 1978.

The data includes cable TV service downstream and upstream costs, installation operating revenues, and broadcast programming revenues.

### Cost Breakdown

- **Installation operating revenues:**
  - $18,890,579
  - $6,394,056
  - $55,161,329

- **Operating expenses:**
  - $27,408,921
  - $8,564,454
  - $103,188,124

- **Net profit:**
  - $10,555,349
  - $3,904,391
  - $30,074,807

### Revenue Breakdown

- **Installation fees:**
  - $22,648,107
  - $8,584,457
  - $43,675,094

- **Installation charges:**
  - $6,868,028
  - $1,477,418
  - $14,589,504

- **Installation operating revenues:**
  - $18,890,579
  - $6,394,056
  - $55,161,329

- **Installation operating expenses:**
  - $27,408,921
  - $8,564,454
  - $103,188,124

- **Installation profit:**
  - $10,555,349
  - $3,904,391
  - $30,074,807

### Statistics

- **Number of systems:**
  - 29,376

- **Number of subscribers:**
  - 41,203,014

- **Total gross income:**
  - $4,902,851,874

- **Total operating expenses:**
  - $716,950,304

- **Net profit:**
  - $137,120,419

- **Total assets:**
  - $37,860,512

### Key Figures

- **Number of systems:**
  - 29,376

- **Number of subscribers:**
  - 41,203,014

- **Total gross income:**
  - $4,902,851,874

- **Total operating expenses:**
  - $716,950,304

- **Net profit:**
  - $137,120,419

- **Total assets:**
  - $37,860,512

### Projected Growth

- **Number of subscribers:**
  - 43.4 million

- **Revenue growth:**
  - 14%

- **Operating expenses:**
  - $792.7 million, or a 39% operating margin before expenses of depreciation/amortization, interest and taxes.

- **Net profit:**
  - $30.3 million, or a 2.5% profit gain for 1978.
Where cable’s money comes from, where it goes

### Revenues

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<thead>
<tr>
<th>Item</th>
<th>Amount</th>
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<tr>
<td>Installation revenue</td>
<td>$ 63,230,221</td>
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<tr>
<td>Regular subscriber revenue</td>
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<td>Per program or per channel gross revenue (pay television)</td>
<td>174,859,503</td>
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<td>Advertising revenue</td>
<td>4,482,347</td>
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<td>Special service revenue</td>
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<td>Other revenue</td>
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<td><strong>Total operating revenues</strong></td>
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### Expenses

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<td>Salaries, wages and employee benefits</td>
<td>169,412,901</td>
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<td>Pole rentals</td>
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<td>Duct rentals</td>
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<td>Private microwave service (CARS)</td>
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<td>Common carrier microwave service</td>
<td>17,111,854</td>
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<td>Total (arbitrarily) charges (applies to systems receiving telephone company channel service)</td>
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<td>All other service expenses</td>
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<td>Payments to pay cable program suppliers</td>
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<td><strong>Total expenses</strong></td>
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<td>All other origination expenses</td>
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### Selling, General, and Administrative Expenses

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<td>Copyright fees</td>
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<td>Advertising selling, general and administrative expenses</td>
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<td><strong>Total operating expense</strong></td>
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<td><strong>Total operating income</strong></td>
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### Depreciation and Amortization

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<td>Amortization</td>
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<td><strong>Other income</strong></td>
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### Other Expenses

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<td>(110,239,944)</td>
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<td>Extraordinary items</td>
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<td>Total income (or loss) before taxes</td>
<td>124,916,456</td>
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**Note:** Figures in this table are totals for the 91% that responded to FCC, which the commission projected to 100% for its final industry figures.

1977.

# Schmidt re-emerges with new company in cable world

### Former NCTA president hopes to implement many of the medium’s unfulfilled technological promises

There will be an unfamiliar company represented at the Western cable show that opened in Anaheim, Calif., next week, but the company’s president and representatives should be familiar to all in the business. The company is Communications Technology Management and its president is Robert Schmidt.

Since stepping down from the presidency of the National Cable Television Association Aug. 1, Schmidt has been busy putting together CTM, a company that he feels will make good on many of the promises made by the cable industry over the years.

By making use of state-of-the-art technology in computers, cable, satellite and microwave, Schmidt and CTM hope to provide all the nonentertainment, two-way services that cable operators have been talking about for many years but have somehow not been able to bring to fruition.

"Some people think that cable is an entertainment service at best," Schmidt says. "We disagree." Schmidt says that there are many nonentertainment services that can be provided on an interactive basis by satellite and microwave with "cable being the critical link to the consumer."

Schmidt feels that technology is the least of CTM’s problems. He says the hardware and the software are "on the shelf" and sees his job as finding the proper application of that technology.

Schmidt says that some of the services that CTM one day hopes to provide include security alarms, smoke detectors, medical alert, electronic banking, peak load management and shopping at home.

In addition, Schmidt feels that a system would give people access to all kinds of computerized information banks. This, he says, would be of particular help to small businessmen and educators.

The system Schmidt envisions is far more sophisticated that anything that has yet been seriously considered. Schmidt wants to put a computer terminal with full keyboard into every cable home linked to the CTM system. These terminals will be interconnected with computers throughout the country by satellite—he feels that uplinks will proliferate as have downlinks—or by microwave.

Schmidt says the first couple of years the company will be involved in research and development, with "the stress on development." At the end of the period, Schmidt says, CTM will become a marketer and try to introduce one system into cable systems throughout the country.

The development will be expedited by setting up two-way cable systems in several test markets, some of which will be new systems and others rebuilt, he said. He declined to say where the first test market will be, wishing to save that announcement for Anaheim. The first test market will involve 3,000 homes.

Schmidt has entered into this project with four other investors, all of whom are also familiar faces to cable: Jack Crosby, Bob Hughes, Fred Liberaman and Dick Loftus. All are long-time cable entrepreneurs; Hughes and Crosby are ex-chairmen of NCTA, and Loftus is a former secretary of the association. Crosby, Liberaman and Hughes have money to invest. They sold their interests in Communications Properties Inc., a company with some 325,000 subscribers to Times-Mirror.
last February and netted $86 million on the deal.

Loftus recently sold a number of cable systems he owned to Prime Cable Corp., owned by himself, Crosby and Hughes.

According to Schmidt, Crosby and Liberman have bought and sold the cable systems that now make up most of Cox Cablecasting and United Cable.

Schmidt is president and chief executive officer of CTM. Tom Crowley, lured from an Arlington, Va., cable system where he served as chief financial officer, has been appointed executive vice president and chief operating officer. Regina Schewe, another with ties to the NCTA as assistant to the president, joins CTM as vice president, administration.

During the R & D phase of CTM's development, Schmidt's staff will be assisted by a number of outside consultants, including Rick Gould, a Washington consulting engineer with knowledge of satellites and cable, and Imperial Computer Service, based outside Los Angeles. Angeles.

Schmidt said that headquarters for the new company will be in the Washington suburb of McLean, Va. He said he chose that location because it is becoming a major communications center. (It is currently home for Telecomputing Corp. of America, Satellite Business Systems and Mitre Corp.) He also feels that it is a good idea to stay close to the communications policy makers at the FCC and on Capitol Hill.

Will performance in prime time affect ABC pricing on Wall Street?

There's concern, but no panic, say analysts; drop in stock since beginning of season outpaces other broadcast firms, however

With the possibility of a loss in the November sweeps looming large on ABC's horizon, signs of investor unease seem to be growing as well. "People are getting nervous" was the way one observer analyzed the situation, while another noted that the unexpected weakness in ABC's prime-time schedule might provide just the "excuse" a timid stockholder would need to clear out of a holding in a field that has a high "emotional" component.

Compared with the price of the network's stock at the start of its season on Sept. 10, ABC shares were down more than 13% early last week. That drop outpaced any other among stocks of "pure" broadcasters on Broadcasting's "Stock Index," average performance of the group over that period was an advance of a fraction of one percent. Looked at from another angle, since the first week of November, when broadcasters began to recover from the marketwide effects of the Federal Reserve Board's interest-rate increases, ABC advanced 3.6%, while the group's average was a 7.1% climb.

Vis-a-vis the parents of the other two networks, CBS stock last week was about 10% behind its early September position, and has rebounded 5% since Nov. 7, and RCA's figures for those periods are minus 16.6% and plus 5.2.

On the other hand, securities analysts looking at the situation tended to downplay the significance of the ratings drop in prime time as a factor affecting the company's performance next year. John Reidy of Drexel Burnham Lambert took note of ABC strength in other dayparts, especially daytime with its high profit margins, while Fred Anschel of Dean Witter Reynolds observed that "a competitive ratings race is good for everybody; it tightens up the pricing" among the three networks. Saying that the effect of the poor ratings performance is "not as obvius as it looks," Dennis Leibowitz of Donaldson, Lufkin & Jenrette sees much of the decline attributable to movies, as opposed to series which could be more important over the long term. Still, he voiced some concern that "ABC's share of the dollars might be down" next year.

Bill Suter, broadcast analyst with Merrill Lynch, concedes that the ratings shift could "have some small effect" on ABC's performance next year, but he still believes that the outlook for the company is good, with solid earnings potential. Suter is sticking with his buy recommendation for ABC. From his vantage point, while the ratings news is generating some "wondering and questioning," with people paying close attention to the effects of ABC's announced scheduled changes, there's been "no panic" among ABC investors.

Smith Barney Harris Upham's Ed Atorino has taken a somewhat more pessimistic view. Several weeks into the season, he pulled his buy recommendation on ABC, as a consequence of the ratings disappointments. Although recognizing the positive results in other dayparts, he holds that "prime time is still 50% of the business. The confidence factor is eroding a little," he says, looking at the issue's market performance.

There are indications that ABC itself is similarly seeing "concern" but not "panic" on the part of investors who want to know to what extent the ratings picture is correctable and what the company intends to do about it. On that score, the company was comfortably positioned in having revealed its schedule changes last week before the news of its third place ratings defeat broke.

Putting the picture in perspective, one industry source said what's happened in the last several weeks is that Wall Street has reflected the tighter ratings in its stock pricing, now that the ratings momentum "has taken a step across 53d Street."

Another observed that the recent activity shows the market has "grown up" and no longer "goes bananas on the ratings" as it would have some years ago; now a longer term view prevails.

Shop at home

Warner Cable Corp., New York, and the American Express Co., New York, have joined forces to test a "Video Catalogue Channel" on two of Warner's cable systems in Reston, Va., and Columbus, Ohio. American Express is acquiring a 50% interest in Warner Cable for $175 million (Broadcasting, Sept. 17).

The video catalogue will be tested for several weeks at Warner's Qube two-way interactive system in Columbus and at its system in Reston. Robert G. McGroarty, vice president of marketing for Warner Cable, said the results of this test will be the first step in developing a merchandise channel for the cable industry.

Products from the American Express Christmas catalogue will be shown at five-minute intervals. Qube viewers can activate their orders by pressing a designated button, while Reston viewers may order by telephone.

Week's worth of earnings reports from stocks on Broadcasting's index

<table>
<thead>
<tr>
<th>Company</th>
<th>Period/Ended</th>
<th>Revenues</th>
<th>% Net</th>
<th>% Change</th>
<th>Change</th>
<th>Per Share</th>
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</thead>
<tbody>
<tr>
<td>Kansas State Network</td>
<td>Year 8/31</td>
<td>$20,450,000</td>
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<td>52,226,000</td>
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<td>Medicor</td>
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<td>324,146</td>
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<td>20th Century-Fox</td>
<td>9 mo. 9/29</td>
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<table>
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<th>Company</th>
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<th>% Net</th>
<th>% Per Share</th>
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<td>322,383,000</td>
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Programing

Rerun for CBS

Network finishes first twice in as many weeks helped by 'Oh God'; NBC is second thanks to 'Smokey'

CBS-TV, for the second week in a row, grabbed top honors in the Nielsen ratings race—earning a 19.8 rating and 31.9 share for the seven nights of prime time ended Nov. 25.

Conspicuous, too, was the performance of ABC-TV—but for an inauspicious reason. For the first time since the closing week of the 1978 season, ABC found itself in the basement: two full rating points below the leader at 17.8/28.5.

NBC, which had occupied third place for the past several weeks, ran a strong second with a 19.3/31.5.

Among the regularly scheduled series, CBS's 60 Minutes again was the top draw (31.6/47). But it was big-name movies, scheduled to beef up ratings sweep contention (see "Top of the Week") that took the first and second positions.

Leading the list, if only by a hair, was NBC's "Smokey and the Bandit" (Burt Reynolds, Sally Field, Jackie Gleason) which earned a 31.8/48. CBS's "Oh God" (George Burns and John Denver) placed second but higher in share, with a 31.7/45 the same evening.

During the 9-10 p.m. period on Sunday when the two theatrical films overlapped, the second hour of "Smokey" had about a four rating point and 5-6 share lead over the first hour of "Oh God." When "Smokey" was over, CBS soared to mid-30's ratings and 50-plus shares. Overall CBS won the night with a 28.7/41.

ABC on Sunday could muster only a 15.8/22.7 average, with Mork & Mindy, in particular, considerably off its usual mark, pulling a 16.4/23.

Others in the top 10 for the week were ABC's Three's Company (26.7/40) and Angie (24.5/37); CBS's Dukes of Hazzard (23.7/39); ABC's Happy Days (23.6/37); CBS's Dallas (22.2/40) and repeat of Charlie Brown Thanksgiving special (22.3/35) and NBC's 90-minute Real People Reunion (23.1/37).

For the week, CBS took Friday and Sunday; NBC, Monday and Wednesday, and ABC, Tuesday, Thursday and Saturday.

ABC publicly consoled itself, claiming the week atypical in the amount of special programming. Of the 22 prime-time hours, ABC said, it carried specials only 25% of the time (five-and-a-half hours) as opposed to CBS's 48% (10%) and NBC's 32% (seven).

The specials did boost NBC to higher levels than it has been experiencing lately. But regular series pre-emption was no guaranteed ticket to success. On Friday, for example, ABC's Birth of The Beatles (14.5/24) movie and Playboy Roller Disco Pajama Party (16.6/28) averaged only a 15.2/25.3 for the evening. In fact, special, in at least one case, seemed to help a series. Against Beatles and CBS's Captain America part 1, NBC's previously floundering Shirley managed a 17.0/29.

Elsewhere in long form, NBC did well Monday with Bob Hope on Campus (22.5/35) as did CBS with a counter-programming theatrical movie, "The Turning Point" (20.9/34). ABC's NFL Football, however, was left with a 15.8/26.

NBC devoted all of Tuesday prime time to the Last Ride of the Dalton Gang which earned only a 17.6/28. It fared better on Wednesday with a Real People Reunion (23.1/37) and a Bee Gees special (19.0/31).

CBS may have had the high scoring "Oh God!" but it also had the lowest scoring movie and program of the week: Thursday's Letters from Frank (11.5/21).

Outside prime time, ABC was claiming Good Morning America had achieved its highest level ever, passing a five rating for the first time, with a 5.1/28. NBC's Today, however, still won the week with a 5.2/29. CBS had a 2.8/18.

How fares the syndicated fare?

Katz and PGW evaluate offerings; M*A*S*H gets good marks from both in 33 markets surveyed; others doing well are 'Happy Days,' 'Merv' and 'All in the Family'

Which syndicated TV shows turned in the best ratings performances in the October local audience measurements? Two leading station reps, Katz Agency and Peters Griffin Woodward, offered analyses last week.

Katz Programming, New York, issued a summary of the October Nielsen Station Index and Arbitron reports on first-run TV access programming, weekday early fringe shows, afternoon movies and talk shows, and new off-network and first-run programs on independent stations. The analysis covers all 23 NSI markets, with 10 additional markets covered by Arbitron only.

In first-run access programming, The Muppets attained a household share of 29 and a rating of 14 while Cross-Wites scored a share of 28 and a rating of 15. Other top-rated shows in order were Joker's Wild, Hollywood Squares, Tie Tac Dough, EveningPM Magazine and Family Feud.

Scoring the highest rating in the early fringe period was M*A*S*H with an 11 rating and a 30 share, followed by Tom and Jerry 9/27; All in the Family 9/24; Happy Days Again, 8/24 and Brady Bunch, 7/23.

In the afternoon movies/talk show category, Katz's computations had the Merv Griffin Show on top with a rating of 7 and a share of 24, leading Dinah Shore Show, 7/23; Mike Douglas Show, 6/21; two-hour afternoon movie, 5/21, and 90-minute movie, 6/19.

In its analysis of new off-network and first-run programs on independent stations, Katz tabbed M*A*S*H for first place with a rating of 12 and a share of 23, followed by Happy Days Again with 11/20; All in the Family 8/15, and Dance Fever, 6/13.

Katz did not include programs carried in fewer than five markets, except in the afternoon movie-talk show grouping.

In a separate analysis of the October 1979 NSI survey of 23 markets, PGW, New York, offered a critique of 20 new syndicated programs and a report on ratings, shares and demographic data on a market-by-market basis covering all programs.

PGW's appraisal points up the dictum that blockbuster prices do not necessarily mean blockbuster ratings. For example, PGW said of All in the Family: "The ratings are generally well below anticipated—especially where All in the Family was up against weaker competitive programming." Of Happy Days Again, which is carried in 21 of the 23 NSI markets, PGW commented: "Registered share increases in 18 time periods and won in four markets ... Yet Happy Days so far is not the sure hit that 150-plus markets anticipated and paid for. Are increased shares and losing time periods all that can be expected—or was Happy Days counted on to do too much?"

M*A*S*H was tabbed by PGW as the "best program buy" of the season, with both men and women audiences "extremely strong." PGW called Jim Rockford "a good, solid competitor with strong 18-49 demographics," Starsky & Hutch, according to PGW, shows "some potential" and should be evaluated in the November sweeps.

Pushed back

The steering committee, formed last September to create an international association of radio program syndicators (broadcasting, Oct. 29), has canceled its
The Dec. 7 meeting was canceled, said committee member, Harry O'Connor, of O'Connor Creative Services, because several committee members had developed conflicting commitments on that date. According to O'Connor, the committee plans to hold another organizational meeting on Jan. 25 to prepare an agenda for the April general membership meeting.

At the January meeting, committee members hope to establish a tentative budget and dues rate for the organization. In conjunction with that, it hopes to establish an office in Los Angeles with a full-time staff to disseminate information and coordinate paper work.

It also hopes at that meeting to establish a representative for the association in Washington to work with broadcasting trade associations and to assist members in dealing with government regulatory agencies. The Washington representative will also provide information to members about government projects as they become available to independent producers.

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**Hollywood group upset with plan for CPB funding**

**Caucus of Producers, Writers and Directors says proposal on funding independent productions would rule out many West Coast firms**

The Hollywood-based Caucus of Producers, Writers and Directors has taken issue with a proposal for the funding of independently produced television programs by the Corporation for Public Broadcasting, and asserting that CPB has an "in- sufficient understanding and knowledge of producers and production companies and how they operate."

Furthermore, said the caucus, CPB's definition of "independent producer" and its determination of what constitutes a "small" production company "eliminates many of the Hollywood creative community ... from participation in the production of programs for CPB."

At the heart of the disagreement between the two organizations is Congress' wording of the 1978 Public Telecommunications Financing Act, which requires CPB to make grants to small, independent producers and production companies, and the funding agency's attempt to implement the new law. And the bottom line of the dispute has to do with who will be receiving a "substantial amount" of the approximately $40 million CPB will set aside for national programming in fiscal 1981.

Last September, CPB circulated a draft proposal on program funding of independent productions in public telecommunications. In addition to mailing copies of the eight-page proposal to what corporation officials said were hundreds of independent producers and interested parties and holding meetings around the country, CPB asked the producers to provide their comments on the plan.

That's what the caucus's attorney, Samuel Sacks of Los Angeles, did—saying that the criteria CPB has established shows that the agency understands little about how television programs are made.

CPB is currently redrafting the proposal for presentation to its board of directors at a Dec. 5-6 meeting in Washington. It is believed that the new version of the proposal will accommodate at least some of the criticism of the caucus.

CPB has defined an independent producer as "any producer not under exclusive contract nor exclusively employed by a public broadcasting station or subsidiary enterprise of a station." It has interpreted "small" as meaning "an independent producer or production entity whose productions have, at the time the grant contract is made, had only limited exposure in the marketplace."

Sacks said that the definition of an independent "strikes us as unusual; many of our members are independent producers—and none falls into your definition."

"Obviously, we have no objection to engaging the 'small' independent producer, but those words can be confusing," Sacks wrote elsewhere in his four-page reply.

Sacks was especially concerned about the possibility of closing out productions by many of Hollywood's so-called "major independent production companies" (Tadem/TAT, MMf, Lorimar, QM, Charles Fries, Aaron Spelling, EMI, Yongestreet, David Gerber, Ed Friendly, Four-D and others) as well as the smaller firms (loan-out companies) that "generally work under the umbrella of some other production company."

"In our opinion, the size of the particular company should not be the qualifying feature CPB looks for," Sacks wrote.

"It's more a matter of speaking different languages at this point," said CPB's assistant director for legal affairs, Steve Symonds, last week. "Congress seemed to lean toward unrecognized, undiscovered talent" when it wrote the provision in the law. "It was probably the one thing we had the most trouble with."

According to Symonds, it was only after considerable internal debate that the corporation's staff declined to attach quantified criteria to define the disputed terms. At one point, he said, CPB was considering determining who could qualify according to the size of staffs or annual budgets. By avoiding such qualifications, he said, CPB will be allowed to make grants to "anybody who produces programs other than a public broadcasting station. It would enable a studio to be an independent producer."

"It's just not true," he added, that CPB is attempting to exclude the Hollywood community.

But, according to David Levy, secretary of the caucus, it is true. CPB "ignores the
ABC-TV retrenches

After aggressive moves this season to stake out new territory, it announces post-New Year line-up that sees return of powerhouses to old slots, introduction of six new series, cancellation of three

Archie Bunker still rules Sunday night. He won what was expected to be his toughest season in 11 years on television last week when ABC-TV announced that Mork from Ork will be bowing out of the contest.

In a series of changes in its prime-time schedule announced last week, ABC retreated from the 8-8:30 NYT time period by withdrawing Mork and Mindy and moving it back to the Thursday time slot it held last year when it became one of the 1978-79 television season's biggest hits. The Sunday night change came as the braided but still leading network announced it will be adding six new prime-time series, canceling three shows that premiered in September and moving some older programs.

No date for the changes was included in the announcement, but the network said that all will take place "in early 1980.

The midseason schedule announced by ABC Entertainment President Anthony D. Thomopoulos last Monday (Nov. 26) is far more conservative than the one ABC offered in September and suggests that the network is consolidating its efforts to strengthen its position across the week, especially in those time periods dominated by CBS-TV. The ABC network is more than 10% behind in all the major time periods.

Although ABC has maintained its number-one position, its new schedule indicates that the network's aggressive attempt in September to spread its comedy strength over the week failed to deliver the audiences ABC anticipated. For the 10-week season of three-way competition (Sept. 17-Nov. 25), for example, Mork has averaged a 20.8 rating and a 32-share, down considerably from its 1978-79 season average of 28.5/46. Laverne and Shirley has averaged 20.2/34 this season as opposed to 30.6/46 last year. Angie, a midseason replacement last year with a 27.1/42, has dropped to 21.9/34 this year. Three's Company is the only ABC comedy that has remained in the top-10 this season, and its average numbers have dropped from 30.2/45 to 26.2/40.

As a result of such performances, the network will be shifting L&S from the Thursday night at 8 slot it has occupied this year to Monday at that time. Angie will move from Tuesday at 8:30 to Saturday at that time. Thus, the network will be emphasizing comedy programs in early evening time periods virtually across the week.

Dropped from the network's line-up last week were 240 Robert, Detective School and Out of the Blue. A New Kind of Family will continue with four more episodes, starting Dec. 15. And the Associates, as previously announced, will return to ABC in late March when Soap moves to late-night reruns. Those cancellations leave only Hart to Hart and Benson as undisputedly successful new programs introduced by the network in September.

New programs joining the prime-time schedule are:

Alan Landsburg Productions' Incredible Sundays (Sunday, 7-8), is an informational hour of "stranger-than-fiction" occurrences. The program, the only surprise entry on the list of new shows, will be occupying the early evening time period where ABC had attempted to compete against CBS' 80 Minutes and NBC-TV's Disney's Wonderful World with two child-oriented comedies.

Following Incredible will be another new hour, Tenspeed and Brown Shoe, about the teaming of a "silver-tongued master of disguise and an uninvolved con artist" with "a tall, gangly, naive stockbroker." Stephen Cannell is executive producer under the new Stephen Cannell Productions banner.

One in a Million, a half hour from TOY Productions (Sol Turtletaub, Bernie Orenstein and Bud Yorkin), is the story of a Los Angeles woman cab driver who inherits the controlling interest in a corporation from one of her regular passengers. Set for airing Monday 8:30-9, following Laverne and Shirley the show is being produced by Turtletaub and Orenstein.

Stone, Universal Television's story about a best-selling author who is also a detective, will run Monday 9-10. Cannell is executive producer of the series.

Goodtime Girls (Tuesday, 8:30-9) is a Paramount Television situation comedy about four young women in Washington of 1942. It is being produced in association with Miller-Milkis-Boyette Productions. Leonora Thuna is executive producer.

Aaron Spelling Productions will be offering B.A.D. Cats Fridays 8-9. It is the story of two race car drivers who join the burglar-auto division of the Los Angeles police department. Spelling and Doug Orenstein are executive producers.

In addition to those new programs, ABC will be returning Spelling/Goldberg Productions' Family (Monday, 10-11) at the conclusion of the football season. The network has also said that some time in the winter of 1980 it will add When the Whistle Blows, "a light-hearted hour of comedy and adventure about the rough and tumble world of heavy construction," from the new Goldberg/Weintraub Productions firm. Executive producers are Leonard Goldberg and Jerry Weintraub.

Fine tuning. CBS-TV announced more midseason schedule changes last week. The network will be adding two comedies to its Monday line-up, moving a drama and canceling one program that made its debut in September. The changes (Nov. 29) become effective Dec. 17. Other alterations to the CBS schedule were announced three weeks ago (Broadcasting, Nov. 19).

House Calls, a Universal Television situation comedy based on that company's theatrical movie about the staff of a large general hospital, will begin airing at 9:30 on Monday night in the half-hour time period currently occupied by WKRP in Cincinnati.

WKRP will move to the 8 o'clock lead-off slot and be followed in the vacated White Shadow time period by The Last Resort (8:30-9), the MTM comedy that premiered to low ratings in September and has been in a hiatus since October.

Shadow will move to the 8-9 Tuesday time period currently held by California Fever, which will have its final airing Dec. 11.
Two-way distribution

The Center For Non-Broadcast Television will present a live, hour-and-a-half program on energy next Sunday (Dec. 9) that will be telecast to both cable systems and public television stations nationwide over two separate satellites.

The show, Over a Barrel: Energy in the 80's, will present a 15-minute videotape on energy problems facing the nation, followed by a panel discussion by energy experts, with viewers able to call a toll-free number to question the panelists.

The program will go to cable systems using RCA Satcom 1, while public television stations will receive the program via Westar. Approximately 500 cable systems will be able to receive the show; 12 public TV stations have so far committed to airing it live, and others have decided to tape it for future airing.

The program is being underwritten by the International Association of Machinists and Aerospace Workers, whose president, William Winpisinger, will be on the panel.

Arrangements with the Public Broadcasting Service for satellite time were made by the Public Interest Video Network, which has produced two live shows this year—on nuclear power and abortion—that were aired on some PBS stations. The Washington-based group of independents is planning additional projects, as well.

It has received a planning grant for a five-day-long show, to be aired next Thanksgiving, that would take a look at the country as it enters the 1980's. Preliminary plans call for approximately 20 remotes from various locations nationwide.

China buys BBC shows

Following a trip by top officials to Britain, the Central Broadcasting Administration of the People's Republic of China has purchased the first programs from the BBC for transmission on China's nationwide television network.

The sales involve two series and one television play, totalling 18 hours of programming. The two series are Anna Karenina and David Copperfield; the play is Robinson Crusoe.

A spokesman for BBC Enterprises, Roy Bromwell, confirmed the purchase came less than a week after the Chinese visit, following several years of unsuccessful attempts to sell programs to the Chinese. "We now seem to have broken through the bamboo curtain," he said.

Bromwell said the BBC showed the Chinese a full range of available BBC programs and hoped this purchase would open the way for more sales in what is a major untapped world market for television exports. Bromwell would not quote the sale price, but described it as "quite substantial."

Hail to the chief. NBC—however improved—is back in third in season-to-date ratings. But TV affiliates board publicly hasn't lost any of its fervor for network's president. Meeting in Puerto Rico last week, board issued resolution declaring: "1. Fred Silverman is man of the year. 2. 1980 is the year of the peacock. 3. We are proud."

Now in HBO's inventory. Price wasn't revealed but Home Box Office says it has signed with Paramount for "largest [deal] of its kind." 58 films to be shown over pay cable service during next several years. Understood to be among titles: "Grease," "Heaven Can Wait" and "Foul Play."


Bought. KLAW-TV Los Angeles, WOR-TV New York and KXTV San Francisco are first stations to purchase Sandy Frank Television Distributors' new strip game show, Face the Music. All will begin showing program Jan. 7, 1980.

With the new year. Westwood One radio syndication firm is adding four programs to its portfolio in January. Three are in two-and-a-half-minute segments: On Vacation (leisure-time activities), On The Move (women in news), and Ace and Friends (with Ace Young, KMTR-FM Los Angeles news and public affairs director). Special Edition is weekly hour with Sid McCoy of TV's Soul Train. All four are barter, with Michelob beer already set for Special Edition.

Reagan's reach. Syndicast Services Inc., New York, reports that 115 stations, accounting for more than 85% of U.S. television households, carried Ronald Reagan's announcement on Nov. 13 of his candidacy for Republican nomination for President. Syndicast said it cleared time-up of stations over period of one month for half-hour program.

Tabloid radio. Thirty stories weekly from National Enquirer will be adapted for radio use by Communications Capital Corp., New York. Each story will run about 60 seconds, and will be supplied in script form. Titled The Liveliest Wire, series already has been sold to 12 radio stations in Canada. In U.S., Capital Communications initially is seeking agreement with a network radio, but will make series available for syndication if network deal is not made.

Busy marketplace. JWT Syndication has cleared Kenneth & Co., two-and-a-half-minute TV insert on subjects of interest to women, in more than 40% of country. Program has been accepted by stations including WNEW New York, KGO-TV San Francisco, WNEW-Detroit, WASS-TV Boston and WACV-TV Washington. Twenty-five TV stations have signed for New Bd Allen Show daily, half-hour exercise program being distributed by American Television Syndication, New York. Barter advertising for show is handled by Wanda Group, New York, with list of stations already lined up including WNEW-TV New York, WMAR-TV Baltimore, WRTG-TV Washington and WLS-TV Chicago. ATS also is offering The Sensational Seventies, production of Document Associates and La Maquina. Barter vehicle comes in two forms: 24 half hours or 12 hours, Gold Key International, New York, reports that for time first in its history, one country, Italy, has purchased its entire library of 110 feature films. The buyer is Italian Television. In past 60 days, ITS Entertainment, New York, has grossed record foreign sales of $6.5 million, paced by business in Japan, Mexico and Canada.

KBYU-TV Goes Harris!

KBYU-TV, Provo, Utah goes Harris with a Circularly Polarized TV Antenna

For complete information, write Harris Corporation, Broadcast Products Division, P.O. Box 4288, Quincy, Illinois 62301.
As compiled by Broadcasting based on filings, authorizations, petitions and other actions announced by the FCC during the period Nov. 19 through Nov. 23.

Abbreviations: ALJ—Administrative Law Judge; alt.—alternative; ann.—announced, ant.—antenna; aur.—auxiliary; CH—critical hours; CP—construction permit; D—day; DA—directional antenna; Doc.—Docket; ERP—effective radiated power; freq.—frequency; HAAT—height of antenna above ground; kW—kilowatts; MEOV—maximum expected operation value; mhz—megahertz; mod.—modification; N.—night; PSA—presurre service authority; SL—studio location; SH—specified hours; TL—transmitter location; trans.—transmitter; TPO—transmitter power output; U.—unlimited; hrs. -- visual; watts.—non-commercial.

New Stations

AM action

- Bald Knob, Ark.—Broadcast Bureau granted John Paul Capps 710 kHz, 250 W-D. P.O. address: 914 James Street, Searcy, Ark. 72143. Estimated construction cost $79,796; first-year operating cost $76,572.93; revenue $100,000. Format: MOR. Principal: Capps, member of state legislature, formerly owned 25% of KWWC (AM)-KSER (FM) Searcy (BP-B, 800). Action Nov. 9.

FM action

- Winfield, Kan.—Broadcast Bureau granted Hawks Communications Inc. 105.5 mhz, 3 kw, HAAT: 183 ft.; revenue $100,000. Estimated construction cost $30,000; first quarter operating cost $12,000 and revenue $15,600. Format: Country. Principals: Timothy A. Hawks (85%) and two others. Hawks is chief engineer at KWL®-AM-FM Pratt, Kan. (BP-B, 802, 12AG). Action Nov. 9.

Ownership Changes

Applications

- KBL(C)AM Lakewood, Calif. (1270 kHz, 500 w-D)—Seeks transfer of control of Lake County Broadcasting Co. from Noel Knight and his son, Noel (100% before; none after). Consideration: $300,000, plus assumption of liabilities. Knights have no other broadcast interests.
- KAAP-AM-FM Santa Paula, Calif. (AM: 1400 kHz, 1 kw-D, 250 w-N; FM: 96.7 mhz, 87 kw)—Seeks assignment of license from Rancho Broadcasting Inc. to Lincoln Dellard (65%), Donald E. Pimball (20%) and Louis P. Murray (15%) for $500,000. Seller is owned by William F. Wallace and his wife, Anne, who have no other broadcast interests. Lincoln Dellard and his wife Sylvia own KMEM (AM) San Bernardino and KARM (AM) Fresno, both California. In addition, Lincoln owns small interests in KFAC-AM-FM Los Angeles and KFGB (FM) Fresno, both California. Murray is general sales manager of KARM and Pimball is officer of KFAC-AM-FM, both California, which Dellars sold in 1977. Ann. Nov. 21.
- KUKI (AM)-KJFLI (FM) Ukiah, Calif. (AM: 1400 kHz, 1 kw-D, 250 w-N; FM: 103.3 mhz, 1.9 kw)—Seeks assignment of license from Concerned Communications Corp. to Redwood Empire Broadcasting for $600,000. Seller is principally owned by Cal Lawton, who also owns KBOO (AM) Yuba City, Calif. Buyer is owned by Theodore S. Stock (80%) and Rodney Pacini (20%). Stock owns CP for new FM at Red Bluff, Calif. and for new AM at Willits, Calif. Pacini is former sales manager at KUKI. Ann. Nov. 21.
- WDEN-FM-FM Macon, Ga. (AM: 1500 kHz, 1 kw-D; FM: 105.3 mhz, 50 kw)—Seeks transfer of control of Effie Broadcasting Co. from executors of estate of Mercedes J. Martin Elliott (100% before; none after) to WDEN Communications Ltd. (none before; 100% after). Consideration: $1,036,000. Executors who are selling station are Joseph W. Smith, William J. Martin, Jr., Herbert C. Lovein. None have other broadcast interests. Buyer is owned by Thomas E. Smith and group of businessmen from Macon and Birmingham, both Alabama. Smith is general manager at stations. Others have no other broadcast interests. Ann. Nov. 21.
- WCBW (FM) Columbia, Ill. (104.9 mhz, 2.73 kw)—Seeks transfer of control of Joseph L. Lepp Inc. from all stockholders (100% before; none after) to WCBW Inc. (none before; 100% after). Consideration: $400,000 plus $125,000 for consulting agreement and $50,000 for nine months of interests. Sellers are Joseph L. Lepp (58%), his wife, Mary (39%), and Alvin H. Maues (13%). None have other broadcast interests. Buyer is owned by Marvin B. Koslovsky (50%) and Howard Warshaw and his wife, Miriam (25% each). They also own WVUX (FM) Highland Park, Ill.; KEST (AM) Thurmont, Md.; KPPC (AM)-FM Passadena-Arcadia, both California; KUML (AM) Golden Valley, Minn.; WLYO (AM) Jackson, Wis.; WTHE (AM) Mingoza, N.Y.; KCNW (FM) Fairway, Kan. and WGRG (FM) Danville, Ind. Ann. Nov. 21.
- KTOC-AM-FM Jonesboro, La. (AM: 920 kHz; FM: 104.9 mhz)—Seeks assignment of license from Jackson Parish Broadcasters to General Communications Inc. for $315,000. Seller is owned by Tracy H. Rushing and his wife, Catherine. They have no other broadcast interests. Buyer is principally owned (79%) by William J. Clark, former vice president of Heidel Broadcasting. Clark has interest in application for new FM at Macon Broadcasting Co. Ann. Nov. 20.
- WESY (AM) Leeland, Miss. (1580 kHz, 1 kw-D)—Seeks transfer of control of PTC Inc. from Wallace D. Hoy and family (100% before; none after) to East Delta Communications Inc. (none before; 100% after). Consideration: $300,000. Hoy has no other broadcast interests. Buyer is principally owned by William D. Jackson (51%), who also is principal owner of WBAD (FM) Leeland, Ann. Nov. 26.
- WBEX-AM-FM Chillocco, Ohio (AM: 1490 kHz, 1 kw-D, 250 w-N; FM: 93.3 mhz, 18.5 kw)—Seeks transfer of control of Shawnee Broadcasting Co. from Truman A. Morris (100% before; none after) to Chillocco Communications Inc. (none before; 100% after). Consideration: $448,750. Morris also owns 50.2% interest in WCAI (AM) Fort Myers, Fla. Buyer is wholly owned by Central Broadcasting Corp., owner of WBEX-AM-FM. Buyer owns WBEX-AM-FM and WKBV (AM) Bedford, all Indiana. Central is owned by 50 individual; James R. Quigg (33.9%) is majority owner. At present William M. Quigg is president. Ann. Nov. 21.
- WRFD (AM) Columbus-Worthington, Ohio (880 kHz, 5 kw-D)—Seeks assignment of license from Buckeye Media Inc. to QNP Corp. for $1,041,500, plus $312,000 for consulting agreement and lease for land. Seller is owned by nonprofit Ohio Farm Bureau Federation; Wallace Hirschfeld is president. Buyer is owned by Carl C. Nourse and his wife, Mary. They own automobile dealership in Columbus and have various other business interests, including 49% interest in WBRV (AM) Worthington, Ohio. Ann. Nov. 26.
- KLUF (AM) Lufkin, Tex. (1420 kHz, 1 kw-U)—Seeks transfer of control of Radio Lufkin Inc. from Radio Laredo Inc. (80% before; none after) to KLUF Radio Inc. (100% before; 100% after). Consideration: $400,000. Seller is principally owned by John Hicks and family, who also own KLTV (AM) Beaumont and KLRA (AM) Laredo, both Texas. They have sold KLUF (am) Lufkin (see below) subject to FCC approval, WATA-AM-FM College Station, Tex. Buyer is owned by Ralph Ridinger, who has owned 20% of station since 1975. Ann. Nov. 21.
- WPVU-AM-FM Polishki, Va. (1290 kHz, 1 kw-D)—Seeks transfer of control of Radio WAGC Broadcasting from John A. Columbus (100% before; none after) to Richard J. Fraser (none before; 100% after). Buyer is owned by Central Broadcasting Co. (none before; 68.75% after). Consideration: $255,813. Sellers have no other broadcast interests. Buyer is owned by Grenville T. Emmet and family. Emmet is New York banker with no other broadcast interests. Retainer of stock is owned by A. V. Tidmore and John R. Gilt (15.63% each). Ann. Nov. 21.
- WPVU-FM Polishki, Va. (1580 kHz, 5 kw-D; FM: 107.1 mhz, 2.85 kw)—Seeks transfer of control of Pulaski Broadcasting Co. from John A. Columbus (100% before; none after) to Richard J. Fraser (none before; 100% after). Buyer is owned by Central Broadcasting Co. (none before; 68.75% after). Columbus has no other broadcast interests. Fraser is clergyman in Indianapolis. He has no other broadcast interests.
- WSER (AM) Elkin, Md. (1550 kHz, 1 kw-D)—Seeks assignment of license from WSER Inc. to Elting Enterprises Inc. for $350,000. Seller is owned by Oscar R. T. Grann, who has no other broadcast interests. Buyer is owned by John W. Elting, New York investment banker, who has no other broadcast interests. Ann. Nov. 21.
- WABJ (AM) Pensacola, Fla. (107.3 mhz, 100 kw)—Seeks assignment of license from Barba Broadcasting Co. of WABJ (AM) Historic American Media, Ala., for $1.4 million. Seller is owned by Thomas A. Barba, who is in real estate developments in Pensacola and who has no other broadcast interests. Robert E. Lowder is president of buyer, who also owns WLWIF (FM) Montgomery and is associated with Colonial Insurance Co. and Colonial Mortgage Compa...

KAKE(AM) Wichita, Kan. (1240 kHz, l-w-d, 250
w-N)—Seeks transfer of control from KAKE Radio
and TV Co. to Chronicle Broadcasting Co. for approxi-
ately $27 million. Deal also includes Kansas Infor-
mation Network, state news service and two TV sta-
tions: KAKE-TV Wichita and KUPK-TV Garden City,
both Kansas. Seller is primarily owned by Sherrill
Corwin. Martin Unrath, chief executive officer, has
agreed to join Chronicle as president and general man-
ager of new division being formed to operate television
stations, plans to operate AM stations off to comply with
FCC one-to-one market rule (see below). Buyer is wholly
owned subsidiary of Chronicle Publishing Co.,
publisher of the San Francisco Chronicle and owner of
KRON-TV San Francisco, WOWT(TV) Omaha and
Western Communications Inc., cable MSO. Paul A.
Wischmeyer is president and general manager and
Francis A. McLaughlin is president of Chronicle Broad-

Facilities Changes

AM application

KXA(AM) St. Charles, Mo. (1460 kHz, 5 kW-D, 500
w-N2)—Broadcast Bureau granted assignment of
license from Contemporary Media Inc. to Bronco
Broadcasting Co. for $642,000. Seller is principally
owned by Michael S. Rice, who also owns KFMZ(1FM)
Columbia, Mo. Buyer is owned by William White
and Johnny E. Roland and seven others. White owns
vacuum cleaner retail firm in St. Louis. Johnny Ro-
land, a successful baseball player and Loebus, works
for St. Louis insurance company. None has other
broadcast interests. Action Nov. 15.

AM action

WETT(AM) Ocean City, Md.—Granted CP to
change TL to Salisbury Point Rd. at mouth of St.
Martin's River, Ocean City, install new trans.; condi-

FM applications

* KDFM(1FM) Auburn, N.Y.—Seeks CP to in-
26.

* W2TE-FM Tracew, Va.—Seeks CP to change TL;
increase nighttime power to 1.8 kW (H &V); HAAT:
395 ft. (H &V) and make change in ant. sys. Ann.
Nov. 26.

FM actions

*KEMC(1FM) Billings, Mont.—Granted mod. of CP
to change ERP: 24.5 W (H &V); ant. height: 320 ft.
(H &V); change TL to Coburn Hill ESE of Billings;
install new antenna and make changes in ant. sys. (In-

* KGOL(1FM) Lake Jackson, Tex.—Granted CP to
change TL to two miles NW of State Hwy 35, four
miles NW of Deer Park, Tex.; install new antennas
and make changes in ant. sys.; ERP: 100 kW (H &V);
ant. height: 940 ft. (H &V) (BPBT90214AD). Action
Nov. 7.

* WKUA-FM Kaukauna, Wis.—Granted CP to
change TL to southeast of Kaukauna city limits on
Weiler Rd., Buchanan Township, install new ant.;
make changes in ant. sys.; change ERP: 1.0 kW
(H &V); ant. height 480 ft. (H &V) (BPB-790212AD).
Action Nov. 9.

Designated for hearing

Carpinteria, Calif.—Broadcast Bureau designated
for hearing in consolidated proceeding mutually ex-
clusive applications of Pacific West Broadcasters;
Carpin teria Broadcasting Co. (Carpin teria); Carpin-
teria Broadcasting Co. (Carpin teria); and Wilson
Carpin teria Licenses, each of which is seeking to
construct and operate as pros-
pensed, and with respect to Pacific West, Carpin-
teria, and Wilson, efforts made to ascertain community
needs and problems of area to be served and means by
which it proposes to meet those needs and problems;
and to determine which proposal would, on comparative
basis best serve public interest, and which applica-
tion, if any, should be granted (by Memorandum Opinion
and Order) (BC Docket Nos. 79-293-96). Action
Oct. 31.

Grass Valley, Calif.—Broadcast Bureau designated
for hearing in consolidated proceeding mutually ex-
clusive applications of Nevada County Broadcasters
Inco. and Moth er Lode Broadcasting Co. for CP for new
FM station on 94.3 MHz, Grass Valley, to determine
whether it is financially qualified to construct and operate as
proposed, and with respect to Mother Lode, efforts made to
ascertain community needs and problems of area to be served
and means by which it proposes to meet those needs and
problems; which proposal would, on comparative
criteria, best serve public interest, and which applica-
tion, if any, should be granted (by Memorandum Opinion
and Order) (BC Docket Nos. 79-291-92). Action
Oct. 31.

WGSE(TV) Myrtle Beach, Fla.—FCC has reins-
tated application of King Communications Inc. for add.
channel of service, Myrtle Beach; S.C., and designated application for oral argument
before FCC Review Board. Issue is to be resolved in oral
argument is whether King's reasons for more time
showed that failure to grant CP was exceeding FCC's discretion; whether CP should be granted.
Action Nov. 6.

KDWN(AM) Las Vegas—FCC has designated for
hearing application of Radio Nevada Corp. to increase
nighttime power to 1,100 kW (H &V); HAAT: 3,325 ft.

FCC decisions

FCC has denied petition by Community Coalition
for Media Change (CCMC) for reconsideration of Oct.
1978 grant of license renewal for KTUU(TV) Oakland,
Calif., licensed to Miami Valley Broadcasting Corp.
(Miami). Last CCMC petition to deny KTUU
renewal, alleging employment discrimination, lack of
Black-oriented programming, and Fairness Doctrine vi-
ola tions. Petition was denied and KTUU granted condi-
tional renewal, pending outcome of several employ-
ment discrimination cases.

FCC has waived its signal carriage rules and granted
Total Television of Amarillo, permission to carry three
distant independent television signals on its cable
network at Amarillo, Tex., provided no oppo-
sition is filed within 20 days. If opposition is filed,
action on Total's request will be deferred. In granting
waiver, FCC noted in March 1979 ruling by Cable
Television Bureau denying Total's request because Total
submitted supplemental information concerning eco-
nomic impact of its carriage of three distant signals
by three local Amarillo television stations. Action Nov. 6.

FCC has denied Henry M. Henderson reconsidera-
tion of its July 24 action approving Broadcast Bureau's
denial of informal objection against license renewal of
WAGA-TV, WSJ-TV and WXIA-TV, all Atlanta, Ga.
PCC said Henderson had failed to present new evi-
dence which would support claim that issue he raised
involving ridicule, humor or stereotypes, cyannes and
eyeglass wearers, was controversial and of public
importance. Action Nov. 6.

Procedural rulings

KJMI-TV Fresno, Calif. (McClatchy Newspapers
and San Joaquin Communications Corp) TV pro-
ceeding—(Docs. 21274-6)—ALJ Thomas B.
Fitzpatrick granted petition by McClatchy and
amended its application to report that on Oct. 26, El
Dorado Newspapers acquired all of assets outstanding
in business of publishing The Clovis Independent
and Tribune, newspaper published in Clovis, Calif., and
to request reclusion of certain McClatchy principals as
officers and directors of Telcic Communications Inc.,
which seeks to construct and operate cable television system in Washoe County, Nev. Action Nov. 14.

KTVU(TV) San Francisco, Calif.—(Proteins.
KJMI) for License Renewal—(Docs. 21274-6)—FCC
for License Renewal—(Docs. 21274-6)—FCC
said that McClatchy and amended its application to report that on Oct. 26, El
Dorado Newspapers acquired all of assets outstanding
in business of publishing The Clovis Independent
and Tribune, newspaper published in Clovis, Calif., and
to request reclusion of certain McClatchy principals as
officers and directors of Telcic Communications Inc.,
which seeks to construct and operate cable television system in Washoe County, Nev. Action Nov. 14.

Miami (The New Continental Broadcasting Co. et
al.) AM Proceeding—(Docs. 79-305-12)—ALJ Lenore
G. Ehrig designated ALJ Walter C. Miller as
presiding judge; scheduled prehearing conference
for Jan. 4, 1980 at 9:00 A.M. in Washington, D.C. Action
Nov. 6.

KTVU(TV) San Francisco, Calif.—(Proteins.
KJMI) for License Renewal—(Docs. 21274-6)—FCC
said that McClatchy and amended its application to report that on Oct. 26, El
Dorado Newspapers acquired all of assets outstanding
in business of publishing The Clovis Independent
and Tribune, newspaper published in Clovis, Calif., and
to request reclusion of certain McClatchy principals as
officers and directors of Telcic Communications Inc.,
which seeks to construct and operate cable television system in Washoe County, Nev. Action Nov. 14.

Merrillanc, Fla.—Midwest Cable Inc. requests
amendment of rules to restrict foreign ownership of
19.

Sonderling Broadcasting Inc. Goes Harrison!

WASU-TV, Albany, New York, goes Harrison with a
Circularly Polarized TV Antenna

For complete information, write Harris Cor-
poration, Broadcast Products Division, P.O.
Box 4290, Quincy, Illinois 62201.

Broadcasting Dec 3 1979

71
When you position an ad in SRDS Spot Radio, you position your station in the market place.

It's as basic as that.

A lot of popular misconceptions have been floating around about today's radio buying habits. So we challenged them. We checked. We researched.

Our continuing in-depth research shows that buyers and planners of media don't consider ONLY rates. In fact, they don't even consider rates FIRST.

What advertisers and agencies do want from your station is an information base. THAT'S WHY THEY COME TO SRDS.

They want to know about your format. Your programming. Your audience. And its demographics. So that they may position their advertising most effectively within their market. THAT'S WHAT THEY GET FROM SRDS.

Before advertisers and agencies think of rates, before they think of anything else, they think of positioning. Rather than scanning your rate card, the buyer of spot radio carefully peruses SRDS. He is, in effect, saying, "Tell me everything you can about your station." We know, because we found out.

SRDS, the first source of information for buyers of spot radio, is your best opportunity to meet your market head on. To show buyers how your station is positioned in the market place.

Contact your SRDS sales representative today. He'll be glad to show you how to position your station advantageously.

WE'RE MORE THAN JUST RATES.

In SRDS, YOU ARE THERE, selling by helping people buy.

SPOT RADIO RATES AND DATA
5201 Old Orchard Road, Skokie, Illinois 60077
Petition

of Petition directly KSHO(TV) for Las Vegas.


County KTWO -TV County 20.

rebroadcast translator Nov. 20.


HAAT: Eureka, Ely and Meeteetse HAAT:

of Wyoming area, rural area, new translators and adjacent

application.

of Teleprompter system.

Radio for new CP's

Summary of broadcasting

FCC tabulations as of August 31

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<th>Category</th>
<th>Licensed</th>
<th>On-air CP's</th>
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<th>CP's on air</th>
<th>CP's not on air</th>
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<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
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</table>

**Special temporary authorization

for Maquoketa, Iowa (IA0606) new system.

Promote Cable Inc. for Quincy, Wash. (WA0285) new system.


Littlefield and adjacent area, Nei.-Clark County Bd. of Commissioners seeks CP for new UHF translator on ch. 36 (TPO: 20 w; HAAT: 30 ft.) to rebroadcast directly KSHO(TV) Las Vegas. Ann. Nov. 20.

Mesquite and Bunderville, both Nevada-Clark County Bd. of Commissioners seeks CP for new VHF translator on ch. 7. (TPO: 10 w; HAAT: 100 ft.) to rebroadcast indirectly KSHO(TV) Las Vegas. Ann. Nov 20.

Mesquite and Bunderville, both Nevada-Clark County Bd. of Commissioners seeks CP for new VHF translator on ch. 11. (TPO: 10 w; HAAT: 100 ft.) to rebroadcast indirectly KLAS-TV Las Vegas. Ann. Nov. 20.


Cody, Powell and rural area, all Wyom.-Park County seeks CP for new UHF translator on ch. 49. (TPO: 100 w; HAAT: 27 ft.) to rebroadcast indirectly KRAMA-TV Denver. Ann. Nov. 19.


Meeteetse and rural area, Wyom.-Park County seeks CP for new UHF translator on ch. 69. (TPO: 100 w; HAAT: 25 ft.) to rebroadcast indirectly KTVO-TV Billings, Mont. Ann. Nov. 19.


Applications


Littlefield and adjacent area, Nei.-Clark County Bd. of Commissioners seeks CP for new UHF translator on ch. 39 (TPO: 20 w, HAAT: 30 ft.) to rebroadcast directly KSHO(TV) Las Vegas. Ann. Nov. 20.

Littlefield and adjacent area, Nei.-Clark County Bd. of Commissioners seeks CP for new UHF translator on ch. 36 (TPO: 20 w; HAAT: 30 ft.) to rebroadcast directly KSHO(TV) Las Vegas. Ann. Nov. 20.

Mesquite and Bunderville, both Nevada-Clark County Bd. of Commissioners seeks CP for new VHF translator on ch. 7. (TPO: 10 w, HAAT: 100 ft.) to rebroadcast indirectly KSHO(TV) Las Vegas. Ann. Nov. 20.

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Cody, Powell and rural area, all Wyom.-Park County seeks CP for new UHF translator on ch. 49. (TPO: 100 w; HAAT: 27 ft.) to rebroadcast indirectly KRAMA-TV Denver. Ann. Nov. 19.


Meeteetse and rural area, Wyom.-Park County seeks CP for new UHF translator on ch. 69. (TPO: 100 w; HAAT: 25 ft.) to rebroadcast indirectly KTVO-TV Billings, Mont. Ann. Nov. 19.


Echoing success. Dionne Warwick's first single in five years, I'll Never Love This Way Again (Arista), recently slipped from an eight-week reign within "Playlists" top ten. Her follow-up single, Deja Vu (Arista) appears to be confirming the success of her comeback. Originally written and recorded as an instrumental by Isaac Hayes, Deja Vu is already in the top 10 at a number of radio stations. And Gary Kirk, program director at WAFB/Atlanta, Ga., predicts that, "although it may not have quite the appeal of the first single, Deja Vu is definitely a top 15 record nationally." Autumn sounds. Creating a stir among programmers this week is Yes I'm Ready (Casablanca), a duet by Tami Desario and KC & the Sunshine Band's H.W. Kassey. "It's a very nice remake of the 1960's hit by Barbara Mason," comments Chip Mosley, music director at WJZ/Philadelphia, Pa. "And the fact that Casablanca has begun promoting H.W. Kassey's production work and background vocals on it has increased its acceptance among programmers." Kirk describes the single as "beautiful, crisp-sounding music for the fall, and a remake of a song that's been out of circulation long enough not to offend the listening audience." Changing pace. Yvonne Elliman achieved fame last year with the help of the Bee Gees, who produced If I Can't Have You (RSO), her single which finished at 19 on Broadcastings top 100 records for 1978. Her latest single, Love Pains (RSO), has been most successful on adult contemporary radio. "It generates instant phone response," says Mosley, who has also found it draws immediate positive reaction in call-out research.

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 Dec 3 1978
### Professional Cards

<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>ATLANTIC RESEARCH CORP.</td>
<td>Jansky &amp; Bailey</td>
<td>(202) 783-0111</td>
</tr>
<tr>
<td>Consulting &amp; Engineers</td>
<td>5390 Checkerd Avenue, Alexandria, VA 22314</td>
<td>354-3400</td>
</tr>
<tr>
<td>CARL T. JONES ASSOC.</td>
<td>7001 Yarnwood Court, Springfield, VA 22153</td>
<td>(703) 569-7704</td>
</tr>
<tr>
<td>Consulting Engineers</td>
<td>(703) 569-7704 Member AFCC</td>
<td></td>
</tr>
<tr>
<td>STEEL, ANDRUS &amp; ASSOCIATES</td>
<td>2029 K Street, N.W., Washington, 20006</td>
<td>(301) 827-8725</td>
</tr>
<tr>
<td>Consulting Engineers</td>
<td>(301) 827-8725 Member AFCC</td>
<td></td>
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<tr>
<td>VIR JAMES</td>
<td>8200 Snowville Road, Cleveland, Ohio 44141</td>
<td>(216) 526-4386</td>
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<tr>
<td>Consulting Engineers</td>
<td>216-278-7339 Member AM -FM -TV</td>
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<td>HATFIELD &amp; DAWSON</td>
<td>9616 Pinkey Court, Potomac, Maryland 20854</td>
<td>(301) 577-5900</td>
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<td>Consulting Engineers</td>
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<tr>
<td>C.P. CROSSNO &amp; ASSOCIATES</td>
<td>DALLAS, TEXAS</td>
<td>(214) 222-8800</td>
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<td>Consulting Engineers</td>
<td>7521B Computer Aided, Design &amp; Allocation</td>
<td>221-8800</td>
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<tr>
<td>JOHN M. MULLANEY</td>
<td>9616 Pinkey Court, Potomac, Maryland 20854</td>
<td>(301) 577-5900</td>
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<tr>
<td>RADIO ENGINEERING CO.</td>
<td>Box 4399 RR 1, Santa Ynez, CA 93460</td>
<td>(805) 688-2333</td>
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<tr>
<td>Consulting Engineers</td>
<td>565 Woodward Avenue, Bloomfield Hills, 48013</td>
<td>(313) 642-6326</td>
</tr>
<tr>
<td>JOHN F.X. BROWNE &amp; ASSOCIATES</td>
<td>1901 Pennsylvania Ave., NW</td>
<td>(202) 293-2020</td>
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<tr>
<td>Consulting Engineers</td>
<td>520 Woodward Avenue, Bloomfield Hills, 48013</td>
<td>313-642-6326</td>
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<tr>
<td>DOWNTOWN COPY CENTER</td>
<td>1700 15th St. N.W., Suite 703</td>
<td>(202) 688-2330</td>
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<td>Consulting Engineers</td>
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<td>COHEN and DIPPEL, PC.</td>
<td>1016 15th St. N.W., Suite 500</td>
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<td>Consulting Engineers</td>
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<tr>
<td>SILLIMAN, MOFFET &amp; KOWALSKI</td>
<td>800 5th Ave., Silver Spring, MD 20910</td>
<td>(301) 569-2288</td>
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<td>Consulting Engineers</td>
<td>1925 N. Lynn St., Arlington, VA 22209</td>
<td>(216) 261-8340</td>
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<tr>
<td>JOHN B. HEFFELFINGER</td>
<td>9233 Ward Parkway, Suite 285, 816-444-7010</td>
<td>(216) 517-278-7339</td>
</tr>
<tr>
<td>JULES COHEN &amp; ASSOCIATES</td>
<td>Suite 400, 1730 M St. N.W., 20006</td>
<td>(202) 355-5004</td>
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<td>MIDWEST ENGINEERING ASSOCIATE</td>
<td>9394 A N University, Peoria, Illinois 61614</td>
<td>(309) 592-4233</td>
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<td>Consulting Engineers</td>
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<td>WILLIAM B. CARR &amp; ASSOCIATES, INC.</td>
<td>1805 Hardgrave Lane, Parisburg, 20026</td>
<td>212-246-3967</td>
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<tr>
<td>Consulting Engineers</td>
<td>1805 Hardgrave Lane, Parisburg, 20026</td>
<td>212-246-3967</td>
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### Services

| COMMERCIAL RADIO MONITORING CO.                                     | PRECISION FREQUENCY MEASUREMENTS, AM-FM-TV | (313) 642-6326 |
| Monitoring & Analysis Services                                      | Monitors Repaired & Certified                | 313-642-6326   |
| DOWNTOWN COPY CENTER                                                 | FCC Commercial Contractor                    | (313) 642-6326 |
| Consulting Engineers                                                 | AM-FM-TV & MRBA lists-tariff                | 313-642-6326   |
| CAMBRIDGE CRYSTALS                                                  | PRECISION FREQUENCY MEASURING SERVICE       | 313-642-6326   |
| Consulting Engineers                                                 | SPECIALISTS FOR AM-FM-TV                     | 313-642-6326   |
| DOWNTOWN COPY CENTER                                                 | 1735 DeSales St. N.W.                       | (202) 688-2330 |
| Consulting Engineers                                                 | 313-642-6326 Member AFCC                    | 313-642-6326   |

Contact Broadcasting Magazine for availability.
CLASSIFIED ADVERTISING

RADIO

HELP WANTED MANAGEMENT

General Manager—New beautiful music station in deep South market of 600,000. Airdate early 1980. $24,000. Equally possible. Super Broadcasting Company, Inc. J. Boyd Ingram, President, PO Box 73, Batesville, MS 38606.

General Manager for a Midwest AM/FM. We are seeking a professionally trained General Manager who has the ability to move up in our organization. Must have at least 3 years management in broadcasting.

General Manager for high powered full time AM. Possible FM. Single station market in one of the most beautiful sunbelt locations in the US. Market expanding, fully oriented with administrative ability. Energetic young person or seasoned broadcaster with children. Part of growing chain. Great opportunity. EOE. Box K-215.

Boston—General and Sales Manager needed by daytimer in competitive market. Must know direct retail sales and agency business, be able to direct sales staff and supervise all areas of station business. Plenty of growth potential: we're looking for someone who can tap it. EOE M/F: Full info to Dan Murphy, President, WCAS Radio, 380 Green St., Cambridge, MA 02139.

Opportunity for dynamic General Manager who understands marketing and sales. Starting market in the growing West. All replies in strictest confidence. Send resume to Box K-210.

Group owner is expanding again. Applicant must have management experience and a very successful record. Total compensation will be in $40,000 range for applicant selected. EOE. Send complete resume to Box K-196.

Sales Manager—WEB/C-Duluth. Promotion of former Sales Manager to General Manager has created this opening. Welsh trained helpful. Salary benefits, and incentives up to 520/20 paid. Phone 218-236-7900 or write Jim Lakoduk, Midwest Radio, Box 2963, Fargo, ND 58108.

Sales Manager: Aggressive, professional sales motivator needed for affiliate of rapidly expanding broadcast group. Potential limited only by your own ambition. Top rated rock station in a magnificent Rocky Mountain setting. If you're a proven winner, send resume to PO Box 1165, Helena, MT 59601. Ph. 406-442-4490. EOE.

Sales Manager for established Beautiful Music FM in deep South. Good ratings. Must have successful sales background. Hard worker and able to sell city's largest banks and auto dealers. Confidential. EOE. Send resume with full info and references to Box K-184.

Salesperson, Rocky Mountain state, excellent market, strong account list, good compensation. All replies in strictest confidence. Send resume to Box K-176.

Development Director, WCBU FM. Responsible for obtaining operating and capital financial support; will plan, administer, and coordinate station fund raising activities, grant applications. Qualifications: Bachelor's degree and two to four years related experience. With demonstrated success in fund raising skills essential. Send application to: Joel L. Hartman, WCBU FM, 1501 W. Bradley Avenue, Peoria, IL 61625. An affirmative action/equal opportunity employer.

Corporate Vice President—Marketing & Sales Minimum 10 years General & Sales Management. Successful track record in at least three markets and three formats. Strong suit in marketing, sales strategy and training. Extensive travel required. Send resume and salary requirements to Entecomp, One Bala Cynwyd Plaza, Suite 225, Bala Cynwyd, PA 19004.

Sales Manager: Successful salesperson possessing ability to be successful sales manager. Lead and inspire AM and FM sales staffs. If you're good and seek new good future, send resume, Norm Hankoff, VP & GM, K-TAHOE AM/FM, PO Box AM, South Tahoe Lake, CA 96150, EOE.

WSAI AM/FM, Cincinnati, Ohio looking for a General Sales Manager. Must be experienced in Local and National Sales. All calls and resumes should be directed to Jill Rozzo, General Manager, 1W. 8th & Palace Place, Cincinnati, OH 45204. Phone 513-251-5700. We are an Equal Opportunity Employer.

Augusta Georgia needs an on-the-street selling GSM for adult contemporary station. Excellent climate and fast growing market. Resume and salary requirements to Box M-14.


Young, Aggressive Sun-Belt broadcast group, looking for take charge general manager. Sales manager, and program director; sales staff on the books. Send full resumes to reference with resumes to Box M-30.

Growing group needs qualified Sales Managers and Sales Persons—Stations in Texas, Arkansas, and Iowa. Resumes with performance record to Box 5283, Longview, TX 75604. Equal Opportunity Employer.

Promotion Director—West Coast leading News/Talk Radio Station seeking an aggressive professional to direct promotion of Market's No. 1 Station. We have the tools… bring us the know-how. Send resume, references, and salary requirements to Box M-37.

General Manager for non-profit radio dramas producing house: grantsmanship, marketing, staff supervision, administration, business management, etc. $18,000-25,000. National Radio Theatre, 612 N. Michigan, Chicago, IL 60611.

HELP WANTED SALES

Current or budding sales pro needed… join a rapidly growing broadcast group; start at our beautiful Central New York location; selling for the only AM and No. 1 FM. We use the Jennings system; it works. Send resume to: Jeff Lyon, Manager, WOOS/WWRK, 104 Chestnut Street, Oneonta, NY 13820. EOE.

Sales Manager. Experienced and successful sales person desiring to move up as sales manager with long-established, profitable Midwest AM/FM operation. Must be able to lead and inspire sales people. Good salary plus percent of gross increases. All benefits. Must be a self-starter. Send detailed resume, salary requirements to: George Waltek Managing Owner, KWEIN/WEJTFM, Kewanee, IL 61443. EOE.

California live contemporary creating two new sales positions. Salary plus commission plus fringe exchanged for track record, references. Mike Moyse, GM, Box KCKO, Monterey, CA 93940.

The living's great in New England, and there's real opportunity for growth with WBNX-FM, beautiful music at its best. If you're a go-getter, let's get together. Call E.H. Close, WBNX-FM, Keene, NH 03431-3229.

Experienced Salesperson needed to handle established and ambitious 1 station in new York Hudson Valley. Annual comp $159K to $183K first year experience. Allowance. Liberal commission plan or billing. Write Walter C. Maxwell, WGHD, CPO 1880, Kingston, NY 12401, EOE.

Opening for successful salesperson—broadcasts, advance opportunity 12 station group East Texas AM/FM. EOE/M/F. Art Lay, 713-384-2544.

Colorado, if you're a motivated small market sales person, this job is for you. We have a great opportunity in one of Colorado's most beautiful hunting, fishing and skiing areas. New ownership. Management coming to the area. Send your resume to Bob Gourley, Box 631, Monte Vista, CO 81144. An Equal Opportunity Employer.

Sales Manager, No. 1 rated AM/FM in Southeastern Wisconsin. Excellent earning potential & good fringe benefits, salary & resume opportunities. Send resume to Bob Welgus, PO Box 809, Home Ave, Waupun, WI 53983 414-324-4442.

Pacific Northwest radio group interviewing salespeople interested in a career with a growing, progressive company 2-3 years experience required. Station's include KEEF Eugene, OR; KDRR Gresham, Oregon (Portland market); KGAA Kirkland, Washington (Seattle market). All are prosperous radio markets. Contact Charles W. Banta, KDRR, PO Box 6067, Beaumont, TX 77705, 713-842-2210.

Account Executive for small market station must have a good "on the street" sales track record. No prima-donnas. Apply only if you can sell radio and are willing to work, serious and honest. Near St. Louis all details WinN-Box 303, Highland, IL 62249.

Madison, WI. Excellent career opportunity for bright young problem-solver strong on creativity with ability to write and sell imaginative campaigns. Thirteen stations midwest group seeks energetic sales person, recent college grad or with 1-2 years experience. Our people earn far more and Madison living is superior. All management and stockholders drawn from within our group. Wise, Madison, WI 53701 Midwest Family Station (EOE).

Sales/Sales Manager—Aggressive, sales oriented station in the Northwest looking for experienced sales people and Sales Manager. Sales people with broad experience. Sales Manager must have ability to sell at agency level and manage sales staff. Excellent opportunity Company benefits. Very unique market with outstanding growth. EOE. Send complete resume to Box K-220.

Experienced local sales rep. Top adult music station along Central California Coast. Must be honest, dependable, creative with solid references. Send resume to Gen. Mgr., KUNA RO. Box 1400, San Luis Obispo, CA 93408, EOE.

Excellent opportunity in medium major Midwest market for experienced pro. Resume, salary history to Box M-7.

Account Executive, experienced, for unique country music station in fastest growing market in Southeast Indiana, 50 miles east of Chicago. Send resume and sales commission history to Leigh Ellis, WLJE-FM, PO Box 149, Valparaiso, IN 46383.

GSM—Florida. Aggressive GSM needs experienced street-fighter for hot 3 man staff in top 100 market. Top salary, guaranteed commissions now and equally later. Box M-49.

Sales person wanted: a new and rapidly expanding broadcast group needs the "exceptional" money maker. We need big thinkers and doers to make us and them better. Interested? Call Bob or Karl now, at 515-357-7585.

HELP WANTED ANNOUNCERS

20 Year Central Radio Executive going full time. Need 1st listener address. Contact Tom Schwind, WPIC, Lake Wales, FL 813-876-1486. EOE.
HLPED WANTED ANOUNCERS CONTINUED

Announcer for Stereo Rock – Experience, talent and creative. Strong on copy writing and production, too! Outstanding opportunity to be on the ground floor of a rapidly growing company. Send air check, resume and salary history to: Phil Longdgin, Q-104, PO Box 1478, Borget, TX 79007. E.O.E. M/F.


New automated FM station in Michigan's Upper Peninsula. Good production must. Tape and resume to: Harvey Desknic, Stereo 98, Box 407, Houghton, MI 49931.

ARD rated No. 1 50 kW AM contemp. Country station in the sunny south is looking to fill a future air opening. Experience is a must. Need great pipes and excel at production and be a stable family oriented communicator. Excellent working conditions. New facilities. Send current tape, resume and references to Tom Williams, WWK/H Radio, PO Box 21130, Shreveport, LA 71120. An Equal Opportunity Employer.

Central Pennsylvania Country Station now accepting applicants. Should be strong in production and news. Send resume, references and salary needs to Box K-232.

Morning Personality for growing suburban AM, production skills, ability to interview, authoritative news presentation a must. Send tape, resume and salary requirements to: Box 1170, Norwalk, CT 06850. Females and minorities are encouraged to apply.

Production-Copy Specialist opening: In house promotion provides rare opportunity. We are looking for copy writer with strong production background. Must have two years experience in public or classical formal radio. FCC Third class license and good on-air delivery required. Send resume, addresses and telephone numbers of 5 professional references and audition tape to: Joel L Hartman, WBCU-FM, 1501 W. Bradley Avenue, Peoria, IL 61625. An affirmative action/equal opportunity employer.

WQBK Talk Radio seeks bright, mature person for swing, or other shifts – interacting with audience, guests and staff. EEO. Send tape, WQBK, Box 1300, Albany NY 12201.

Live on Florida's Space Coast and enjoy the sun. AM and FM Country and FM Beautiful Music. Tapes and Resumes: Bill Buckley, PO Box 2028, Cocoa, FL 32922. EOE.

Producer-Announcer, WCBU FM. Produce and announce classical music programming. Requirements: Bachelor's degree in radio or music-related field and at least two years experience in public or classical formal radio. FCC Third class license and good on-air delivery required. Send resume, addresses and telephone numbers of 5 professional references and audition tape to: Joel L. Hartman, WBCU-FM, 1501 W. Bradley Avenue, Peoria, IL 61625. An affirmative action/equal opportunity employer.

Head Top Notch MOR talent and News People at radio station in Southern NY. Send tape and resume to Program Director, Box 151, Endwell NY. No phone calls.

Full time announcer. Good production. Top Midwest C&W station. Good starting salary. Immediate opening. Send resume and check with $100.00 to: Box 711, Hannibal, MO 63041 324-3915.

Morning Drive Announcer for 4 live "Beautiful-Contemporary" format. You'll join a veteran and staff meteorologist for three-man morning team. Must have solid experience, mature voice and be strong on production. Send resume and tape to WSSR, West Side Station, Worcester, MA 01602 EOE. Our first morning opening in six years.

NW Arkansas 100,000 watt rocker needs experienced jock, plus production. Great opportunity for the right person. Send resume and air-check to Dan Hentischel, KMCK, PO Box 136B, Fayetteville, AR 72701. E.O.E.

Wanted: 1st class license for mountain top job. Isolated, call 303-566-3655.

Automated Class C needs sports director, announcer with strong production. 5 day week. S200/wk starting salary. Tape and resume to Roger Ulmenhus, PO Box 310, Antigo, WI 54409.

Joy FM 94. Beautiful music for Palm Beach, Florida needs an announcer to fit its FM 100 format. Employee stock plan, health benefits, and a great growth company. Tape, resume now to Carl Corso, WNYJ, 100 W. Blue Heron Blvd, Riviera Beach, FL 33404.

The country music station in Southern California: KSON AM, has immediate opening, for a veteran mid-night to 6 a.m. Opening. Tapes and resumes to Rod Hunter, KSON AM, San Diego, CA 92115. Will accept calls at 714-267-5430, EOE.


Southern large market. Country Music. AM radio station is looking for two very good jocks for future openings. Women and minorities strongly urged to apply. Will interview and hire immediately for 6 AM slots, $200 per week to start. Send Resume to Box M-24.

WGEE is Green Bay's Number One AM Station and we need a number one mid-day personality. If you've got good pipes, good production ability and want to work an exciting market...give us the goods. Buck up, shoot a tape and resume to Duke Wright, WGEE, 115 South Jefferson Street, Green Bay, WI 54301. EOE.

Immediate opening for afternoon DJ with good voice, strong personality, interviews, telephone, and musical talent. Box M-46.

Number one AOR radio station in Southeast Texas has rare openings. Must have a minimum of 2 years experience and willing to take direction. Send tapes and resume to: Bobbie Choate, KZOM, PO Box 336, Port Arthur, TX 77640-91.

HELP WANTED TECHNICAL

Chief Engineer (AM/FM), directional AM-automa
ted in Las Vegas. No board work. Please submit resume and salary requirements to: Director Engineeri
g, Dorsey Media Group, PO Box 550, Las Vegas, NV 89101 or phone: 702-385-4241. An Equal Opport
unity Employer.

Dedicated Chief Engineer wanted for top market FM operation located Northeast. Must be strong in state of the art audio processing and equipment. You will be a staff of one, well paid with the technical skills to handle copy presentation and the ability to handle both technical and music aspects. Contact: Gene Moorhead, K27.

Midwest AM/FM facility seeks creative Chief Engineer. FM is 50,000 watts. Good benefits. Send resume as soon as possible to Box K-127.


Chief Engineer – WHWH (AM) and WPST (FM) Princeton/Princeton, NJ. Fulltime maintenance responsibility for 5 kw 6-tower 24 HR AM, 50 KW 24 HR FM, studios, transmitter and IS 3 area locations. Bachelor's transmissi
tors for 100 power stations. Prefer good administrative ability and “hands-on” experience required. Stations are highly successful and well equipped. Fully paid benefits. Send resume and salary history to: Box 550, Princeton, NJ 08540.

Chief Engineer needed for upper Midwest 5 kw AM. College degree preferred. Good health care. Please submit financial requirements in first letter along with resume. Box K-174.

KSCB, Liberal, Kansas is now accepting applica
tions for an engineer to handle an AM and an FM. First class license a must. Must have some production background and be fussy on sound quality. Should have five years experience. Send resume and salary requirements to Box K-225.

Chief Engineer – maintain present equipment, create new systems, organize and remodel 5KW AM and "C" FM. Must have background in the per
tion to head our engineering department as we expand in the 1980's. Send resume and salary history to Phil Longdgin, LBB/KOKO/KO Radio, PO Box 1478, Borget, TX 79007. E.O.E. M/F.

Outstanding Salary for engineer-announcer for Sioux City, IA. Call general manager after 4 PM. Call 712-239-2100, EEO.

WDEF AM and FM is looking for a chief engineer. Experience with directional antenna system and auto
mated stereo FM necessary. Send resume to Mike Solan, General Manager, WDEF Radio, 3300 Broadway Street, Chattanooga, TN 37408. (Include salary history for past 3 years) An Equal Opportunity Employer.

Chief Engineer – Non-directional AM, live, class C FM, maintain transmitters and related studio equip
mant, grow FM, and special projects. Also handle Background Music installations and maintenance. Know FCC regulations. Send resume (no calls) to President, New South Broadcasting Corp. PO Box 5797, Mididian, MI 48391.

Chief Engineer for growing broadcast group (AM/FM) located in the Sunbelt. Automation, proofs, direc
tional. Excellent benefits. Send resume. EOE. Con
tact: Marilyn S. Sillers, Director of Personnel, PO Box 529, Laurinburg, NC 28352, 917-279-2911.

Maintenance Engineer, responsible for mainte
nance of all facilities. FCC First Class Radio Tele
phone Operators license required, plus equivalent of one year of experience in maintenance and repair of radio station related equipment. Must be able to train and supervise assistants. Salary range $16,069-519
320. Send resume with references by December 7, 1979 to Office of Personnel and Employee Relations, California State University, Northridge, 18111 Nordhoff Street, Northridge, CA 91330. EOE.


Chief Engineer, WKST AM/FM, New Castle, Pa. Ex
cellent equipment, professional staff, good compensa
tion and benefits. Phone 412-854-5501.

10 Full time Staff Engineer: requirements include First Class Radiotelephone Operators license and experience in all areas of radio engineering. Equal Opportunity Employer. Send resume to Chester Grubbs, KTKO Radio, Innisfil Broadcast Group, PO Box 1000, Oklahoma City, OK 73101.

Assistant Chief Engineer for quality group-owned, major market AM/FM operation. 5KW DA-10 1KW FM Stereo, STL's, Remote Control. Know your stuff? Call or send resume to: Jeff Glick, C.E., WGTK/GWSW, Bradford, PA 16701. Phone 814-521-9500.

Chief Engineer for directional 5K, new improved fa
cility in central New Jersey. Fast growth potential. Must have strong performance in studio maintenance and require knowledge with DA90 and high power AM. The right person must know proofs and be familiar with FCC rules and regulations. We're a qualified AM, wanting a person who can handle responsibility and take pride in his work. (example, paycopy). We welcome with ability Con
tact Mr. Wilton at 609-924-3842.

Major Midwest Market Daytimer seeks part time engineer. Remotely located. Experience to establish and main

KBJT, Fordyce, Arkansas, seeks chief engineer. Must have knowledge of AM/FM stereo & weather radar. Contact Gary Coates 501-352-7137.
HLPED WANTED CONTINUED

Top 5 Market large group AM-FM facility is in need of maintenance engineer with experience in AM-FM transmitters, antennas, and directional antennas. First class FCC license is required. Send resume to Phillip Harris, Chief Engineer, WIP/WMMR, 19th and Walnut Streets, Philadelphia, PA 19103. An Equal Opportunity Employer.

HLPED WANTED NEWS

Radio news reporter and anchor needed. Experienced and/or degree preferred. Competitive pay and excellent benefits. Station has heavy local news commitment. Send resume, short news audition tape, writing samples and references with first reply to: Box 100 South Bend, IN 46624. Will conduct candidates for opening by phone with details. E.O.E.

We're expanding our already strong news commitment, and looking for an additional newsperson to work on the street and in the studio. If you like a variety of assignments and wish you had the chance to do in-depth work, send tapes and resumes to Don Wilson, WMT, Box 2147, Cedar Rapids, IA 52406.

Our News Director is moving up. Like to take her place? Hard work, long hours. It's worth it. Tape, resumes, salary requirements... one package. To: Tom Casey WRIA, PO Box 272, Allouez, WI 54303.

Assistant News Director -- KGO-AM Radio, one of the nation's largest news/talk stations, is seeking an innovative Assistant News Director. Background in all News or News block programming and 3-5 years major market experience required. Send resume and tape to: Jack Swanson, News Director, KGO Radio, 277 Golden Gate Avenue, San Francisco, CA 94102. Please, NO calls. KGO Radio is an Equal Opportunity Employer.

We want the best for our News and Sports position in Ohio's No. 1 non-metro winning-news operation. We need a news reporter who knows how to dig, write clearly and creatively, cover sports, and work at a station that values hard work, personal responsibility, journalism and photo experience helpful. Rush a tape and resume to: Bob Bendet WDF Radio, Box 524, Marion, OH 43302. E.O.E.

WANTED: Newscaster. Small market, congenial staff, hard work, but lots of fun. Send broadcast tape and references to WSLB, Box 239, Ogdenburg, NY 13669.

News and Sports Director for unique small FM. We emphasize local news with plenty of actualities, high school sports, and music. We want a giggle who can read and write with style. This is a rare opening at a station with a stable, professional staff. Garry Osborn, RD, WLIK, North Waynesville, Angola, IN 46703. 219-865-9554.

 Experienced Newscaster -- WINS, Norwalk, IA, is taking applications for morning and afternoon reporter/anchor positions. Three years experience a must. Send tape, resume, to: Rich Kelley News Director, WINS Radio, PO Box 1350, Norwalk, IA 50631. No phone calls. EOE MI.

News and Public Affairs Director, wanted for Radio Station KCSN-FM. Responsible for gathering, editing and airing all news and public affairs programs. Will recruit and supervise assistants. Four year job related college degree plus equivalent of four years of journalistic background desired. Salary range $15,000-20,000. News/Talk stations, is seeking an innovative Assistant News Director. Background in all News or News block programming and 3-5 years major market experience required. Send resume and tape to: Jack Swanson, News Director, KGO Radio, 277 Golden Gate Avenue, San Francisco, CA 94102. Please, NO calls. KGO Radio is an Equal Opportunity Employer. We want the best for our News and Sports position in Ohio's No. 1 non-metro winning-news operation. We need a news reporter who knows how to dig, write clearly and creatively, cover sports, and work at a station that values hard work, personal responsibility, journalism and photo experience helpful. Rush a tape and resume to: Bob Bendet WDF Radio, Box 524, Marion, OH 43302. E.O.E.

WANTED: Newscaster. Small market, congenial staff, hard work, but lots of fun. Send broadcast tape and references to WSLB, Box 239, Ogdenburg, NY 13669.

Southeastern AM/FM powerhouses accepting applications for experienced anchor-reporter. Minimum salary and women encouraged. EOE. Resumes to Box M-57, KURM-Rogers, AR 72756.

Newsperson needed with investigative reporting experience and good on-air presence for Washington, DC. "A community info-news 'center station,' heavy on local news... sports. 501- 836-7979 (Steve Womack)."

Akon Opportunity. WKNT-AM/FM looking for experienced afternoon news person. Strong air delivery necessary. Join a growing communications company with a great staff and big potential. Call Karen 216- 673-2323. WKNT, Box 829, Kent OH 44240. E.O.E.

For imaginative newscaster. Exciting opportunity. PM 100, 655 W. Benjamin Holt, Stockton, CA 95207.

Automated Class C needs sports director, announcer with strong production. 5 day week, $200 wk starting salary. Tape and resume to Roger Unnehmer, PO Box 310, Antigo, WI 54409.

WGSM/WCTO Long Island needs experienced, authoritative newsperson to join established, aggressive local news team. No beginners. Send tape and salary requirements to: Paul Reifhansl. WGSM/WCTO, Box 74, Long Island, NY 11747. WGSM/WCTO are Greater Media Stations. Women and minority applicants are especially encouraged to apply.

Midwest AM/FM combination looking for experienced newsperson to fill afternoon drive position in medium market. EOE. Box M-5.

Newsperson: Immediate opening, Tape, resume to General Manager, WJWL Radio, Georgetown, DE 19947.


HELP WANTED PROGRAMMING, PRODUCTION, OTHERS

Operations Manager: Take over full management of all operations of successful high quality class C adult contemporary radio station. Train announcers, create fantastic radio programs and voices, supervise programming. Big responsibility and opportunity for well motivated, skilled pro with high personal goals. Beaumont, TX. $75,000 market plus 7-55-815.

Operations Manager Needed, WSTV No. 1 AM MOR and WKRY No. 1 Pop Music FM looking for Ops. Mgr with leadership and administrative capabilities. In addition, must be willing to pull three hour time shift on AM. Will work with Tom Day Assistant General Manager. Goal is 50% share of Steubenville, Ohio Metro. Will also work closely with Bob Hensberry Associates. Outstanding opportunity for growth. Send tapes, resume and salary requirements to: Tom Day WWTV/ WRKY. 320 Market Street, Steubenville, OH 43952. (614-283-4747). E.O.E.

Program Director for prestigious medium market adult contemporary station near Boston. Authoritative on-air presentation, experience at motivating people, supervises station, schedules. Salary range $14,000-16,000 commensurate with experience. Tape, resume and philosophy to Wayne Futier, 22 Maple Street, Auburndale, MA 04212. No phone calls please.

Program Director -- talented, creative, intelligent and versatile. You must be dedicated and ready to work hard to achieve excellence. If you have an open spirit and are a great student, there can be your opportunity to grow with a company with extensive expansion plans in the 1980's. Send resume, air check, programming concepts and salary history to Phil Londagin, KBBB/KGKO Radio, PO Box 1478, Borger, TX 79007. EOE. M/F.

Ops. Dir. Production expert with engineering savvy, good looks. 713-789-2852.

Farm Director/News Director for new 10kw AM in South Arkansas. Resume with performance record to Box 65, Perryton, TX 79070. EOE.

Creative copywriter/producer/announcer. Experienced writer-producer to join award-winning team at two top-rated, highly successful medium market stations. Send resume and tape to: Job Shuster, WHHH, Box 1350, Princeton, NJ 08540. EOE.

Program Director, responsible for all phases of broadcasting programming for Radio Station KCSN-FM. Will recruit, train and supervise assistants. Experience to four years technical or professional experience in radio production and programming. Four year college degree in Radio, TV-Film or related field desirable. Send resume with references by December 14, 1979 to Office of Personnel and Employee Relations, California State University, Northridge, 18111 North Hills Street, Northridge, CA 91330. (Salary range $15,440-19,764) EOE.

KDKB/Phoenix has a rare opening for Program Director. Must be self-motivated and a motivator with great promotion research skills and air ability. At least one year medium market contemporary programming experience required. Send resume, air check, and other pertinent information to: Tommy Vascovu, Station Director, KDKB. PO Box 4227. Mesa, AZ 85201. No calls. EOE. M/F.

$20,000 annually, plus incentives for Program Director. Midwest Top 150 market seeking mature, professional to program low frequency AM powerhouse. Our PD will be strong personality for morning drive show. We have the know how, the background, and the will it all together—news, sports, public affairs, as well as adult contemporary personalities and music. No prima donnas need apply This is a career opportunity. Send resume and tape with brief programming philosophy to Midwest Radio Corporate Headquarters. Box 2983, Fargo, ND 58108.

Talk show hosts -- WNIS, Norvik, VA. Wants to hear you. We're looking for someone who knows how to communicate. Prior experience a must. Send tape, resume, to: Doug Boynton, Operation's Manager, WNIS Radio, PO Box 1350, Norvik, VA 22601. No phone calls. EOE M/F.

SITUATIONS WANTED MANAGER


Double Whammy -- Sales Manager and Chief Engineer. Husband/wife management team. Western states. 714-345-4301.

General Manager, sales pro, excellent credentials, wants permanent move to first class operation. 703-480-4130.

Today's broadcasting requires knowledgeable, professional and profitable leadership. Twenty year broadcast executive will make your station... money! Let's talk! Box K-198.

Top Notch Management Team. One General Manager--Sales Manager. The other PD/Manager handle. 11 years experience, seven in management. Excellent references. Seeking stable growth potential situation. Relocation no problem. Box K-204.

General Manager: 28 years radio, last 17 as general manager. Medium & major market background. Successful track record. Motivator; organizes programming, sales, business. Team leader. Desires relocation Pacific Coast area where I am currently successful. Box M-29.

GM Available -- Currently employed. Experience includes 20 years in small market radio... from announcing/sales to sales and general management. Familiar with the meaning of the bottom line. Exx M-19.

Extremely qualified General Manager. Excellent track record, outstanding ability to organize, hire, train, promote and sell. Box M-34.
HELP WANTED TECHNICAL

Come in out of the cold: South Texas VHF looking for maintenance chief with superior technical qualifications. EOE. Box K-152.

Experienced TV Engineer needed for leading NBC affiliate in Charlotte. Must have high knowledge of all aspects of engineering maintenance and operation. Send resume to WESH-TV, PO. Box 1551, Daytona Beach, FL 32015.

Technicians: Washington-based PBS station is seeking technicians with experience in videotape editing, or maintenance of 1st and 2nd class FCC license. Salary commensurate with experience. Send resume to: O&E Dept., WETA-TV, Box 2626, Washington, DC 20013.

Engineering Manager: Wanted for production oriented PBS affiliate. Previous TV production and supervisory experience and 1st class license required. Thorough knowledge of audio/video production techniques. Salary commensurate with experience. Send resume to: O&E Dept., WETA-TV, Box 2626, Washington, DC 20013.

Chief Engineer needed for UHF PTV station in 85th market. Responsible for technical operations, maintenance and planning; department numbers 11, Required: UHF TV experience, supervisory or management experience. Salary DOE. Send letter of application and resume to: Paul Hartman, Executive Director, KOXZ-TV MPO Box 21, Springfield, MO 65801, Deadline: November 30, Equal Opportunity/Affirmative Action Employer.

Sun Belt beckons qualified, reliable assistant chief engineer for established Texas Gulf Coast VHF station. EOE. Box K-185.

HELP WANTED MANAGEMENT

TELEVISION

TV Program Director Large market, West Coast city network affiliated station wants program director with market size 10-40 actual program director experience. Minimum ten years in TV, five years management. EOE. Box M-54.
HELP WANTED TECHNICAL CONTINUED

Maintenance Engineer—Immediate opening, CBS affiliate, WBBH-TV, Saginaw, MI. Must have experience on all broadcast television systems. Two years television experience in RCA studio, transmitter and microwave. $15,000 yearly. Contact Ken Warren, C.E., 46 Garden Court, Monterey, CA 93940. 408-849-0460, EOE.

TV Chief Engineer—Southwest Network VHF needs hands on engineer with knowledge of all on-air and off-air studio. Good starting salary with expenses paid and relocation expenses. EOE. Send resume to Box K-190.

Maintenance Engineer interested in working in new, large-market TV station. Must have electronics schooling. Send resume, telephone license and 3 to 5 years television broadcasting experience. Room for advancement. Work with state of the art equipment in Sunbelt area. EOE. Contact Mr. Bob Landry, KGMC TV, Oklahoma City, 405-474-3434.

Video Tape Editor/Operator Denver post-production and R/T satellite facility 1st min. 3 yrs. 1 exp. with film/code editing systems. Knowledge of multi-track audio sweetening desirable, plus desire to maintain highest quality standards. Salary commensurate w/exp, excellent benefits. EOE: Resumé: RCMPC/Broadcast Centers 2480 West 28th Avenue, Suite 500, Denver, CO 80211.

Studio Maintenance Engineer for CBS affiliated VHF in 1000-mark market. Must have experience with quad tape, switching systems, film and studio cameras. Send resume and salary requirement to Box K-200.

Television Chief Engineer for growing station in 19th market. Management experience necessary. All fringe benefits, station located in beautiful southern Idaho. An equal opportunity employer. Reply to Box K-153.


Immediate opening for experienced maintenance engineer with first class license. Good hunting, fishing, skiing, family environment, only minutes drive time. Contact Cecil Kope, KIFI-TV, Idaho Falls, ID 208-523-1171. An EOE. 

Broadcast Engineer III The University of Missouri-Columbia School of Journalism is opening a position for Broadcast Engineer III. Chosen applicant must be willing to work in a university environment involving a lot of student interaction. Qualifications include: Associate's degree including course work in electronics, radio and television. Four to five years experience in the operation and maintenance of a television and/or radio facility. First class radio telephone license. Competitive salary and good benefits. For more information send resume and contact: Personnel Services, University of Missouri-Columbia, 308 Hitt Street, Columbia, MO 65211-3148-882-4221. An Affirmative Action/Equal Opportunity Employer.

Assistant Chief engineer with 5-10 years broadcast TV experience for major market facility. Must be well versed in engineering/commercials. EOE. M/F. Send resume to Box M-20.

Connecticut Public Broadcasting—Seeking TV Engineers with FCC First, minimum 2 years technical schooling and broadcast experience. Salary range $10,349-13,489. Send resume to Lita Abramowicz, CPTV, 24 Summit Street, Hartford, CT 06106, EEO.

Maintenance Engineer: Public Television station. Two years recent, full-time paid experience in maintenance required. Must be familiar with television transmission systems. First Class Radio Telephone license. Starting salary $7,00, $7,33 or $7,72 per hour depending on experience. Send resume to Box December 12, 1979, to the Classified Personnel Department, Clark County School District, 2832 East Flamingo Rd., Las Vegas, NV 89121. An Affirmative Action Equal Opportunity Employer.

Chief Engineer—Strong maintenance experience required for VHF-TV Studio and transmitter. Midwestern station in hunting, fishing and recreation area. Offers top salary and benefits for this position. Box M-42.


FCC First Phone engineer for on-air switching, and to learn maintenance. Box 947, Corpus Christi, TX 78403 or 512-883-2821.

Maint. Eng., for midnight or 4AM shift with TV Station! Remote Operation/Production. FCC 1st and 3-5 years broadcast maintenance exp. required. Excellent basic salary and fringe benefits package. EOE/M/F. Send resume to Box M-25.

Chief Engineer: Hands-on skills required for transmitters, microwave and studio equipment. Growing company Great opportunity EOE. KIWA-TV, Farmington, NM 505-327-9661.

Chief Engineer for network affiliate in SE sunbelt. Must have extensive maintenance experience in UHF, RCA Package, and ENG. Bring your No. 1 helper with you as Asst. Chief or Maintenance Engineer if you wish. Send resume and salary requirements to Box M-31.

Maintenance Engineer in the sunny south for 1st VTR's and ENG. Also other studio equipment. Must have 1st phone, EOE. Send resume to Tom Rounds, WBBH-TV/Y20, 3719 Central Avenue, Fort Myers, FL 33901.

TV Maintenance Engineer with 5 years experience for major market station. Base salary in excess of $20,000 plus overtime. EOE. M/F. Send resume to Box M-23.

TV Maintenance Engineer needed immediately for prominent public TV station. Familiar with Ampex 1200, Akahi, and ENG. Opportunity for operations person ready to advance. Contact Chief Engineer, WMHT-TV, Box 17, Schenectady, NY 12301. 518-356-1700, EOE/AA.

TV Technician: Duties: operation and maintenance of studio and transmission equipment; providing programs for statewide PTV network. Requires: 1st Class FCC; thorough knowledge of principles of electronic theory, engineering methods, procedures and studio operations; and minimum 4 years experience. Emphasis will be placed on trouble shooting and maintenance. Salary: $15,000 plus university benefits and opportunities to attend school. Contact, Joe Stuckey, University TV Services, PO Box X, University, AL 35486, Phone 205-348-6210. Application deadline: received no later than December 15, 1979.

Engineering: Immediate opening for Operator Engineer with First Class License. Starting salary negotiated. Call for more information to: Robert McFarland, WTRF-TV, 96-16th Street, Wheeling, WV 26003. EOE.

Asst. Chief Eng. ready for responsible number two position with UHF network affiliate in SE sunbelt. Heavy studio and ENG maintenance. Send resume and salary history to Box M-33.


TV Chief Engineer—Midwest network operating five TV stations. Good benefits. Excellent opportunity, including trip to Las Vegas. Salary commensurate with experience. Send resume c/o Glenn Bell, KARD-TV, Box 333, Wichita, KS 67201, or phone 316-3165-5651. Equal opportunity employer.

WTNH-TV's Chief Engineer is retiring after 26 years! This replacement will find a well-run operation and the exciting challenge of starting and expanding new stations within the next year. Applicants must have Chief Assistant Chief, or equivalent experience. Write General Manager, WTNH-TV, Box 1845, New Haven, CT, Equal Opportunity employer.

Assistant Chief Engineer for Northeast UHF Network. Requirements: Good understanding of studio operation and maintenance experience. Write with full particulars. Opening is immediate. Station is an Equal Opportunity Employer. Box M-52.


WTWV-190. Excellent base salary and fringe benefits with opportunity for advancement. Send resume to Box K-157.

Group-owned VHF Net affiliate with a superior news department seeking anchors and reporters. Send resumes in strict confidence to this eastern medium market winner at Box K-162.


We're looking for the best News Director in America to head our nationally-rated, number-one-rated news operation. We're a major Midwest network affiliate that has it all: ENG, helicopter, new facility, 25 years of commitment, and a great future. You must have substantial experience in journalism, strong management skills, and a demonstrated record of achievement. EOE. Send resume and salary requirements to Box K-207.

Television News Director for growing station in beautiful West. Management experience necessary to run small department and train news reporters/anchors. All fringe benefits, station located in an equal opportunity employer. Send resume to Box K-207.

Aggressive News Director in Southwest needs experienced weatherperson. An equal opportunity employer. If you believe weather can be detailed and understandable send resume to Box K-173.

Weatherperson/Science Editor needed for aggressive news department in Midwest 50-60 market. Prefer background in meteorology. Will do weathercasts and produce stories relating to science for newscasts. EOE. Apply with resume and salary requirements to Box K-171.

Meteorologist wanted for suncoast television station. Excellent opportunity in number one major market; an equal opportunity employer. Send resume to Box K-213.

Anchor/Producer: KTTC-TV needs experienced television journalist/anchor/producer 10 p.m. news. Send resume to News Director, KTTC-TV, 601 First Avenue SW, Rochester, MN 55901. Equal Opportunity employer.

TV News Producer, Top 5 market. Must be organized, a creative writer and have proven ability to produce upbeat, exciting, and good news TV program. EOE. Station. Resume and writing samples with your letter telling us on your strengths. Box M-64.

Highly regarded television station in northeast cosmopolitan city seeking mature, experienced, successful news anchor who also writes well. Modern, well-equipped news operation with professional staff. Send resume, references, video tape and salary requirements to General Manager, WSYT, 1030 Jamaica Street, Syracuse, NY 13203 Equal Opportunity Employer.

If you love sports, show it in your field packages and anchoring, we'd like to talk with you. Work with a skilled group on a top 50 station. EOE employee. Resumes to Box K-224.

Reporters, able to work beat and handle investigations, looking for someone with small market experience ready to move to medium market. Fifties, Midwest ENG station with live shots and aggressive news coverage. Reply Box M-21.
HELP WANTED NEWS CONTINUED

Field Reporter: I'm looking for an aggressive, experienced reporter. You must be able to dig, write and package a story. Minimum 5 years television reporting experience. Send tape and resume to Kevin Kelly, News Director, WKEF-TV, Soldiers Home Road, Dayton, OH 45418. No phone calls please. Equal opportunity employer.

Highly-rated medium market Midwest. CBS affiliate seeking Executive News Producer to produce 6 & 11 newscasts and to assist news director in supervision. Applicants should have prior commercial broadcast reporting and producing experience and be familiar with ENG operations. An Equal Opportunity Employer. Write Box M-35.

Wanted: Anchor/Reporter, prefer experience, for small market TV station located in a growing community. EOE employment. KUMV TV Box 1287, Williston, ND 58851—875-4311.

Producer, for 6 and 10 newscasts: looking for someone with small market experience ready to move to medium market. Fifties. Midwest. Reply Box M-12.

Reporters, Photographers, Producers. Our news owners have made a serious commitment to news and we're ready to start hiring. If you're working in a small market and want to move up to a station with a real future in news, send your tape & resume to Gerald Jensen, News Director, WEYI-TV, PO Box 3265, Saginaw MI 48605; WEYI-TV is an Equal Opportunity Employer.

Expanding news commitment. Anchors/reporters send tapes, resumes, scripts to Tom Maxemod, WDII-TV, Box 18, Lafayette, IN 47902.

Report-photographer, to handle general assignments, small market background desired; self-starter and aggressive, for Midwest fifties station. Reply Box M-24.

Meteorologist—experienced only immediate opening. Ability to handle environmental reporting a plus. Send tape, resume, and salary requirements to Harvey Cooper, News Director, WOBI-AM, PO Box 1633, Burlington, VT 05402. We are an Equal Opportunity Affirmative Action Employer M/F.

Assistant News Director/Assignment Editor for top rated medium market station in South East. If you are enthusiastic about news, creative, organized, a good writer who loves to teach reporters a "better way", likes all types of news and can set up a well-balanced board … then we have a job for you. Actually, if you're the type of person we're above, we'd love to hear from you. EOE. Send resume and salary requirements to Box M-50.

WSJF-TV has immediate opening for experience television Co-anchor/Reporter. Journalism degree preferred. Knowledgeable in all aspects of news reporting. Send resume to Jack Call, WRBF TV, N. 5096 W 53, Elkhart, IN 46514 219—293-8916. EOE.

Investigative Reporter—Hard-hitting investigator wanted for featured role in major market television news broadcast. EOE. Send resume/tapes to Personnet, KIRO-TV, Third and Broad, Seattle, WA 98112.


HELP WANTED PROGRAMMING, PRODUCTION & OTHERS

Commercial Continuity Writer with fresh ideas and originality for VHF television on beautiful Gulf Coast, EOE. Box K-156.

Field Producer—for top rated top ten market prime time magazine show. We're looking for a television fanatic who can produce great features. E.O.E. If you have a feature tape that sparks us send your resume to Box K-43.

Program Director for new VHF public TV station near Denver. We intend to be a laboratory for new ideas in television, and want to hear yours. Send resume, salary history, references, and outline of how you'd bring fresh programming to our community (already served by PBS affiliate). Mail to: John Schwarz, KBDI-TV; Box 6050; Boulder, CO 80303. EOE.

Commercial Manager with good track record and management experience for major VHF in growing Sun Belt market. EOE. Box K-160.

Production Manager for well-equipped Midwest network affiliate with extensive programming and commercial production commitment. Requires experience with modern production techniques and equipment. Minimum five years experience as Producer-Director required. EOE. Send resume and salary requirements to Box K-203.

Promotion Director for top-rated Midwest ABC affiliate. Applicants must have strong on-air promotion, writing and producing background. An excellent opportunity with one of America's leading medium-market stations. EOE. Send resume and salary requirements to Box K-178.

Production Photographer/Editor for KUSD-TV and the South Dakota Public Television Network. Applicants must have a college degree or four years of experience and training. Preference will be given those applicants who possess total ENG photography, editing, lighting and audio skills. Salary range $8,778—$10,802. Application deadline, December 10, 1979. Apply to USD Personnel Department, University of South Dakota, Vermillion, SD 57069. An Equal Opportunity Employer.

Producer-Director. Major Midwest affiliate seeks experienced, creative PD for commercial production, TV and radio. Applicants must have at least five years professional experience, proven ability to work with clients, and dedication to quality production. Exceptional opportunity with top tier station in the state. Salary history and resume to Box K-192.

The going is tough..."for the executive secretary, and "right hand" to the hard driving president and CEO of a leading New York television production and programming concern. You need too and can earn enough to live well and pay top dollar... the pressures are great... the satisfaction and compensation are commensurate. If you're energetic, a good writer, tough, and resilient, and want to work hard and be well-paid, you're the person we want. All applications are confidential. Please send full details in your letter and resume. Of course, we are EOE. Box K-43.

Production Manager, PTV Station, to schedule, train, supervise production personnel, engage in sales and ENG activities. Requires degree, 3 years of extensive production work in all facets of TV especially newswriting, ENG, and TV. Position open immediately. EOE. Send resumes to Al Renen, WJUT, Vincennes University, Vincennes, IN 47591. Ph. 812—862-2337.

Director for KUSD-TV and the South Dakota Public Television Network. Responsible for directing studio and field production and remote television production. Experience in all phases of television production, including ENG production, quad and cassette editing, audio, lighting and set design. Minimum of two years experience and college degree or equivalent combination of training and experience as a television director. Salary $10,978 to $13,528. Application deadline January 14, 1980. Apply to USD Personnel Department, University of South Dakota, Vermillion, SD 57069. An Equal Opportunity Employer.

Promotion Manager for top 40 VHF network affiliate in southeast sunbelt. Promotional experience in all media preferred. Good writing skills and organizational ability. Send resume and salary requirements to Box K-6.

On-Air Promotions Producer/Designer—Expanding South Florida CBS affiliate with BIG future, looking for creative heavy weight with production skills, and organizational abilities to match. Must be good all-rounder to be able to thrive, EED/MR, Contact: John Oliver, Promotions Manager, WTVX-TV, PO Box 3434, Ft. Pierce, FL 34982 or 305—454-3434.


Producer/Director—TV University Telecommunications. To produce and direct daily production program for use in instructional, educational and broadcast formats. Experience in studio and remote television production and direction. Candidates must have 3 or more years of experience, minimum of masters degree. Salary commensurate with training and experience. Academic staff position. Send resumes and audition tapes to: Ron Wesseloh, Communication Arts Center, Urbana-UW-Stevens Point, Stevens Point, WI 54481. An Equal Opportunity/Affirmative Action employer.

Program Manager: exciting opportunity top 40 market, group owned. Responsibilities include programming, station management, sales, etc. Experience required. Unlimited future. An Equal Opportunity Employer. Submit resume to Box M-45.

SITUATIONS WANTED MANAGEMENT

Selling Independent Television can be profitable and enjoyable! Television sales professional with strong background in sales/sales management seeks position as GBS/MSNM. Outstanding record in television sales and account development. Excellent management background. Ability to motivate and direct total sales effort. You will not be disappointed in credentials. An outstanding GBS/MSNM candidate. Currently employed. Box K-81.

If '69/70's bottom line looks disappointing, let's talk. Television sales/sales management professional seeks position as GBS/MSNM. Experienced and aggressive sales executive with total sales effort. Current and past sales achievements, plus potential will only help expedite your decisions regarding 1980! Currently employed. Box K-136.

Outstanding Television Salesman with excellent industry-wide references. Can take number one list or move into Sales Manager's job. Over fifteen years experience in present market. Available now for interviews. Box M-143.

General Manager with outstanding credentials! Television—24 years; Radio—13 years; Broadcasting—35 years, including Management 19+ years. Now 49. Thoroughly experienced all aspects: ownership, administration, sales, programming, film-buying, news, promotion, community-involvement, etc. in markets small, medium and large, overcome overwhelming obstacles, immediately turn arounds; produced spectacular sales and profits, plus prestige. Very competitive! Quality leader in industry. Accomplished full responsibility Produces outstanding ratings, sales, profits and prestige at accelerated pace which astounds competitors and delights stockholders! Weekend interviews. Box M-157.

SITUATIONS WANTED TECHNICAL

TV-FM-AM Field Engineer positions. Installation-maintenance-system design-survey and critique large, medium and small radio engineers. Available by the day, week or duration of project. Phone Bruce Singleton 813—866-2989.

2 years experience, Switcher-Director-Engineer. First Phone, BA Radio-TV. Looking for job in college town where I could also work on my EE degree. 206—522-2124.

Ten year top major-market and first phone broadcast technician, audio engineer, projectionist, videotape operator, TV camera set-ups. Resume illustrates great background. Let's chat! Box M-2.

SITUATIONS WANTED NEWS

Experience News, E.N.G./Photographer, Reporter. Audition tape and resume on request. Call 612—866-8036 or Steven Bothun, 7345 13th Ave So, Bloomington, MN 55431—843.

Left TV, 5 years ago to become operations director of Eastern U.S. radio chain. Want back in TV. Experience in reporting, sports, weather. Private pilot, working on masters in business, a real pro Can add a great deal to your station. Call for pictures, resume, tape. 216—493-0194.


Will it rain... will it snow; I've got the show that lets you know. Professional meteorologist, 5 years experience, AMS seal of approval. Reply Box K-177.
HELP WANTED INSTRUCTION

Position reopened. Teach courses in Radio-TV-ad
uide cc. radio station. Graduate degree plus experi-
ence required. Dr. William Hamnett, Department of
Communications, Loyola University, New Orleans, LA
70118. Loyola University is an equal opportunity
affirmative action employer.

Faculty Vacancy. Broadcast regulation, policy eco-
nomics, history. The Department of Radio-Television-
film at The University of Florida seeks a full-time
faculty member to teach undergraduate and graduate
courses in one or more of the following areas: broad-
cast regulation, policy economics, management or
history. The person hired will have an opportunity
to direct graduate research and will be expected to con-
tinue his/her scholarship in mass communication.
The Ph.D. or other appropriate terminal degree is required.
Preference will be given to applicants with college or
university teaching experience and a strong record of
research and professional accomplishment. Rank will
probably be Assistant Professor. Salary will depend
on the applicant's teaching experience and record of
scholarly and professional accomplishment. The position
will be available in June or September 1980. The University of Texas at Austin is an Affirma-
tive Action/Equal Opportunity Employer. Send letter of
application and resume by January 15, 1980, to:
Robert E. Davis, Chairman, Department of Radio-
Television-Film, The University of Texas at Austin,
Austin, TX 78712.

Western Kentucky University, Bowling Green, KY
42101, Department Head—Communication and Theatre:
Position requires earned doctorate or the equivalent.
Prefer candidate with broadcast experience,
demonstrating understanding of speech, commu-
nication, theatre, broadcasting, mass communica-
tion and dance. A member of the College of Arts and
Humanities, 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, Chair-
man Search Committee, Room 200, Ivan Wilson Center
for Fine Arts, and Affirmative Action/Equal Opportunity
Employer.

SITUATIONS WANTED PROGRAMES, PRODUCTION, OTHERS

TV/Radio Talk Host/Producers. Excellent interview-
even. One of the pros in talk. Available for in-per-
son interview and audition. Money second to oppor-
tunity. Box K-82.

Experienced in children's programs. Resume on

WANTED TO BUY EQUIPMENT

Wanting 250, 800, 1,000, and 5,000 watt AM FM
transmitters. Guaranteed sound equipment. Call toll
free 800-241-7878 Bill Kitchen, Quality Media Corporation (in Georgia call 404-
324-1271.)

STUDIOS AND EQUIPMENT WANTED

SALES

FM Transmitters Model 5000, $3500. 123
KLOC, Dallas, 75201.

FM Transmitters. Call Tony Cate, 505-5562,

FM Transmitter model 10,000. RCA AM, TRW-2
558, Los Angeles. 213-265-3456.

Addition to these environments: RCA AM, TRW-2
558, Los Angeles. 213-265-3456.

WANTED: Ross Video Disc Transmitter with a
bandwidth of 12 to 20 MHz. Call Frank Lewis
at 215-379-6585.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condi-
tion. Guaranteed. Financing available. Transcom,
215—379-6585.

5th Air Helixs Andrews HJ-50. Can be cut and ter-
minated to requirement. Below Mfg Price. Some 3" also
available. BASIC WIRE & CABLE 800 W. Eregermen,
Chicago, IL 312—266-2600.

Audio Cables: 5 Sono-mag model 250-5S and
250-2S, 24 position. Now on the air and playing also.
2 Houston-Feareless cam pan heads. Priced right
for last sale. Contact: Director Engineering, Donrey
Media Group, PO Box 550, Las Vegas, NV 89101 or
tell Free. 800—241-7878 Bill Kitchen, Quality Media Corporation (in Georgia call 404-
324-1271.)

Audio Cables: 5 Sono-mag model 250-5S and
250-2S, 24 position. Now on the air and playing also.
2 Houston-Feareless cam pan heads. Priced right
for last sale. Contact: Director Engineering, Donrey
Media Group, PO Box 550, Las Vegas, NV 89101 or
phone 702—385-4241.

Electro Strobe Lighting System model 200 K
73, 3 years old. Complete lighting system consisting
of beacon, and 12 instruments. Numerous spare parts
including 16 spare flash tubes. O.H. Cates, 341-3521
Chief Engineer, WFTV, Orlando, FL 305—841-9000.

Audio Cables: 5 Sono-mag model 250-5S and
250-2S, 24 position. Now on the air and playing also.
2 Houston-Feareless cam pan heads. Priced right
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for last sale. Contact: Director Engineering, Donrey
Media Group, PO Box 550, Las Vegas, NV 89101 or
phone 702—385-4241.
FOR SALE EQUIPMENT
CONTINUED

ITC Cart Machines…reconditioned machines at 35% below current list for comparable new units. Several in stock, subject to availability 3D reproducers in both stereo and mono. Stereo WRA recording amplifiers, for 3D reproducers. RP series stereo recorders. Mr. Kevin Schults, Sales Manager, Hilt Technical Services. 205 Westgate Mall, Bethleham, PA 18017. 215-685-3775.

Buying a transmitter? Let us quote on Input, Monitoring, Transmission line, and Microwave equipment. Broadcast Systems, Inc. 800-531-5232 or 512-836-6014.

EMPLOYMENT SERVICES

The Most Complete listing of Radio Job Openings! Jobshelf! Samples: $1.00. Three month subscription: $12.00; one year subscription: $35.00 Media Consultants, 2504 Regent Court, Lafayette, IN 47905.

COMEDY

Free sample of radio's most popular humor service! O'UNNIES, 1448-C West San Bruno, Fresno, CA 93711.

Guaranteed Funniest! Hundreds renewed! Freebie! Contemporary Comedy. 8004-B Twining, Dallas, TX 75227.

"Comic Relief!" Bi-weekly service. The funniest. Free sample. Whilde Creative Services. 20016 Elkheart, Detroit, MI 48225.

MISCELLANEOUS

Artist Bio Information, daily calendar, more! Total personality bi-weekly service. Write (on letterhead) for sample: Galaxy Box 200938-L, Long Beach, CA 90808. 213-439-8504.

Prizes! Prizes! Prizes! National brands for promotions, contests, programming. No barrier or trade better! For fantastic deal, write or phone: Television & Radio Features, Inc., 188 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

Custom, client jingles in the week. PMW, Inc. Box 947, Bryn Mawr, PA 19010. 215-526-9873.

Cheap Radio Thërllas! Promo music, sound effects, program themes, synths, sizzlers, jingle add-ons, production aids, over 325 dynamite tracks on 4 low-priced LPs! Free sample: LA, AIR FORCE, Box 944-B, Long Beach, CA 90801.

Musical Themes ... ad copy that sells, video and animation work... jingles! Joining forces to bring you the finest in recorded musical campaigns. Call 716-663-7352 or 716-621-6220 for free demo 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.

Hundreds of original oldtime radio shows on tape. List of distributors $1.00, Box 2598, Saratett, PA 60103.

The best custom commercial jingles you've ever heard at prices to fit every client. CAG, 12 East 44th Street, NYC 10017 or 212-687-1490.

RADIO PROGRAMING


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. Student rooms at the school. 61 N. Pineapple Ave, Sarasota, FL 33577, 813-955-6922, 2402 Tideview Trail, Fredericksburg, VA 22401, 703-353-1441.

San Francisco, FCC License, 6 weeks 1/14/79. Results guaranteed. Veterans Training Approved. School of Communication Electronics, 612 Howard St. SF 94105 415-392-0194.

RADIO

Help Wanted Management

MANAGER
COMPUTER OPERATIONS
Individual will be responsible for loading and troubleshooting NORM series computer utilized in the Network switching operations. Also functions as shift supervisor to operations technicians. Coordinates pre- programming with production personnel and on-the-air talent, interfaces with common carriers for incoming audio signals and network distribution.

Applicant should possess at least one (1) year of network and engineering management experience. Previous supervisory experience in technical preferred plus micro-processor mini computer experience.

If you are seeking a challenging position in an interesting and expanding business, we invite you to submit resume with salary requirements to:

MUTUAL BROADCASTING SYSTEM, INC.
1755 North Davis Hwy
Arlington, VA 22202

SALES MANAGER
Soul Station
5000 Watt Fulltime Outstanding opportunity for salesperson on the way up.
Write Box M-28

Help Wanted Anouncers

BEAUTIFUL MUSIC
West
Beautiful Salt Lake City, high mountains, clear air, and a quality of life unsurpassed. Leading broadcaster is seeking highly professional “Beautiful Music” hosts for FM stations. Tanges and resume to R. Robins, KISN, PO Box 388, SLC, Ut 84110.

An equal opportunity employer

Help Wanted Technical

Chief Engineer
50 KW AM
100 KW FM
Orlando, Florida
(305) 295-3990

Help Wanted News

AM-FM Seeks News Director

for three man news department in Pine Bluff, Arkan- saw, market of 50,000. AM facility features local infor- mation format, aggressive, highly visible, com- munity involved. Mature judgment and willingness to become involved in growing community to vital re- quirements. Send resume, tape, references to Buddy Deane, 920 Commerce Road, Pine Bluff, AR 71601. Phone 501-534-8732. An equal opportunity employer.

DIGITAL CIRCUITY MAINTENANCE ENGINEER

Major broadcasting group requires two years electronic experience with knowledge of design and troubleshooting of digital circuitry for its east coast radio sta- tion. Must have working knowledge of test measurements and equipment, pref- erably with experience in computer and micro-processor programming and maintenance. First class FCC license preferred. Replies treated in confidence. Send resume including work history to:

BOX M-35
An Equal Opportunity Employer, M/F/H/ Vets

Help Wanted Technical

CHIEF ENGINEER

WJAR
Providence, Rhode Island

Major group owner of radio and television stations from coast to coast seeks a Chief Engineer for our Providence flagship radio station. Applicants must be heavy on state-of-the-art audio and R.F equipment and techniques. Proven management skills are a must. Send resume to Gerald T. Plemmons, Vice President/Engineering, Outlet Broadcasting, 111 Dorrance Street, Providence, Rhode Island 02903.

CHIEF ENGINEER

WQRS-FM
DETROIT

Major group owner of radio and television stations from coast to coast seeks a Chief Engineer for our soon to be acquired FM radio station in Detroit. Applicants must have considerable experience in studio and transmitter plant design and installation. Must be heavy on state-of-the-art audio and R.F equipment and techniques. Proven management skills are a must. Send resume to Gerald T. Plemmons, Vice President/Engineering, Outlet Broadcasting, 111 Dorrance Street, Providence, Rhode Island 02903.

NOW:

Midwest broadcast group needs 2 Chief Engineers. Substantial experience required. Two excellent markets and fringe benefits. Apply by mail only. Send resume with at least three references to: Philip E Keary, Communications Properties, Inc., 1170 Iows, Dubu- que, Iowa 52001. An Equal Opportunity and Affirma- tive Action Employer.

Help Wanted News

AM-FM Seeks News Director

for three man news department in Pine Bluff, Arkan- saw, market of 50,000. AM facility features local infor- mation format, aggressive, highly visible, com- munity involved. Mature judgment and willingness to become involved in growing community to vital re- quirements. Send resume, tape, references to Buddy Deane, 920 Commerce Road, Pine Bluff, AR 71601. Phone 501-534-8732. An equal opportunity employer.

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Broadcasting Dec 3 1979
Situations

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 Reeder, Director of Sales, Empire Broadcasting Corporation, Box 995, San Jose, Calif. 95108. EOE of course.

COMMERICAL PRODUCTION/AIR PERSONALITY

SPORTS ONLY POSITION WANTED
Solid news, sports and talk experience. Three yr. current position hosting all night phone show in Detroit which is heavily sports oriented. Contact Bill Douglas at (313) 534-0251 after 1 PM. Eastern Time for more info.

VOX FOXI
1950's R&B/ R&B 1980's style: Today's listeners dig the "Boss" sounds and a know-ledgeable "chicks" updated, laid back, Earth Mother delivery. To reach them, reach VOX FOXI, 855 Randolph Ave., Milford, MA 02186 (N.E. pref.)

RADIO GENERAL MANAGER
"Too Successful"
Present stations sold for four million capital gain as result of gross increase of one million in two years with cash flow up proportionally in one of most competitive over radio markets.
Seeking corporate or station management position in radio or allied field as new owners have own executives. Previous experience includes other similar successful radio management positions, some in different geographic areas, consulting work in property acquisitions, budgeting, newspaper, agency and other business and broadcast areas. Detailed knowledge of all aspects of radio.
Still employed but available at mutual convenience. Resume, references on request. Call (503) 842-8089. Business hours, or write: Dick McKee, KKKE Radio, PO Box 737, Albuquerque, New Mexico 87103.

HELP WANTED SALES

DYNAMIC RADIO STATION MANAGER
A station sale has made available a young, experienced AM/FM General Manager with an outstanding track record. Problem solving skills in programming, sales and promotion have kept present properties in No. 1 market and profit position. Present station sales volume $2.3 million. Will relocate to top-50 market challenge. Write to Box M-39.

SPORTS DIRECTOR
5 years, PBP-sports talk-sportscasting plus production board work.
Prefer midwest. Box M-18

Television

GENERAL MANAGER
Major market Northeast independent UHF seeks well-rounded aggressive General Manager. The right candidate will have a strong operations & programming background with a proven record of leadership & employee management. Must also be capable of directing sales effort. Good salary with remarkable growth opportunity. Send resume to Box M-61.

SEND RESUME TO:
Box 1566
ERIE, PENNSYLVANIA 16501
Help Wanted Management
Continued

SECA PRESIDENT

The Search Committee of the Board of Directors of the Southern Educational Communications Association invites nominations and applications for the position of President of the Association.

The President reports to the Chairperson and through the Chairperson to the Board of Directors. The President serves as the Chief Executive Officer and as such is responsible for budget preparation and control of all personnel and facilities of SECA. The President also has authority to make changes necessary for more effective service, as well as responsibility for relations with local, regional, national and international organizations which are necessary for the improvement and development of effective services for SECA members. The President operates within the policies and goals established by the Association's Board of Directors.

SECA is a regional public broadcasting agency, representing public television and public radio stations in a 16-state area which is the nation's South. On behalf of its membership, SECA engages in a variety of activities, ranging from operation of a regional interconnection to the development of certain program services.

The successful candidate will have demonstrated leadership ability, will have attained executive responsibilities, and will be committed toward coordinating and leveraging the resources of the Association's membership. The candidate will also have shown ability to work well with different kinds of institutions to improve services already being rendered, and a capacity to stimulate and direct new services leading to the improvement of public telecommunications in the South. The successful candidate will have significant experience in public broadcasting or its equivalent and experience in executive management with emphasis in communications.

Salary range: $30,000 to $40,000

Applications or nominations accompanied by current resumes must be received by no later than December 13, 1979. They should be addressed to:

Search Committee

c/o Ann Durrah

KERA TV

3000 Harry Hines Boulevard

Dallas, Texas 75201

Help Wanted Programing, Production, Others Continued

Business Manager-
Accountant

needed to fill vacancy left by long-time employee. Call Mr. Froeb, (812) 232-9481, WTHI AM-FM-TV 918 Ohio Street, Terre Haute, IN 47808.

Help Wanted Programing, Production, Others

CO-HOST

Co-Host needed for PM Magazine. Looking for a communicator with on-air experience, writing, producing, and field production abilities. Send resume, references, and cassette to: Joe Perkins, WTHI-TV, 720 Boush St., Nor- folk, Virginia 23510.

An Equal Opportunity Employer

PROGRAM DIRECTOR

Best in the country needed at best salary and have best career opportunity. Independent Top 10 market. (Confidential) EOE. Box K-222.

Help Wanted Programing, Production, Others Continued

PM Magzine TV9 is out to show the Washington community like it's never been seen before....we're looking for talented people who want a challenge.

Photographer/Editor

Do you have three years experience shooting and editing using the latest ENG gear? Can you produce stories, too?

Producer-Director-Writer

Do you have a minimum of four years experience as a director of news and public affairs programing?

P.M. Field Producer

Can you tell a story using ENG equipment? Can you work creatively and meet tough deadlines?

Producer-Writer

Can you produce exciting and innovative public affairs programs? Can you develop ideas for an award winning documentary?

When we call ourselves "The One. The Only TV9" we're talking about professionalism and experience.

Contact: Melanie S. Donahoe, Producer, P.M. Magazine

(Professional resume and ¼ inch cassettes)

Beverly Price, Executive Producer

400 Brandywine St., N.W. Washington, D.C. 20006

Equal Opportunity Employer

PRODUCER/DIRECTOR

Educational TV.

Lee Memorial, a 500 bed, full service hospital on the Gulf Coast of Florida, in beautiful S.W. Florida, has an immediate opening for a TV Producer/Director. Experience necessary in all phases of TV production. Full studio, color I.T.V. equipment. Send resume and sample Program (3/4" cassette preferred) to:

John Cecil
Assistant Vice President/ Institutional Services

LEE MEMORIAL HOSPITAL

2776 Cleveland Ave.

Ft. Myers, Florida 33902

(813) 334-5338

FILM EDITOR

for new independent UHF station. Must have experience editing syndicated film programs and features. Send resume and salary requirements to: David Murphy, KOKH-TV, 1801 N. Ellison, Oklahoma City, Ok. 73106.

PRODUCTION MANAGER

Top 50 market. New UHF independent TV station seeks experienced Production Manager. Dedication to highest on-the-air quality essential. Send resume and salary requirements to Box M-17.
Executive Producer

Take full charge of a 3-year old video magazine that's already earned the respect and praise of our employees and management.

The purpose of this bi-monthly magazine is to keep our people aware of the technology, issues, and professional achievements at AT&T Long Lines—where we manage the interstate services provided over the Bell System's long distance network.

As Executive Producer, you will have ample administrative and creative latitude. A TK-76 camera and Type-C shooting/editing will support your efforts to develop thoroughly professional mini-documentaries.

To qualify, you must have 3-4 years of experience producing broadcast-quality documentaries—preferably Electronic News Gathering—and a record of success managing writer/producers and a freelance crew. Strong writing skills—particularly the ability to clearly explain complex technological and managerial concepts—is also essential. Degree in Communications or Journalism (or equivalent) preferred.

Salary and benefits will be fully commensurate with background. Location is an attractive, suburban New Jersey area—only an hour from Manhattan. Apply by sending resume and salary history to: Professional Employment Director, AT&T Long Lines, Dept. BM-2, Room 5A110, Bedminster, N.J. 07921. All replies will receive prompt confidential consideration and response.

AT&T Long Lines
An equal opportunity employer.

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is now accepting resumes and audition tapes from applicants to be
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We are currently staffing bureaus in eight major markets, scheduled to open in EARLY 1980. Challenging positions in a totally new and innovative concept in television news gathering. Small and middle market newsmen and women are encouraged to apply. Salaries and benefits are competitive.

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Minorities and women encouraged to apply
No Phone Calls, Please

NEWS DIRECTOR
Must have News management experience to take over No. 1 News Department in highly competitive news market. Must have strong managerial skills, ability to recruit and train, be able to improve young demographics while maintaining home leadership. Send resume and references. Equal opportunity employer.

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In Northeast cosmopolitan city seeking mature, experienced, successful news anchor who also writes well. Modern, well-equipped news operation with professional staff. Send resume, references, video tape and salary requirements to General Manager, WSYR-TV, 1030 James Street, Syracuse, New York 13203. Equal Opportunity Employer.

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Prime Time Daily Magazine.

Number one rated program on number one station - major group, top 10, network affiliate is looking for a co-host. Candidate must also have superb field producing skills. If you are frustrated in news or doing a similar program in a smaller market - this is a once in a lifetime challenge. An equal opportunity employer. Send complete resume to Box K-223

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IN FLORIDA

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The largest retail/commercial production facility in the country is increasing its professional staff by the following positions. Salaries commensurate with experience and potential contribution.

SUPERVISOR/EDITOR
Quad. timescode editing, client exposure and demonstrated supervisory abilities preferred.

SUPERVISOR/MAINTENANCE ENGINEER
Knowledge of analog and digital systems and familiarity with studio and remote production. Supervision, client exposure and computer software helpful.

STAFF EDITOR
Quad experience and high quality control. Includes quantity dubbing, routine editing on 3rd shift for largest client.

VIDEO ENGINEER/VTR
Camera set-up and quad experience in studio and remote. Film transfer and maintenance helpful.

Company benefits include: vacation, wage continuation, medical expense reimbursement, hospitalization and major medical, cash bonus and profit-sharing.

Submit comprehensive resume to:
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Ted Johnson Productions, Inc.
150 Riverside Avenue
Jacksonville, Florida 32202
(904) 354-7000

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A Sports Anchorman

am I, with looks and appeal; a good reader, who writes with humor and zeal;
so, my major market station, makes me the host of a new
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Now, this show is a bomb, and my old job is gone!
It's "Fourth and ninety-nine,"
why not send me a line?
Even if you're not, "Roone;"
I'll be available soon.

Box M-3
**Situations Wanted News Continued**

**Top 10 Market News Producer**
Are you looking for a tough creative award-winner to take your news to the top?
Let's talk. Box M-36

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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.

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For The New England States

Rockwell International's Collins Transmission Systems Division is a world leader in the development, manufacture and market of selected broadcast station components.

As a result of our recent accelerated business growth and promotions, we are currently seeking candidates to assume responsibility for marketing our complete line of broadcast equipment directly to Broadcast Stations in the New England states. These components include AM/FM transmitters, antennas and other selected station supplies.

Qualified candidates should have experience equivalent to a Director of Engineering for one or more broadcast stations. This background would include a clear understanding of high power directional antenna, plus the entire maintenance/technical operation of AM and FM broadcasting stations. Direct sales experience to similar stations is also desirable.

Benefits and compensation are more than competitive, including a dental and savings plan. In addition, we offer the most competitive sales commission plans in the industry.

We are an equal opportunity employer. Minorities, women and handicapped are encouraged to apply.

If your qualifications meet the above specifications, we welcome you to submit your resume in confidence to:

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Rockwell International
Professional Staffing 2002
M/S 433-100, cco 465
P.O. Box 10462
Dallas, Texas 75207

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...for the World's Largest Circus under the Big Top, You will conduct market research, buy advertising, generate publicity, and set up promotions in behalf of this century-old family entertainment institution. These exciting positions require travel on a full-time basis, using your own car.

send resume to:
National Marketing Director
CLYDE BEATTY-COLE BROS. CIRCUS
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Winter Park, Florida 32790

*Help Wanted Sales*

*Help Wanted Programing, Production, Others*

*...where science gets down to business*
Help Wanted Sales
Continued

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:

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Director of Sales and Marketing
Broadcasting Publications Inc.
1735 DeSales St, NW
Washington, DC 20036

Radio Programming

WANTED TO BUY STATIONS

1 K W AM station So. Eastern NC $250,000. Associated Group Services, Inc. PO. Box 188, Whiteville, NC 28472.

AM/FM - CATV - TV
CURRENT INVENTORY
SHERMAN AND BROWN ASSOC.

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PROGRAMS WEEKLY
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If you have a depressed radio or TV property and want it totally upgraded including sales, programing, cash flow and morale write me. I will work full time for one year to accomplish these ends. Should you decide to sell then, I will find you a solidly financed buyer, or will leave you with a professional team able to maintain a successful track record. Box M-62.

WANTED TO BUY STATIONS

For Sale

1 KW AM station So. Eastern NC $250,000. Associated Group Services, Inc. PO. Box 188, Whiteville, NC 28472.
For Sale Stations Continued

- FM covering large Tennessee city. Ethnic group preferred. $500,000 cash.
- Fulltime in large North Carolina city. $1,500,000.
- Fulltime in large South Carolina city. $2,000,000.
- Ethnic station in large Michigan city. $1,900,000.
- Fulltime large metro area Georgia, $925,000.
- Daytimer in East Tennessee small town. $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.
- Fulltime, 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. $395,000.
- Fulltime. Dominant. Metro. TX $1,000,000.00.
- Daytimer. Million + Pop. in coverage area.
- 1 kw AM in Southern Ga. Real Estate. $800,000. Good terms.
- Southern Arizona. Fulltimer. Good county population. $300,000. Terms.
- N. Central Texas. Daytimer. $400,000.

Let us list your station. Confidential!

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SELECT MEDIA BROKERS

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Payable in advance. Check or money order only. (Billing charge to stations and firms: $2.00.) 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 using Blind Box numbers should be addressed to box number c/o BROADCASTING. 1735 DeSales St. N.W., Washington, DC 20036. Advertisers using Blind Box numbers cannot 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: $20.00 per word, $1.00 per word minimum. Situations Wanted: (personal ads) $20.00 per word, $1.00 per word minimum. All other classifications: $10.00 per word, $1.00 per word minimum. Blind Box numbers: $2.00 per issue. Rates: Classified display: Situations Wanted: (personal ads) $30.00 per inch. All other classifications: $30.00 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.
Media

Wayne Kearl, chairman and chief executive officer of Harte-Hanks Communications' television group, which includes four stations, named to newly created position of president of broadcast operations, which combine radio (five AM and six FM) and television groups. William G. Moll, president of television group, assumes additional duties of chief executive officer. George H. Anderson, president and general manager of Harte-Hanks's WTVL(TV) Jacksonville, Fla., assumes additional duties of executive VP and chief operating officer of television group. Leonard G. (Bob) Jones continues as president and chief executive officer of radio group.

Ray Karpowicz, general manager of Pulitzer Broadcasting's KSDK(TV) St. Louis, since 1969, named general manager and chief executive of Pulitzer Broadcast Stations, which includes five television stations and one AM and FM. He succeeds Harold Grams, who retires after 41 years with Pulitzer.

Wes Ferns, station manager, KQTV(TV) St. Joseph, Mo., named VP-general manager. Station was recently sold by Amaturo Group to Elba Development Corp. Ferns succeeds Frank Brosseau, who remains with Amaturo as VP of NTV, group of four television stations in Nebraska being purchased by Amaturo. He will be based in Kearney.

David P. Beddow, VP-general manager of Group W's KYW(TV) Philadelphia, named to new post of VP of Group W station broadcast operations, Philadelphia. Succeeding him at KYW(TV) will be Thomas M. Battista, president of ITF Limited, New York, independent production firm, and formerly executive VP, CBS Television Stations Division, New York.

Eric Thurman, former general manager of KCCC(AM) Independence, Mo., joins WCLF(AM) Chicago as broadcast operations supervisor.

Harold Baumanee, sales manager, WITI(AM) Boston, named station manager and general sales manager. Rosemary Campbell, business manager, named VP-finance.

Stanley Klubock, director, industrial relations planning and operations, Hertz Corp., New York, joins NBC as VP, personnel and labor relations, West Coast, Burbank, Calif. (Hertz and NBC are RCA Corp. subsidiaries). Ellen Shaw Agassi, general counsel, NBC, New York, appointed assistant general counsel.

Mondy Napoleon, news director, KTEW(TV) Tulsa, Okla., assumes additional duties as assistant to general manager-operations.

John Piccirillo, general manager of WNOE(AM)-WPRQ(FM) Indianapolis, named to same post for WLYV(FM) Fairfield, Ohio, which is being purchased by Hefel Broadcasting.


Phyllis W. Florence, business manager at Multimedia Inc.'s WFB-C(TV) Greenville, South Carolina, named radio accounting manager of company's corporate accounting staff.

Hal Wells Jr., accountant with New England Merchants Bank, Boston, joins KFWM(AM) Los Angeles as controller.

New officers, Southern California Broadcasters Association: Tim Sullivan, KHTZ(FM) Los Angeles, chairman; Pat Shaugnessy, KKQQ(FM) Los Angeles, vice chairman; David Moorhead, VP of Metromedia, treasurer, and George Fritsinger, KPAC-AM-FM Los Angeles, secretary.


Advertising

Thom Grant, senior VP and management supervisor at McCann-Erickson, New York, named executive VP and general manager of M-E's Los Angeles office. David L. Geyer, senior VP, continues as deputy manager of Los Angeles branch.

Philip Guglielmetti, account supervisor, N W Ayer ABH International, New York, elected VP.

Weston Eiltot, associate director-special programming, Thomas Neman, director of research, and Terry Yava, director of research, BBDO, New York, elected VP's.

Ellen Dreyer, account supervisor, Needham, Harper & Steers, Chicago, appointed VP.

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.

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NEW YORK CITY, 10022

(212) 355-2672
Stanley Beals, senior VP-management supervisor, D’Arcy-MacManus & Masius, Chicago, joins Bozell & Jacobs, Chicago, in senior account management position. Larry Vienna, creative director, Abelson-Frankel, Chicago, joins Bozell & Jacobs as creative supervisor.

Vincent Figliola, formerly VP-associate creative director, Tinker, Campbell-Ewald, joins Norman, Craig & Kummel, New York, as VP-executive art director. Sandy Wilson, from Warren, Muller, Dolobowsky, joins NCK as copy group head.


Dick Olsen, executive VP West Coast director of broadcast production, Gardner Advertising, Los Angeles, joins Henderson Advertising, Los Angeles, as director of production services.


William Lige, formerly account executive, WTTG-TV Washington, joins Raider Advertising there as director of account management.

George Rozenkis, manager of Grand Rapids (Mich.) Press, and formerly art director with J.I. Scott Co. in Grand Rapids, rejoins J.I. Scott as senior art director.

Larry Widrig, Midwest regional spot sales manager in Chicago for ABC-TV Spot Sales, named sales manager, ABC-TV Spot Sales, Detroit. Gary Brooks, account executive in New York for Spot Sales, succeeds Widrig.

Jerry Solomon, director of marketing, ABC Television Network Sales, named VP.


James Parham, account executive, ABC-TV Spot Sales, New York, joins Blair Television there on ABC-blue sales team. Anita Boczek, sales assistant, with Cleveland office of Blair Television, named account executive.

Michelle Jennings, account executive with Torbet Radio, New York, named to same post with Eastman Radio, New York.

Janet Schoenemann, senior research analyst and sales coordinator, Field Spot Sales, New York, joins Katz Television there as research team manager for Katz TV Continental’s silver team. Carey Moler, sales assistant, named research-analyst for bronze team.


James Hergen, executive VP of Ringling Brothers and Barnum & Bailey Circus World, joins SFM Media Corp. as account executive in television sales department.

Joan Zenker, account executive, WGBS-TV New York, appointed national sales manager.

Catherine Shaffer, account executive, KWY-TV Philadelphia, named sales manager.

Donald K. Pauty, national sales manager, KPHO-TV Phoenix, named general sales manager.

John Stewart, account executive, WEDS(TV) Cleveland, joins WDNTV Dayton, Ohio, as national sales manager.

Elizabeth Carey and Bob Bouchard, account executives, WITS(AM) Boston, named national and local sales managers, respectively.

Larry Smith, account executive, WISN(AM) Indianapolis, named local sales manager.

James Solfert, account executive, WSAI-FM Cincinnati, joins KZKZ(AM) Albuquerque, N.M., as sales manager.

Vicki Knight, from sales department of KSBS(AM) Ontario, Ore., joins KDDO(AM)-KDFM Boise, Idaho, as sales manager.

Robert Riorand, local sales manager, WXNE-TV Boston, joins WBSK-TV there as account executive.

Ted Richeson, account executive, Major Market Radio, Los Angeles, and Carol Robin, sales manager of marketing services, WLS(AM) Chicago, join KFWB(AM) Los Angeles as account executives.


Jody Phelan, sales assistant, WCFL(AM) Chicago, named account executive.

Jack McGurk, formerly local sales manager, WDIV(AM) Philadelphia, joins WWHT(AM) there as account executive.

Jim Meadows, account executive, WJOY(AM) Pittsburgh, joins WPNT(FM) there in same capacity.

Raymond Muer, VP of San Francisco office of Blair Radio, Ruth Mahar, from KOTT(AM) there, and Karyl Von Morgen, merchandising director, KGGG(AM) San Francisco, named account executives for KGO.

Rick Leverrier, account executive, WGMJ-AM-FM Washington, joins WPCC-AM-FM there in same capacity.

Thom Sheridan, from KTac(M) Tacoma, Wash., joins KNBO(FM) there as account executive.

**Programming**

Laurel Henson, assistant manager of public service, CBS/Broadcast Group, New York, named director of program practices, CBS Radio. He succeeds Jack Supple, who was named director of administration for CBS Radio Network (BROADCASTING, Nov. 26).

Roger Lefkon, director of programming, Lexington Broadcast Services, New York, and Heather Regan, director of sales, LBS, named senior VP’s.


Ramon Perez, in charge of Latin American distribution for Paramount Television, appointed VP, Latin American TV sales and services, based in Los Angeles.

Rosemarie DiVivier, financial accountant for Group W Productions, Los Angeles, appointed business manager for unit’s PM Magazine national office in San Francisco. Leo Jacoba, financial analyst with Hughes Aircraft, Canoga Park, Calif., joins Group W Productions, Los Angeles, as accounting supervisor.

Robert John, formerly with Watermark, Los Angeles, joins Golden West Broadcasters Radio Productions, formerly formed company in Los Angeles, as senior network director. Jan Hornig, marketing and research analyst, Golden West Radio, named director of research.

Dick Tschudin, president, RFT Productions, Los Angeles, joins EUE/ Screen Gems, Los Angeles, as staff director.

Hal Greene, formerly corporate head of programming for General Electric Broadcasting and Cable Corp., Schenectady, N.Y., named operations/program manager, KLAST(LV) Las Vegas.

Gary Rockey, program manager-acting station manager, WJAR-TV Providence, R.I., joins WCB(TV) Chattanooga as program director.

David Kenin, director of broadcast operations, KMBC-TV Kansas City, Mo., named VP.

Paul Kelley, president of sports division of WITS(AM) Boston, named corporate VP for sports for licensee of WITS, Mariner Communications. He will assume additional duties for Mariner’s WLW(AM) Cincinnati. Chris Cross, operations manager of WITS, assumes additional duties as program director. Pat Whitley, who has been program director, becomes programing consultant, while concentrating full-time as air personality. Jack Kirby, executive producer, named assistant program director. Bill McCarthy, production manager, assumes additional duties as assistant operations manager. Don Makson, executive producer for sports, assumes additional duties as assistant program producer.

Tom Dunlap, sales representative and play-by-
play announcer, WMBH(M) Joplin, Mo., joins KODE-TV there as sports director.

Richard Petrasch, from WGN-TV Chicago, joins Catholic Television Network of Chicago as production manager.

Bill Ward, from KFMP(FM) Houston, joins KAUM(FM) there as air personality.

Phil Christie, from WHUE-AM-FM Boston, joins WRBJ(FM) there as sports reporter.

Roy Reiss, sports producer and reporter for WNAC-TV Boston, joins WOR(FM) there as sports reporter.

Kate Guthorn, production assistant, KMPX(FM) San Francisco, named producer.

Marcus Keys, production assistant director at WIXX-TV Jacksonvile, Fla., promoted to staff director. Lee Chandler Kaufmann, with station's creative services department, replaces Keys.

Susan Cabea, senior director in creative services department of WTNH-TV New Haven, Conn., joins Connecticut Public Television, Hartford, as producer-director.

News and Public Affairs


1980 Republican and Democratic conventions, joining Garrick Utley and Chris Wallace. In advance, Pettit will cover key primaries or caucuses.

Cecil Tuck, news director for WLS-TV Chicago since June, has resigned. Bill Fyffe, VP-station manager, will assume news director duties until successor is chosen. Tuck's plans will be announced later.

Matt James, assignment editor, KHOU-TV Houston, joins KSHO-TV Las Vegas as news director.

Susan King, reporter and anchor, WDMV-TV Washington, joins ABC News as correspondent, based in Washington.

Gerald Jones, news director, WHO-TV Des Moines, Iowa, joins WDAY-TV Saginaw, Mich., in same capacity.

Lincoln Warren, investigative reporter, WDAY-TV Laurel, Miss., joins WAPT-TV Jackson, Miss., as news director.

Wilson Van Alst, Santa Clara county bureau chief, KBSI(AM) San Francisco, promoted to managing editor.

Peter Raphael, program assistant, KHJ-AM-FM San Francisco, named news director.

Sarah Lee Keatsel, anchor and reporter for news inserts on NBC's Today program on WABC-TV Washington, and formerly noon co-anchor on WOR-TV New York, rejoins WOR-TV on Newsbreak, two-minute segments at 5:30 p.m., 6:30 p.m., and 7:30 p.m.

Mark Cohen, 11 p.m. news producer and producer live specials for Group W's KDKA-TV Pittsburgh, named executive news producer for co-owned KPIX-TV San Francisco.


Jim Hickey, reporter, KYW-TV Philadelphia, named New Jersey bureau chief. He succeeds Dick Standish, who has been named political reporter.

Hal Stopei, assignment editor, WHAS-TV Louisville, Ky., named assistant news director.

Patti Vines, assistant media buyer, Ted Bates Advertising, New York, joins WHAS-TV as assignment editor and producer.

John Aubuchon, press officer and supervisor of information services for Prince George's County (Md.) board of education, and earlier, reporter for WDNM-TV Washington, joins WJLA-TV there as general assignment reporter.

James J. Roberts, anchor and executive producer of news and special reports, WQAD-TV Moline, Ill., joins WPLR-TV Providence, R.I., as co-anchor of 6 p.m. news, and anchor of 11 p.m. news. He will also do live field reporting and special assignment reports.

Lee Van Ameyde, reporter and weekend anchor, WZTV-AM Grand Rapids, Mich., named co-anchor and producer of 6 and 11 p.m. news.

Jack Marschall, anchor-reporter, WYTV-TV Youngstown, Ohio, joins WKPTV Dayton, Ohio, as co-anchor-reporter.

Bill Kopald, evening anchor and reporter for WXXI-TV, published by the Rochester Institute of Technology, named executive producer, WPMD-TV Greensboro, N.C., as evening anchor.

Dick Fitzmaurice, formerly news and public affairs director, KCBS-FM San Francisco, and Lee Holt, general assignment reporter, KRAK(AM) Sacramento, Calif., named anchors and reporters for KCSB(AM) San Francisco. Steve LaMar, air personality, KBRZ(AM)-KNK-FM Anchorage, and sports anchor for KTVA-TV there, joins KCBS(AM) as anchor.


Carman Fields, former reporter, columnist and assistant metropolitan editor for Boston Globe, joins WHAC-TV there as reporter for Black News, weekly, half-hour program. Shelley Newman, former producer-director, WAVE-TV Louisville, Ky., joins NANC-TV as producer of public affairs unit.

Wes Sims, producer and reporter of 7 a.m. news, KTRK-TV Houston, named producer of 10 p.m. news.

Alec Nagle, executive news producer, KGO-TV San Francisco, joins Cable News Network, Atlanta, as producer of two-hour, prime-time newscast.

Brian Dengler, weekend producer and reporter, WMC-TV Memphis, and Dave Humphrey, assignment editor and anchor, WQAD-TV Moline, Ill., join WINS-TV Columbus, Ohio, as producers of 7 and 11 p.m. newscasts, respectively.

Marjorie Adams, from news department of

NEW LAST YEAR: $1000 IN RADIO AND $1000 IN TV CATEGORIES, WITH WINNERS IN BOTH COMPETING FOR AN ADDITIONAL $2000 GRAND PRIZE.


WSAV-TV Savannah, Ga., joins news staff of WFOX-TV Huntington, W.Va.

Ron Edwards, former news director, WABQ(AM) Cleveland, joins news department of WGAR(AM) there.

Paul Perrello, graduate, LaSalle College, Philadelphia, joins news department of KMAQ-AM-FM Maquoketa, Iowa.

Sharon Davis-Fair, with WDTN(TV) Dayton, Ohio, named assistant community services director.


Promotion and PR

John M. Williams, public affairs officer at New York based Citicorp, named director, corporate information, CBS Inc.

Leslie Lillien, director of marketing services for Air Time International, New York, assumes additional duties as director of information services.

Mark Ogden, news assistant, WTHK(TV) Indianapolis, named on-air promotion coordinator.

Named account executives in Chicago office of Hill and Knowlton, public affairs and public relations consulting firm: John P. Murphy, associate public relations director, Hart Schaffner & Marx, Chicago; Nancy H. Harper, senior writer-producer in special events, public relations and fashion promotion for Marshall Field and Co., Chicago; William Linder, advertising and sales promotion specialist, Union Carbide, and Elly Pick-Jacobs, account executive from New Dimensions Marketing, Chicago marketing communications firm.

Allied Fields

Jean Firstenberg, executive with Markle Foundation in New York, responsible for design of grants to encourage innovation in film and television, named director of American Film Institute, Washington. She succeeds George Stevens Jr., who will continue to serve as chairman, with Charlton Heston, of AFI.

Firstenberg


Kenneth Gross, director of sales and service for Pulse Pacific, joins Media Statistics Inc. as Western sales manager for monthly Mediabase radio audience reports. He will be based in Los Angeles.

Eric Norberg, formerly program manager, KEX(AM) Portland, Ore., joins Consolidated Communications Consultants, La Crescenta, Calif., as VP, specializing in programing and research development.

James S. Morgan, general manager of WHB(AM) Detroit, named regional sales manager in Detroit for Station Business Systems, division of Control Data Corp.

Richard Zimmerman, former producer-director with University of Louisville (Ky.) Instructional Communications Center, joins department of telecommunications, Mercer County Community College, Trenton, N.J., as producer-director.

Elizabeth Saunders, broadcast specialist for Company Carr Advertising, Toledo, Ohio, joins WDTN(TV) Dayton, Ohio, as promotion director.

Sally Weinstock, director of public relations for Walrus! magazine, joins Watermark, Los Angeles, as publicity manager.


William J. Wilmot, Western field sales manager at Belden Corp.'s Irvine, Calif., electronic division regional sales office, appointed marketing manager at division's Richmond, Indiana headquarters. Also at division, Charles B. Parker, sales manager-CATV products, named field sales manager of Southeast region, and Glenn Grosser, field sales representative, appointed to succeed Parker.

Bruce Huber, color TV product manager, Zenith Radio Corp., Glenview, Ill., named director of product planning for color TV.

Louanne Davie, manager of product planning for Zenith's videocassette recorder, named manager of product planning for video recording and playback systems and black-and-white TV.

Ronald Herman, director of technical services for Cinetronics Ltd. in Chicago, named general manager of A&G Concepts, division of Vidtronics in San Diego.

Luther Marrs, Western district service manager for Dennison Manufacturing Co., joins Magnasyn/Moviola Corp., Hollywood, national field service manager.

Richard McLean, responsible for sales to television networks, Microtime, Bloomfield, Conn., assumes additional duties at OEM (original equipment manufacturer) product manager.

Dean Leeson, sales manager for Video Magnetics, Sunnyvale, Calif., joins Microtime as Northeast regional sales manager.

Warren L. Only, broadcast consulting engineer for East Coast Engineering, Vineyard, N.J., becomes director of engineering for National Black Network in New York. He will continue to work as consultant.

Ray Fentress, VP, telecommunications systems, systems communications division of IBM, Harrison, N.Y., joins Satellite Business Systems, McLean, Va., as VP-marketing.

Jeffrey DeWitt Blauvelt, formerly with WTV(TV) Durham, N.C., joins WXAT-TV Atlantic, as ENG photographer-editor.

Brad J. Richter, engineer of SCA services, RCA, Minneapolis, joins WPL(AM) St. Petersburg, Fla., as chief engineer.

Deaths

Charles E. Potter, 63, former Republican senator from Michigan who was chairman of Senate Communications Subcommittee from 1953 to 1954, died Nov. 23 at Walter Reed hospital in Washington. Survivors include his wife, M. Elizabeth, and daughter.

Frank A. Allen Jr., retired major general who served as press chief for General Dwight D. Eisenhower from 1944 to 1945, died Nov. 20 at Walter Reed hospital in Washington. He supervised war coverage by 1,200 correspondents, but was mainly concerned with protecting military security. He retired in 1956, and then worked as VP of Washington public relations firm. Survivors include two sons and two daughters.

George Frame Brown, 83, radio personality during 1930's, died Nov. 19 in Hollywood Presbyterian Hospital. His show, Thompsons Corners, in which he played Mayor Matt Thompsons, is said to have been second in popularity only to Amos 'N Andy. Brown became millionaire but lost his fortune in California on unsuccessful restaurant venture.

Howard Nelson, 65, retired Boston radio personality, died of heart attack at his home in Littleton, N.H., Nov. 24. He retired from WEEI(AM) Boston in 1978 after 26 years with station, but continued to work for station on freelance basis. He also served as anchor for station's coverage of Pope John Paul II's visit to Boston this year. Nelson began his radio career in 1932 while he was in college. After college, he worked for WDAY(AM) Fargo, N.D. Survivors include his wife, Lorraine, one son and daughter.
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<th>Market Capitalization (Millions)</th>
</tr>
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<td>18 7/8 + 2 75/16</td>
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<td><strong>CABLECASTING</strong></td>
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<td>O Athena Comm.</td>
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<td>5 3/8 + 7/8</td>
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<td>6 5/8 + 9 80.9</td>
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**Notes:** A Stock Exchange B-Boston, M-Midwest, N-New York, P-Pacific. O-over the counter (bid price shown, supplied by Shesteron, Hayden Stone, Washington). P/E ratios are based on earnings per share for previous 12 months as published by Standard & Poor's or as obtained by Broadcasting's own research. Earnings figures are exclusive of extraordinary gains or loss. *Footnotes:* **Stock did not trade on given day price shown is last traded price. **No P/E ratio compiled, company registered net loss. ***Stock split added 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:

**Dec 10** **Broadcasting** "At Large"—Q and A with **Roone Arledge**, the once-just-a-whiz-in-sports executive who has more than won his spurs at ABC News as well. A foreground and background report on network TV's fastest-developing journalistic force.

**Dec 10** 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 17** 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 programing.

**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.

**Jan 28** Annual accounting of the **top 50 agencies in broadcast billings**—just one segment in a "state of the art" report on business and advertising.

**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.*
Comsat's technocrat

When asked why he left his native Canada to study for advanced degrees at the California Institute of Technology, then and now a major center for the development of aeronautical technology, Joseph V. Charyk says he was interested, even at that very early age, in airplanes, in flight, in propulsion, in things that seemed to be on the horizon..." 

The interest hasn't worn off. Almost 40 years later, Charyk is head of the Communications Satellite Corp. and still interested in those things on the horizon, particularly satellites.

Communications Satellite Corp., or Comsat, as it is known, is the United States' partner in Intelsat, the global communications network that Comsat fathered in the sixties. Comsat also provides a satellite communications network for ocean-going vessels through its Marisat subsidiary, and it has developed plans for a domestic business communications system and direct-to-home broadcasting via satellite. The three domestic satellites it currently has in orbit are leased to AT&T.

As president and chief executive officer of this company, one that grossed $185 million in fiscal 1978, Charyk must concern himself with balance sheets and is driven by the need to make a profit, but it is his love for technology that provides most of his motivation.

When talking of the company's newest business ventures, he talks about their impact on people and institutions, not about the money that will be generated. He feels his purpose is to push forward with the technology with which he was entrusted when he assumed the presidency of Comsat in 1963 and leaves the impression that in the faithful pursuit of that technology, the dollars will naturally follow.

In his office he displays not charts and graphs of revenues and operating profits, but shelves of finely detailed models of the many satellites his company has launched over the years, linking continents and people together through communications. He has, one feels, an appreciation for the uniqueness of his job, which is to serve the most rudimentary of human compulsions—communications—with the most sophisticated of means—s satellit es.

Charyk articulates his thoughts clearly, although somewhat formally, in a confident, well-modulated voice. His manner of speaking is perhaps a vestige of his days as a college professor. While studying for a master's degree and doctorate in engineering at Cal Tech during World War II, Charyk served as an instructor there.

Joseph Vincent Charyk—president and chief executive officer; Communications Satellite Corp., Washington; b. Sept. 9, 1920, Canmore, Alberta, Canada; BS, University of Alberta, 1942; MS, California Institute of Technology, 1943; PhD, California Institute of Technology, 1946; engineer, Jet Propulsion Laboratory, California Institute of Technology, 1943-46; professor of aeronautics, Princeton University, 1946-55; director of aeronautics and chemistry laboratory, Lockheed Aircraft Corp., 1955; director of missile technology laboratory and general manager of space technology division, Ford Motor Co., 1956-58; chief scientist and assistant secretary of research and development, United States Air Force, 1958; undersecretary of Air Force, 1960-63; president, Comsat, 1963-79; present position since January 1979; m. Edwina Rhodes, 1948; four children—William, 31; John, 28; Christopher, 22; Diane, 20.

Upon receiving his doctorate he moved on to Princeton University, where he taught aeronautics and continued his research into jet propulsion and related sciences.

In 1955, Charyk left academia for a taste of the real world, taking a job as director of aerophysics and chemistry with Lockheed Aircraft. He described the transition as "a wonderful opportunity to put to practical application the research I had been involved with for so many years and at the same time to gain experience in working in a true industrial environment."

When Charyk came to Washington in 1959, it was as a civilian employee of, naturally enough, the United States Air Force—first as chief scientist and assistant secretary of research and development and then as undersecretary of the Air Force. He served in the Defense Department until called upon to head Comsat, formed by an act of Congress in 1962.

Comsat was created during the space mania that swept the country during the Kennedy administration. According to Charyk, as early as 1960 discussions were held amid much disagreement about how the communications applications of the fledgling satellite technology "would be brought to the commercial scene."

After three years of dispute, Charyk said, "legislation was finally proposed to establish a new company and to compromise the different viewpoints by saying that half the company's stock could be owned by the general public, half could be owned by the communications companies and that there would be strong oversight by various elements of the United States government."

One of those government elements was the President, who appointed a 12-man board of incorporators, and it was that board that found Charyk and made him president of the company. Charyk continued in that post until January 1979 when he was given an additional title: chief executive officer. As CEO, he said that he assumed sole responsibility for the administration of the company, responsibility previously shared with the company's chairman. (Comsat's current part-time chairman is John Harper, former chairman of Alcoa Aluminum.)

Though Charyk rejects the idea that his company has taken a new course in the past few years, two projects have thrust Comsat headlong into two highly competitive areas. Comsat joined with Aetna Life & Casualty company and IBM to form Satellite Business Systems and, in August, the company announced that it would develop and put into operation a direct-to-home satellite broadcast system (Broadcasting, Aug. 6). Both of these efforts Charyk sees as continuations of his company's original purpose—to take satellite technology as far as it can go.

Of direct-to-home broadcasting, Charyk said that "it's a natural development of our basic charter...to bring the benefits of this basic technology to people everywhere." He said that as satellites have become more sophisticated and earth stations simpler and less expensive, Comsat has gone from a provider of global communication to regional to domestic and now directly to the home.

Alluding to the broadcasters and cablecasters who sense that the direct-to-home proposal might encroach upon their domains, Charyk said, "We don't think it's a system that people need to worry about. It's simply going to introduce another alternative for the home viewing public and another way of getting information—hopefully, different kinds of information, more variety—and that's all for the good."
Out of hand

On the afternoon of Nov. 28, the four Democratic members of the FCC reaffirmed their judgment of a week before that the television networks had been unreasonable in refusing to sell a half-hour of prime time for a Jimmy Carter political commercial. Even as the vote was taken, Carter was preparing to appear at 9 o'clock that night on all networks in a press conference that turned out to last half an hour.

Carter's televised conference was generally received as a virtuoso performance on a subject of utmost gravity, the Iranian crisis, but that is beside the point here.

It is a schizophrenic government that can decide, on the day that the whole broadcasting system is about to be handed to the President for his personal use, that he has been denied the "reasonable access" that Section 312(a)(7) of the Communications Act requires. The President can get on the air almost at will, as he has repeatedly demonstrated. Carter the President and Carter the candidate are one and the same. His access is virtually unlimited.

Convinced of the correctness of their cause, the networks have appealed the decision. It is an act of considerable courage, since the chairman of the FCC has reminded everyone that O&O licenses are on the line. If political broadcasting is not to descend all the way to madness, pray for a happy ending in the courts.

The good fight

To the credit of the five commissioners who voted for the action, the FCC has asked the Supreme Court to overturn the reversal of the agency's radio format policy by the District of Columbia Circuit Court of Appeals. The policy, among the more enlightened emanations from the FCC in modern times, gave radio broadcasters the freedom to change formats without risking their licenses. Its adoption was an affirmation of First Amendment principles, and its restoration is much to be desired.

In effect, the FCC has also asked the Supreme Court to tell the appellate court to mind its own business and let the FCC mind its. No court is in need of that advice than the one that is forever second guessing FCC decisions. The Washington circuit court has become the super federal authority in communications regulation. Congress didn't intend things to turn out that way when it established a commission for that purpose.

Indeed the radio format case is the creation of the court. It resulted from several appellate decisions upholding listeners who had unsuccessfully petitioned the FCC to prevent abandonment of formats that the listeners liked. In a desperate effort to recover its independence, the FCC conducted a full-scale inquiry, collected voluminous comments and, in 1976, issued its policy statement according broadcasters the right to try new formats in the knowledge that they could be changed if they failed. The statement correctly noted that government intrusion in that experimental process would discourage innovation and raise First Amendment questions. The public would be better served, the statement concluded, if broadcasters were free to program in response to marketplace demands.

That, however, was in 1976, and since then the commission has changed in outlook and composition. Not enough, fortunately, to roll over docilely and let the Court of Appeals have its way. Robert Lee, James Quello, Abbott Washburn, Anne Jones and, yes, Chairman Charles Ferris, voted to challenge the court. Only Joseph Fogarty and Tyrone Brown voted against it, as they would have voted against the format policy statement if they had been on the commission at the time.

Reading the appeal filed by the solicitor general for the FCC and the friend-of-the-court brief filed by the NAB and others, it is hard to imagine that the Supreme Court will decline to hear this case. This could be a winner for the FCC, for broadcasters and for the people.

Turning on some light

Inch by inch and case by case, the courts seem to be moving toward clarification of one of the most befuddling legal opinions currently confronting journalists—and, for that matter, the courts themselves. We refer, of course, to the murky opinion in which the Supreme Court, on a 5-4 vote, held that under certain conditions criminal pretrial proceedings might be closed to press and public, and appeared to hold that perhaps trials might also be closed (Broadcasting, July 9, et seq.).

Since the decision was issued, five Supreme Court justices have found occasions to try to explain what the opinion was trying to say. And court followers report that almost 100 motions to close courtrooms have been made around the country—and have been granted about half the time. One of those that was ordered closed was a murder trial in Virginia, and the Supreme Court has tentatively agreed to hear an appeal, taken by the Richmond News Leader and Times Dispatch, from the state supreme court action affirming the closing. That should give the U.S. Supreme Court the chance it needs to make itself clear.

In a newer case that offers more immediate encouragement, the author of the opinion that the Supreme Court upheld in Gannett vs. DePasquale, Judge Sol Wachtel of the New York Court of Appeals, has written an opinion (Broadcasting, Nov. 26) that narrowly defines his original. It was adopted unanimously by the state court but it turned on questions of state law and is not subject to appeal. Its message nevertheless is heartening.

"We did not mean to suggest," Judge Wachtel wrote of the earlier opinion, "that closure would be necessary or even appropriate in all pretrial proceedings." At another point he wrote: "If the public is routinely excluded from all proceedings prior to trial, most of the work of the criminal courts will be done behind closed doors."

The new decision will not, the experts say, get to the Supreme Court for review. But when compared with the Supreme Court's own effort, it stands as a model of clarity and sense that the highest court might emulate when, let us hope, it revisits the subject in the Virginia case.
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 PhDs.

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
Ward-Beck makes it perfectly clear!

Years of experience in engineering complex intercommunications facilities for network and other major production centres has given Ward-Beck a unique perspective on the essential features required for such demanding systems.

WBS 7000 Series Intercom Systems are the result.

Unlike other intercom units they start with the premise that communications should be completely intelligible. Therefore, the sound is comparable to program quality, making it simple to identify the face behind the voice.

Modular design provides versatility and flexibility. Balanced circuitry ensures transient-free switching, RF immunity and minimal system crosstalk. A wide variety of crosspoint types offer selective priority, complementary/partial muting and IFB functions.

Stock models include the WBS 7012, 7024 and 7036. Larger configurations are easily assembled using basic WBS 12 x 1 components in custom designs.

The WBS 7000 Series Intercommunications Systems made perfectly clear!

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