TV journalism in Iranian crossfire
The leaps and bounds of broadcast equipment
©1940 Loews Inc. 
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<th>Channel</th>
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<td>TV</td>
<td>Youngstown</td>
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Broadcasting December 17, 1979

MGM TELEVISION
Would you sign this letter?

When the President of the United States asked that Americans write personal letters of protest over the taking of American hostages in Tehran, we wrote our own... and asked our listeners if they would want their names listed as co-signatories. We broadcast the contents of the letter a collective total of 93 times, beginning November 29. The response was beyond our wildest imagination.

20,150 Upper Mid-West Americans Said “Yes”

Iranian Mission  
United Nations  
New York, N.Y.

Sirs:  
We address you as Americans.  
We Americans, who have for so long been looked to as “The Breadbasket of the World,” who have taken our mission of providing food and fiber to the disadvantaged millions of this planet as a noble, unquestioned responsibility... no matter the political leaning or the strategic alignment of the recipient... we American people are outraged by the reprehensible and totally unjustified taking of innocent American hostages at our Embassy in Tehran.

We join our government in demanding their immediate release.  
We support our government in its efforts to secure that release. And we will continue to support our government when it acts to insure that such a dastardly undertaking will never again be precipitated against the duly appointed emissaries of any nation... in any embassy on the globe.

We Americans have and will continue to endure the brickbats of world opinion thrown against this nation for whatever the reason. We will “turn the other cheek” when placards are raised, chants are orchestrated, oil is withheld... even when our precious flag is burned. We won’t like it. But we will watch it all with restraint.

But make no mistake. When any foreign government actively supports and participates in the uncivilized violation of our single outpost of reason and communication with another people, we will no longer stand idly by... no longer endure... no longer “turn the other cheek.” For such action is considered by us American people to be an act of aggression against our sanctity as a nation... and indeed against the sanctity of civilization itself.

We address you as a free people; free to address you in any way we see fit... a people who need no guidance from our government in what to say or how to say it. For we speak with one calm, but clear and unmistakable collective voice. You can hear it in our church bells.

LET OUR PEOPLE GO. NOW.

A copy of the letter and the signatures was personally hand-delivered to the President of the United States on Wednesday, December 5. We’re proud to say radio delivered a very powerful message. Responsive... and responsible.

We’re Communications Properties Incorporated  
KFGO  
Fargo, North Dakota  
WDBQ(AM)-KIWI(FM)  
Dubuque, Iowa  
WNFL  
Green Bay, Wisconsin  
KATE(AM)-KCP1(FM)  
Albert Lea, Minnesota
The Week in Brief

MEDIA CAUGHT IN THE MIDDLE □ NBC draws fire for broadcasting Iranian hostage interview/captor propaganda. The other networks, White House and Congress join in the criticism. PAGE 27.

NAB ALTERS STANCE □ Association’s board adopts a resolution favoring radio deregulation without original endorsement of quota on nonentertainment programing. PAGE 30.

FCC BACK-PEDALS □ The commission is expected to approve a rulemaking this week on children’s TV without the minimum-programming guidelines that the staff favored. It sets four-month period for comments. PAGE 30.

THE ANAHEIM ACTION □ Delegates to the Western cable show are briefed on the latest happenings on the programming, technical and regulatory fronts. There are assessments of the industry’s health and a suggestion that public TV work in partnership with cable. PAGE 31. In a prologue to the show, Atlanta superstation owner Ted Turner offers some tongue-in-cheek commentary on the missing Satcom III. PAGE 61.

LOST IN SPACE □ RCA’s Satcom III “disappears” six days later after launch. Problems are posed for cable programmers. PAGE 32.

FINE TUNING FOR THE 80’S □ A Special Report reviews the major technological advances of the seventies and examines the state of the art as it readiness for a decade of engineering and equipment break-throughs. PAGE 35.

TREADING LIGHTLY IN GENEVA □ The sky didn’t fall at the WARC sessions that had been billed-as the scene of possible international confrontations. Credit goes to the quiet diplomacy of technical experts from developed countries and the political restraint on the part of the developing world. PAGE 44. A summary of the accomplishments at WARC. PAGE 48.

GANNETT DRAWS THE HOPEFUL □ The company’s year-end executive meeting in Washington attracts a host of presidential candidates. They bring some complaints about lack of access to the media. PAGE 57.

SOBERING SENTIMENTS □ Broadcast and advertising executives gather for a conference on the outlook for the media. The consensus is that the new decade will bring substantial gains, but there are warnings of possible problems in the marketplace. PAGE 62.

ANA POSITION PAPER □ The association outlines its efforts to ward off government intervention, houseclean some problems in advertising and assess the impact of new technologies. PAGE 66.

VAN DEERLIN’S NEW BUNDLE □ The chairman of the Senate Communications Subcommittee offers two new pieces of legislation to revamp the Communications Act. They include changes for common carriers and partial lifting of Section 315 requirements. PAGE 67.

COURT CONFUSION □ Eight media groups urge the Supreme Court to reverse its decision in the Gannett case. They say general unsuresness about the court’s intention has prompted a rash of orders closing trials as well as pretrial proceedings. PAGE 72.

THE CHARTS IN ’79 □ Disco music took American contemporary radio by storm in the year now ending. And, in country music, John Conlee was the most successful artist. BROADCASTING’s annual reports on the top singles in each category start on PAGE 73.

THE ADRENALINE STILL FLOWS □ When Brenda Fox joined the National Association of Broadcasters, she thought she would leave when it stopped being fun. Six years later, she is still there as assistant general counsel and enjoying the action more than ever. PAGE 97.
<table>
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<th>RANK</th>
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<td>2</td>
<td>Los Angeles</td>
<td>10,582.1</td>
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<td>3</td>
<td>PULITZER</td>
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<td>4</td>
<td>Chicago</td>
<td>8,348.1</td>
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Now... the third largest broadcast market in America.

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

KSDK  
St. Louis  
(Formerly KSD-TV)

KOAT-TV  
Albuquerque

KETV-TV  
Omaha

WGAL-TV  
Lancaster/York/Harrisburg/Lebanon

WTEV-TV  
Providence/New Bedford

KTAR & KBBC-FM  
Phoenix

Represented by Blair Television & Radio
Hard bargain?

As U.S. government shifts attention from now-ended World Administrative Radio Conference in Geneva (see page 44) to Buenos Aires and western hemisphere meeting on AM broadcasting, to be held in March, indications are that U.S. will have uphill fight in gaining principal objective—reduction in channel spacing from 10 kHz to 9. U.S. delegates at WARC learned nothing to change impression there is little if any enthusiasm for proposal among other western hemisphere nations. And U.S. experience at WARC indicated that Latin Americans cannot always be persuaded to follow U.S. lead on broadcasting matters.

As result, some observers are worried that price Latin Americans ask for agreeing to 9 kHz proposal may be high—perhaps U.S. surrender of one or more of its 23 clear channels. On other hand, U.S. can argue that 9 kHz separation is standard now in effect in Regions 1 (Europe and Africa) and 3 (Pacific and Asia) and that western hemisphere stations will suffer heterodyne interference caused by incompatibility of channel spacings there and in rest of world.

AM conferences

State Department late last week was putting finishing touches on delegation that will represent U.S. at Region 2 conference in Buenos Aires. Among half-dozen industry representatives expected to be named are Wallace Johnson, former chief of FCC’s Broadcast Bureau who is now executive director of Association for Broadcast Standards, and Harold Kassens, another former commission engineer, now with A.D. Post Associates, consultant to Clear Channel Broadcasting Service. Delegation will include about dozen government representatives and will be headed by FCC Commissioner Robert E. Lee.

Washington wait

If RCA loses Satcom III for good—and with each passing day that possibility becomes more and more likely (see page 32)—RCA will have to turn to Satcom IV to take up slack. That bird was tentatively scheduled for launch in June 1981, but with loss of Satcom III, RCA will try to get IV into space earlier. But first it has to be built. Application to build was filed at FCC last March, and FCC says that action on such things usually takes about year. RCA has been granted waivers allowing it to procure long-lead parts, but Astro-Electronics Division can’t start putting them together until final build authority is received.

As if RCA won’t have enough trouble dealing with slow-moving bureaucracy, petition to deny application has been filed by Oceanic Cablevision, Honolulu, which wants RCA to redesign satellite so that 24 transponders, instead of just 12, are powerful enough to serve Hawaii.

Fallout

RCA’s SMARTS plan for distributing TV programs by satellite may be casualty of apparent loss of RCA Americom’s Satcom III (see story page 32). Americom spokesman said he couldn’t predict likely effect pending consultations. Plan—called SMARTS for selective multiple address radio and television service—originally anticipated that RCA would supply satellite earth stations to commercial broadcasters throughout country at no charge ([BROADCASTING, March 19, et seq.].)

SMARTS timetable had been running into delays even before Satcom III accident. Originally, earth stations were to have been installed at Post-Newsweek’s four TV stations by last October, for distribution tests using Viacom programs. There was delay in getting site clearances, which led to rescheduling start of tests for January. Word now is that earth stations are expected to be installed at two of four P-N stations by late January and at other two by late February, with start of tests in late March—unless deferred by loss of Satcom III.

Renews

In winter, thoughts turn to spring: TV networks’ 1980 show-and-tell sessions with affiliates will be held, as usual, in May and, as recently usual, at Century Plaza hotel in Los Angeles. In 1980 rotation, CBS-TV affiliates will go first, May 4-8; ABC-TV affiliates will follow during week of May 12, probably May 12-15, and NBC-TV affiliates will wind it up May 18-20.

Rule into law

Congress will probably wrap up business this week, but House Communications Subcommittee leaves with plenty on its mind. In addition to bills on common carriers and political time introduced by Representative Lionel Van Deerlin (D-Calif.) last week (see page 67), Representative Allan Swift (D-Wash.) expects to add one this week, on colocated crossownerships of print and broadcast properties. As drafted, Swift bill would borrow heavily from FCC’s crossownership rules that were affirmed last year by U.S. Supreme Court: grandfathering present holdings but forbidding transfers or formations of crossownerships. Swift, former broadcast newsmen, sees chance for broadcast amendments in Communications Act next year.

Telling all

Representative Ronald Mottl (D-Ohio) is pushing ahead with his bill to require FCC to reveal financial data for individual TV and radio stations ([BROADCASTING, Oct. 1]). Although bill had no co-sponsors when introduced, two have now been added: Representatives Robert Edgar (D-Pa.) and Ted Weiss (D-N.Y.). In addition, hearings on legislation have been scheduled for Tuesday, Jan. 29.

48-week ratings

Virtually continuous radio audience measurements, long advocated as best cure for so-called "hypoing" during present four-week measurement period, reportedly will be started by Arbitron Radio early next year in New York, Chicago and Los Angeles—and in San Diego, Calif., where charges of hypoing stirred up recent turmoil ([BROADCASTING, Nov. 19]). They are first markets in which stations have adopted Arbitron’s extended measurement plan, which calls for measurement of radio listening 48 weeks a year.

San Diego was called special situation. Expanded measurement was called for by stations there even before Arbitron made its proposals to stations in New York, Chicago and Los Angeles. Of 11 San Diego stations voting on proposal last week, all were said to be in favor. Expanded measurement there is scheduled to start Feb. 28, after regular four-week January-February measurement.

Trade deals

In recent months Civil Aeronautics Board has given major airlines exemptions from its long-time ban on bartering of domestic air tickets for TV and radio time and other media placements. There have been no such restrictions on international flights, and barter advertising there has flourished. Spot reps already are detecting barter activity for first quarter, but one airline official doesn’t believe it will hurt cash advertising business since airlines primarily are seeking upscale demographics found in prime and news periods, not readily available in barter transactions.
New campaign
Advertising, Birmingham, markets for York.


Honey Baked Ham Co. □ Thirteen-week campaign in Charlotte, N.C., and four-week campaign in Atlanta both begin in February for ham products with spots in day, fringe and prime times. Agency: Smeltzer Inc., Rossville, Ga. Target: adults, 25-49.

Aaron Rents □ Thirteen-week campaign for Aaron Sells and MacTavish Sells used furniture outlets begins Dec. 31 in Atlanta, Memphis, Oklahoma City, Tampa and Orlando (both Florida), Houston and Dallas. Some spots will run during day, fringe and prime times. Agency: Paces East, Atlanta. Target: adults, 18 plus.


Church's □ Eight-to-ten-week campaign begins in January for fried chicken restaurant franchises in over 20 markets including Atlanta and Charlotte, N.C. Agency: GSD&M, Austin, Tex. Target: adults, 18-49.


Shasta □ Six-week campaign for soft drink begins Jan. 7 in about 29 markets including Los Angeles, Houston, Kansas City, Mo., and Atlanta with spots in prime access and prime time. Agency: Botsford-Ketchum, San Francisco. Target: women, 18-49.


Ludens □ Three one-week alternating fights for Fifth Avenue candy begin Dec. 31 in 35 markets including Philadelphia
PREMIERING DECEMBER 31ST

ALREADY SOLD FOR JANUARY STARTS!

Albany, WRGB • Asheville, WLOS •
Atlanta, WXIA • Baltimore, WMAR • Buffalo, WIVB •
Charleston, WCIV •
Harrisburg, WHP •
High Point, WXII

Las Vegas, KLAS • Los Angeles, KCOP • Miami, WPLG • New York, WOR •
Philadelphia, KYW •
Portland, KGW • San Diego, KGT.V.
AND MORE NEW SALES BEING MADE DAILY!

Geoff Edwards Hosts

Play The Percentages

A Jack Barry & Dan Enright Production

KOLDERT TELEVISION SALES

1888 CENTURY PARK EAST • LOS ANGELES, CALIFORNIA 90067 • (213) 277-7751
King World Productions (201) 522-0100 • Harvey Reinstein (516) 439-6362 • Charlie Keys (714) 270-5792


RADIO AND TV

RADIO ONLY


Advantage
Going it alone. General Motors Corp. will be sole sponsor of CBS-TV's upcoming made-for-television movie, A Shining Season. Set to air Wednesday, Dec. 26, show will feature five commercial breaks for total of 12 minutes, but automobile company will offer no advertising. Instead, spots will feature profiles of three physicians who have won $100,000 GM Cancer Research Foundation awards. Movie is story of young athlete who died of cancer; it is produced by TM Productions and Green/Epstein Productions in association with Columbia Pictures Television.

Plans and plans. CBS Radio Spot Sales is for first time offering advertisers opportunity to buy all of its 17 stations in 14 markets at one time with one contract.

British thrust. J. Walter Thompson Ltd., London, has agreed in principle to acquire Yeoward Taylor and Bonner, Manchester, England, which has estimated 1979 billings of $23 million. When purchase is completed, Thompson group of agencies in Britain will have total billings of about $223 million.

Rep Report
KTSF-TV San Francisco, Calif.: To Spot Time Ltd. (no previous rep).

KZAAT Tucson, Ariz.: To Peters, Griffin, Woodward from Adam Young.

WHATAM-WWDIFM Philadelphia: To Buckley Radio Sales from Savalli/Gates.

WTWRRM Detroit: To Katz Radio from Pro Radio.

KIHX/KKAI Denver: To H-R/Stone from Jack Masia & Co.

KDOM Pueblo, Colo.: To Torbet Radio (no previous rep).

WYZZFM Scranton-Wilkes Barre, Pa.: To H-R/Stone from Market IV.

WNPX FM Normal, Ill.: To The Robert's Associates from Walton Broadcasting.

TOTAL MUSIC PROGRAMMING
The Tanner Musical Spectrum offers the broadcaster complete music programming and formatting for any station in any market. Name your need — Beautiful Music, Middle of the Road in three distinct personalities, Contemporary Rock for the 18 to 34 demographic, and Contemporary Country with the greatest hits of all time.

Announced or Unannounced . . . for automated or live-assist operations, the Tanner Musical Spectrum programming is good listening and most important, profitable. Call for a demonstration of the Tanner Musical Spectrum. Call Dick Denham collect at (901) 320-4433. Tell him you want the very best for your station . . . today!
The Denver Zoo was looking for increased public support in the form of 500 new members, so its board was very pleased when KIMN offered to lend them a hand.

But they were a little skeptical of a campaign that intended to capitalize on the popularity of the station mascot. Perhaps the Denver public was actually fond of the chicken, and no doubt his presence at Nugget games was conspicuous, but how did that qualify him as a fund-raiser?

Nevertheless, on Saturday, July 21, 1979, the plan went into motion. The chicken "retired" from public life, moving to the Zoo. At the same time the station dee jays began live broadcasts, protesting the chicken's decision and urging their listeners to visit the Zoo at once and talk him out of seclusion.

The broadcasts continued all weekend. By Sunday night no less than 12,000 people had paid their admissions to give the bird the word.

It was one of the most successful fund-raisers in the Zoo's history, and we were pretty flattered ourselves.

After all, it's not hard for a broadcaster to be involved with the community. But you really know that you're doing the job when you find that your community is also involved with you.
THE FAST TO IMPROVE

ONE...

TWO...

MARQUEE II
MARQUEE II
MARQUEE II
MARQUEE II
MARQUEE II
MARQUEE II
MARQUEE II
MARQUEE II
MARQUEE II
MARQUEE II

PORTFOLIO IX
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
12 EXPLOSIVE HOURS!
HAILED AS THE MOST POWERFUL
POLITICAL DRAMA OF OUR TIME
STARRING:
JASON ROBARDS, CLIFF ROBERTSON,
STEPHANIE POWERS, LOIS NETTLETON, BARRY
NELSON, ANDY GRIFFITH, ROBERT VAUGHN,
JOHN HOUSEMAN.

MARQUEE II
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.

WASHINGTON: BEHIND CLOSED DOORS
AVAILABLe FROM PARAMOUNT TELEVISION DOMESTIC SYNDICATION
The sometimes advantages of the different radio research firms

Local radio rating services are an enigma. Broadcasters compare services principally on size of audience. Their basis of judgment is simple: “The service with the larger audience is better.” Agencies, on the other hand, take the opposite approach for the benefit of the advertiser: “The service with the larger audience is probably biased upward; the service with the lower audience is probably closer to the truth and therefore better.” Each is trying to rationalize the decision on which service to buy. Both may or may not be acting in their own best interests.

There are three basic situations in which a local rating service affects a radio station: comparisons of the station to other stations within a market, comparison of radio versus other media within the same market, and comparisons of radio in this market versus other markets on a multimarket spot or national network basis. In each situation the decision criteria of which rating service to use vary according to the goal of the user.

Let us suppose that there are two services available: Service A, which is biased downward and produces lower audiences, and Service B, which is biased upward and produces higher audiences.

In the first situation—comparing any number of stations or formats within the same market—whether the rating service is biased upward or downward is of no real significance provided the bias is consistent and not skewed. The conclusive test here is share of audience. If the shares are consistent, then the biases are meaningless because the relative positions of the stations are unchanged regardless of which service is used. Therefore, the market should select the service with large audiences and higher numbers (Service B), if the decision rests on the use of one medium. However, if the advertiser allocated dollars to each medium based on gross delivery, then the use of Service A, with lower audiences, would be advantageous. More dollars would have to be allocated to radio to reach the gross delivery goal.

When the second situation arises—comparing local radio to other local media on a one-to-one competitive basis—it appears to be beneficial to the radio station to have the highest possible audience estimate (use Service B), which permits the use of lower cost-per-thousand estimates. However, if the budget for the market is allocated (as in the first situation) by the agency or advertiser across two or more media, then lower rating levels are desirable (use Service A) because the advertiser must spend more money to achieve designated gross impression goals in the lower-rated medium.

Finally, there is the third situation—comparing the local market to other markets nationally using local data. This is the most difficult of all situations. Broadcasters generally look for larger audiences so they can either charge more for an announcement or compete with a lower cost-per-thousand (use Service B). Where advertisers allocate dollars to markets, Service B is advantageous. However, where the advertiser allocates gross impressions by market, then Service A and lower audiences are advantageous.

Arbitron at present uses a seven-day diary to determine listenership. RAM Research uses a one-day diary. Researchers agree that the two diaries produce different results. Tests and comparisons between diaries of varying survey length corroborate the fact that results are not only different but directionally inverted: The shorter the measurement period, the higher the listening levels—one-day is higher than two-day, two-day is higher than seven-day, seven-day is higher than 14-day, etc.

Burke uses a one-day telephone recall technique. Comparing Burke to RAM—where the one-day measurement is a constant but the telephone versus diary difference exists—shows differences once again. Also, comparing Arbitron to Burke creates differences on both counts—varying survey length and different measuring instruments. We should expect Burke and RAM to show higher PUR (people using radio) levels than Arbitron and probably Burke to be higher than RAM in most cases.

Differences that allow a choice of services are desirable when agencies designate dollars, based on gross rating points, to a market. Generally, agencies will buy a specific number of gross impressions. Agencies usually allocate dollars to a market to satisfy the radio portion of the total campaign. If the ratings are biased upward it takes fewer announcements to achieve the gross impression goal. However, if the ratings are biased downward it takes more announcements to meet the needed gross impressions goal. If the market is consistent it will take more dollars to achieve the goals if it is biased downward and produces “lower audience” but constant shares. More radio dollars in the marketplace give more radio broadcasters an opportunity to “get a piece of the budget.”

All things considered, it is extremely difficult for a station to compare and decide which of several local radio rating services is “better.” Depending on existing circumstances, any one service can be more beneficial than all of the others. The local radio rating service enigma remains.

The solution is to have more than one rating service and select the most applicable service given a set of conditions. All rating services have positives and negatives that should be evaluated in a technical manner by research personnel. Objectives will be raised by technicians and corrected by the rating services. None of these objections or corrections will be significant in a sales sense when comparing local radio rating services. Only the sales conditions will have a significant effect.

A generalized conclusion is that within a local market when a broadcaster compares radio to radio, the larger or smaller ratings are of little consequence. The relative position of the station is the only significant measurement. If two services compare favorably in terms of rank and share of audience, the decision takes more or the other depends on the sales situation at that time. If they do not compare favorably, then a statistical evaluation recommending changes in procedure should be performed.

Whether comparisons are favorable or not, they are necessary for the benefit of the industry. Two or more services are needed to make comparisons. The continuing support and maintenance of two or more services by the industry should be regarded as an investment by broadcasters, not an expense.
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Jan. 29 - Association of National Advertisers, new product marketing workshop, Hotel Fairmont, San Francisco.
Jan. 30-31 - New Jersey Broadcasters Association midwinter 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 third-place $1,000 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. 4-5 - Ohio Association of Broadcasters/Ohio Sportscasters state meeting. Galtreath Darby Dan Farm, Columbus.
Feb. 5 - Mike 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 faculty-industry seminar and college conference. Harrison Conference Center, Glen Cove, N.Y.
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Feb. 17-20 — Association of National Advertisers, business and industrial conference, Marco Beach hotel, Marco Island, Fla.
Feb. 20-23 — Texas Cable Television Association annual convention, San Antonio Convention Center, San Antonio.
Feb. 24-26 — North Central Cable Television Association annual convention. Hilton Inn, Des Moines, Iowa.

March 1980
March 2-4 — Ohio Cable Television Association annual convention. Sheraton-Columbus hotel, Columbus.
March 5 — Association of National Advertisers television workshop, Plaza hotel, New York.
March 10 — Washington Association of Broadcasters annual meeting. Red Lion Inn, Seattle.
March 10-29 — Region 2 conference of International Telecommunications Union for medium frequency broadcasting, Buenos Aires.
March 23-26 — Advertising financial management

Errata

Radio industry's 1978 over-all revenue figure in story accompanying chart (page 37, Dec. 10), should be $2,635,303,000.

Price of sale of KAAP-AM-FM Santa Paula, Calif., is not $500,000 as reported in "Changing Hands" in Dec. 3 issue (page 60). Correct price is $1 million.

Quote from RCA comments on Comcast's proposed satellite-to-home service (page 88, Dec. 10), should have read: "If it chooses the latter, it should not be allowed to retain its Intelsat and Inmarsat monopoly."
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Iranian coverage

EDITOR: It is unfortunate that the three major television networks have been tripping over each other in an effort to obtain exclusive interviews with Ayatollah Khomeini, Foreign Minister Sadegh Gohbzdadeh, and assorted Iranian “students.” Each network is anxious to appear “even-handed” to the Iranians, for failure to do so may result in the closing of their news bureaus in Teheran—and a possible drop in the ratings. Thus, a hostile foreign government is being given an unprecedented amount of air time in order to insure that one network won’t be giving a competitive advantage to the others.

The Iranians are enemies of this country and should be treated as such. The networks should consider giving air time to the Iranian government only after all Americans have safely returned home. I am not saying that the media should air only the views of the Carter administration, but it was my impression that the networks already had policy manuals designed to prevent their operations from being “used” by terrorists during hostage situations. Apparently these guidelines are waived during sweeps. —Edward S. Solomon, TV engineer, Reese, Mich.

Editor’s note. The network news organizations uniformly deny that concern for ratings has influenced their news decisions. They say their guidelines call for care and restraint in all such coverage but do not preclude interviews.

Listen here: radio news

EDITOR: I must strongly disagree with statements made by Bob Parlante of WHDH(AM) and Chuck Moshontz of WCOZ(AM), both Boston, in the article “Earth Stations Mean AP Can Regionalize” (BROADCASTING, Dec. 3). As representatives of two dominant Boston stations, it was surprising to read that they feel their audience doesn’t care about news.

In Tampa, Fla., news on the radio is very much a foreground situation. We find that, especially in drive times, our news is very much up front with our listeners. And this is evidenced by the great response we receive to many of our stories. To refute Moshontz, people do listen to radio if they really want to know what’s going on. And according to many studies, people get the news during the daytime primarily from radio. Parlante feels that radio is “just in the background,” a statement that, quite frankly, depends upon the radio station. Naturally, if your news staff delivers boring, uninteresting newscasts, your audience will be in the background—if they stay with you at all. But this is hardly the case with most dominant radio stations—including WHDH and WCOZ, two exceptional radio stations. Radio is a primary news medium, and our audience knows it. That’s why they listen.—Steve Burgess, WDAR(AM), Tampa, Fla.

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The newsweekly of broadcasting and allied arts.

Executive and publication headquarters
Broadcasting-Telecasting building
1735 DeSales Street, N.W., Washington 20006.
Phone: 202.338-1092.
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Media in the middle

NBC under fire for broadcasting hostage interview/captor speech; other networks, White House and Congress join in the criticism

An NBC News journalistic compromise that secured an interview with an American hostage in Teheran caused enough controversy last week to at times overshadow the news that came out of the broadcast itself. Following Monday’s (Dec. 10) interview with Marine Corporal William Gallegos, there was criticism not only from government officials but also from the news departments at ABC and CBS, while one of NBC News’s own—Pentagon correspondent Ford Rowan—resigned in protest.

The deal NBC had cracked with the Iranians involved the assurance of prime-time exposure for the interview, the use of an Iranian camera crew and, most controversial of all, the inclusion of a short but unedited speech by one of the captors.

It was an either/or proposition. NBC had the option to run anything. But in order to broadcast the interview with the hostage, who was picked by the Iranians, NBC guaranteed it would follow the arranged guidelines.

NBC broadcast the statement by an Iranian called “Mary” and the Gallegos interview at 9:47 p.m. Monday. Both ABC and CBS thereafter formally issued statements that in effect let the public know they could have had the interview too, but chose not to. They also reported their decision on-air. CBS News said its responsibility was “not to become a simple conduit for the unedited views of the students occupying the American embassy. The preconditions required by the students were not met; we have not permitted us to exercise judgment in an appropriate manner.”

ABC News’s reaction was similar: “The conditions laid out by the students would have given them an unedited, prime-time forum for their views—conditions that we found unacceptable.”

The reaction out of Washington was more political than journalistic but equally swift. The White House denounced the Iranians’ motives for arranging the interview, but avoided any comment on NBC’s decision to broadcast it, while congressional members were not as reticent.

White House spokesman Jody Powell called the interview “a cruel and cynical attempt to divert public attention from international demands that neutral, third-party observers be permitted to visit regularly with the hostages”—a statement that echoed one from the State Department. Powell also said he did not think anything was learned from the interview.

But when reporters asked if he were criticizing NBC, Powell said, “I don’t have any official comment on those decisions.”

The White House, he added, had decided it was not in “the best interests of what we are trying to do” to become involved “in that discussion.”

House Speaker Thomas P. (Tip) O’Neill, however, came out of a breakfast meeting with President Carter and other Democratic leaders on Tuesday to express his bitter disappointment at NBC’s action in taking “a young boy who probably means well and allow him to be trotted out before the Iranians and the American press.” He said it was “unconceivable” that NBC fell “into the trap of Iranian propaganda,” and added, “Mr. Carter’s reaction was exactly the same as mine.”

There was more of that from Capitol Hill.

House Majority Whip John Brademas (D-Ind.), saying he reflected the attitude of most of the leaders of Congress, said that “no respectable network” would have agreed to broadcast the session. “To in effect, give a forum for propaganda on the part of Iranian authorities was not in the interest of the hostages,” he said.

Representative Robert Bauman (R-Md.), in a speech on the House floor, took an equally dim view of the interview. “Perhaps NBC could be used for the Benedict Arnold Award for Broadcast Journalism” for allowing themselves to be used for propaganda purposes by the Ayatollah Khomeini,” Bauman said.

Others did not refer specifically to NBC by name, but questioned the validity of televising such interviews. Representative John LaFalce (D-N.Y.), for example, in a statement inserted in the Congressional Record, said the interview demonstrated that Khomeini had abandoned “the normal channels of diplomacy for a new technique of diplomacy by television.” LaFalce called the episode “an updated version of Joseph Goebbels’s manipulation of radio during Nazi Germany.”

The criticisms, however, struck closest to home with the resignation of Rowan. He quit, he said, not only because “NBC News gave up too much” and “agreed to give them a prime-time propaganda advantage,” but also because the initial broadcast didn’t include a State Department reaction.

Rowan had prepared such a piece and said he had lobbied “aggressively” to have it included in the broadcast. He said that he “felt it was a bad mistake” not to have comments from State Department spokesman Tom Reston and that a comment quoting White House spokesman Jody Powell didn’t do enough to achieve balance. Rowan’s piece eventually showed up on an NBC late-night special that evening—“which Rowan praised”—but he noted that it didn’t have the impact and exposure at midnight as it could have had during the earlier broadcast.

Initially, he said, he had tried to keep his open-ended resignation just between himself and NBC News President William Small and Washington bureau chief Sid
Davis so as not to add his “voice to the chorus of politicians” critical of NBC.

But when rumors started, he tackled a notice on the NBC News Washington bulletin board saying he resigned but did not plan to leave immediately or “to desert during an international crisis.” Rowan asked that it not be discussed outside NBC News since “NBC has received enough bad publicity.” He didn’t give his reasons for quitting in the posted statement but later confirmed them once his story was flushed out by the press.

NBC News President William Small wasn’t surprised by the reaction out of Washington but was by the reaction of his counterparts. He maintained that “we don’t lose editorial control as long as we have the right not to carry it all.” Small said he had no second thoughts about the decision to go with the broadcast and considered it “a terribly important service.”

All three networks had offered the Gallegos interview if they met certain conditions, according to NBC. That network said the first proposal by the students would have involved a pool correspondent, simultaneous airplay, a student statement and questions in advance. For that, the networks would have received an interview of indefinite length.

ABC, CBS and NBC rejected that offer, as they did the second proposal, which would have involved a correspondent from each network and a Red Cross representative, five questions apiece and simultaneous network broadcast. (The networks dealt individually with the students, and, on certain points, they differ on what the Iranians proposed.)

But, Small said, when he received a call from one of his staffers in Iran at 6 a.m. Sunday, explaining the second proposal, Small told him to “go back and make this offer: We’ll carry a prime-time half hour if our guys are not restricted in either the substance or the number of questions—not submitted in advance—and that we have full editorial control.”

The students counteroffered, said Small, that “they would buy that if we would permit them to make a statement a few minutes long, which we promised to carry.” Small said the students were warned “that if either their statement or the interview, for any reason, [was] found unacceptable, we would just kill the entire project. They agreed. We agreed. We went ahead.”

The interview by correspondents Fred Francis and George Lewis (with Walter Mills as producer) was conducted at 7 a.m. NYT Monday, giving NBC enough time to judge whether the content was worth the conditions, Small said.

He also said that the interview “advanced the story considerably” and that the statement by the Iranian woman was “very propagandistic and very intense” and gave an indication of “what they’re telling the hostages.”

It was scheduled for broadcast at 9 p.m. Monday evening but when NBC anchor John Chancellor broke into prime-time entertainment programming, the feed was not available. At that point, he said he didn’t know whether the problem was technical or political. (Iranians controlled transmission of the feed.) It was technical and, after Chancellor spelled out the ground rules, the interview and statement were broadcast at 9:47 p.m.

By Tuesday, both ABC and CBS had run film excerpts of Gallegos and “Mary” that were supplied by Iranian television. Without withdrawing their criticism of NBC, both ABC and CBS said they had no problem using the segments. CBS News President William Leonard contended that by the time the clip was used, “the interview was news” and that his network had full control whether or not to use it or edit it. ABC News Vice President David Burke likened the Iranian film to “when our government hands out a press release” that is used at a journalist’s discretion.

Small, however, didn’t see much difference between the airing of the NBC interview and the Iranian clips in terms of ultimate journalistic control. “Look, we had the control not to run it if we didn’t want to; we had that same option obviously,” he said.

For ABC and NBC, there was considerable difference. Burke talked about the “loss of editorial prerogative” regarding the timing of the broadcast, the inclusion of a statement and the use of an Iranian crew for the interview. He said this was a case of “something we couldn’t do.” CBS’s Leonard called the timing promise and the political statement an “absolute anathema.”

In the case of the networks’ interviews

As expected, FCC has taken advice of staff and recommended that United States take position in favor of reducing spacing in AM band from 10 kHz to 9 kHz at Region 2 Administrative Radio Conference in Buenos Aires next March. Action was taken without benefit of $230,000 study currently being conducted by engineering consulting firm of Silliman, Moffet & Kowalski—circumstance that drew fire from National Radio Broadcasters Association President Sid Kaplan, who called FCC’s decision either premature or shemical waste of consulting fee. Study was commissioned by FCC’s 9 kHz task force last September to determine primarily how much move to 9 kHz would cost broadcasters. Robert Ritch of Silliman, Moffet said that final report of its work won’t be ready until end of May.

Broadcasters lost major round at Copyright Royalty Tribunal late last Friday in proceeding to determine how to divide $12 million paid by cable companies in royalty fees (BROADCASTING, Dec. 3). CRT’s decision ran counter to position of National Association of Broadcasters. CRT held: Copyright Act doesn’t provide for payment of cable royalties to broadcaster claimants for secondary transmission of broadcast day as compilation; act doesn’t provide for payment of cable royalty fees to broadcaster claimants who have acquired exclusive market rights to syndicated programing when it is included in distant broadcasts retransmitted into broadcaster’s market; act does provide for distribution of cable royalty fees to performing right organizations, and retransmission of certain sporting events will be distributed to sports claimants, except when contractual arrangements specifically provide that royalties will be distributed to broadcaster claimants. Tribunal directed interested parties to file memorandum by Jan. 31 on scope of hearings, to be held Feb. 14.

Home television viewing looks likely to make singular sweep of records this year, with every month’s viewing level exceeding all previous figures for that month. This prospect is seen by Television Bureau of Advertising researchers in internal memo noting that first 11 months all set records and suggesting that viewing in December—whose current record of six hours, 52 minutes per average home per day was set in 1976—could go past seven-hour mark for first time. November viewing averaged six hours, 56 minutes per home per day, topping record that had stood for seven years (six hours; 50 minutes). Figures, compiled by Nielsen, put average viewing time per home at six hours, 26 minutes through first 11 months, nine minutes ahead of 1978 full-year average of six hours, 17 minutes and eight minutes ahead of all-time high set in 1978.

A.C. Nielsen figures show 43.4 million people were watching television per average minute from 11:30 p.m.-midnight Monday-Friday for two weeks Nov. 12-23. That’s just about 10% higher than comparable period last year. Reason for change, cited by ABC News (which says its ratings are significantly higher) and others: late-night coverage of Iran.

Carter-Mondale Presidential Committee has bought half hour of time from ABC to air feature on President Carter’s day in office. Piece will air Sunday, Jan. 6, at 7-9 p.m. EST opposite CBS’s top-rated 60 Minutes. In choosing ABC, Carter committee turned down NBC’s offer, which came early last week, of Jan. 2 at 10:30 p.m. Committee had complained to FCC that networks were being unreasonable in denying time to broadcast in early December. Networks claimed it was too early in campaign to sell time. FCC ruled in committee’s favor, and networks appealed in court. They filed briefs two weeks ago, and their papers on mootness of case are due today. FCC will file brief tomorrow, oral argument is scheduled for Jan. 10.

National Association of Broadcasters executive committee has begun readying budget for Jan. 20-25 board meeting. Budget for fiscal 1985 is expected to approach $7 million, with largest dollar amount set for
with Ayatollah Khomeini last month (BROADCASTING, Nov. 26), all three networks were willing to forgo their usual refusals to submit questions in advance. That bending of principle, however, cannot be related to the NBC hostage interview, Leonard and Burke said. Leonard explained that giving the Ayatollah questions in advance was a "very tough call." but really "no comparison" to last week's situation because with the Khomeini broadcast, CBS was able to edit whatever it pleased. Leonard added that regarding Khomeini, he is the leader of a nation who only conducts interviews in that fashion, and it was "absolutely essential that we get to him."

Burke, too, was willing to accept the Khomeini requirement, although Burke said it was "not the best state of affairs." He explained, however, that when the loss of prerogatives "starts mounting," the "balance starts tipping the other way."

The NBC interview with Gallegos was not the first time that words from that hostage were broadcast. The week before, he had been interviewed by Britain's Thames Television, which, unlike the audio (cameras had not been allowed) to other broadcasters. ABC ran that audio on Thursday's World News Tonight and 20/20. But Burke said he was not aware of any preconditions for the NBC interview (it didn't include a statement by the captors) and that ABC was free to do as it wished with the Thames report.

Regarding the interview conducted by his news division, NBC's Small commended the work of his staff and said evidence of its importance was the coverage it received elsewhere.

Small said that The New York Times went through "the extraordinary effort" of transcribing it in time for its last edition Tuesday morning. (The Times and the Washington Post also sided with Small and NBC in editorials.) The controversy was played out across newspaper pages and on the airwaves. NBC itself, for example, on Thursday had William Rusher, editor of the conservative National Review, debate the issue with former CBS News President Fred Friendly on the Today show.

Rusher expressed his concern that journalists are impeding diplomatic efforts to secure the release of the hostages. "The government of Iran has discovered that it can have prime time on American television any day it wants for any purpose and at roughly any length . . . in the fond hope that they're going to switch the people from the government," Rusher said. Friendly said that while the other networks may have been right in passing up the Gallegos interview, "the light of what got on the air, the American people were well served by seeing it."

The Public Broadcasting Service's MacNeill/Lehrer Report featured CBS's Leonard, former Under Secretary of State George Ball and Washington Post diplomatic correspondent Don Oberdorfer discussing coverage of Iran in general and the NBC broadcast in particular.

While Ball said "I don't think very much harm has been done" by American television's having acceded to certain coverage terms set out by the Iranians, he complained that Iranian television has "no such thing as equal time."

Ball said it might be useful to "insist that perhaps we won't have any more interrogation" on American TV until the U.S. is "permitted to speak its piece on Iranian television." He added that "it would be worth saying; I'm not sure that one would stick to it." Ball also called upon the networks to further explain "the phenomenon of brainwashing."

CBS's Leonard conceded it "may even be true" that the Iranians are using television, but he said: "It's used every day. Try to avoid that." He also added the "American people aren't dumb."

Regarding CBS's decision not to pursue an interview along the lines of NBC's, Leonard said he "was called by a White House official and thanked for . . . doing the patriotic thing." Leonard said he told the official he didn't want to be thanked for that and that he didn't know "whether I did the patriotic thing or not."

Asked what he thought would happen if all networks disappeared and there was no TV coverage of the crisis, The Washington Post's Oberdorfer said he thought "it would lower the intensity a great deal on both sides." For the Iranians, he said, it would lessen the "possibility of really affecting American policy."

Eliminating such coverage "wouldn't solve" the crisis, he said, but "I think it would change it."
**NAB backs off from endorsing program standards**

Board resolution on deregulation doesn't contain earlier language that would have suggested trade-off; this one's aim: renewal expectancy

The National Association of Broadcasters has adopted a resolution that, on the face of it, is an endorsement of the FCC's proposal for radio deregulation. The proposal, based on agreeing with the FCC as to the estimated cost of formal ascertainment procedures, minimum program percentage guidelines, commercial time standards and program logging requirements, the NAB resolution says the commission has an obligation, under the Communications Act, to provide "legitimate license-renewal expectancy" to radio licensees that have served the public interest.

The one-page resolution, adopted at last Wednesday's special joint board meeting, appears innocuous. But perhaps, as suggested by NAB's general counsel, Erwin Krasnow, it is significant by what it doesn't say.

It is far different from the resolution circulated after October's special board meeting. That document called for "setting a standard that combines maximum licensee discretion with a presumption of license renewal." The case for setting guidelines was made by the radio board chairman, Arnold Lerner of WLLH(AM), WSHH(FM) Lowell, Mass.

Lerner's position was that, as long as broadcasters are subject to the present Communications Act, there would be far better off (a) with a presumption of renewal based (b) upon the promise of a certain percentage of "content-neutral nonentertainment programming." He felt that would be a major step forward, in a First Amendment as well as license stability sense, from the present renewal guidelines which specify programing in three categories: local, informational (news and public affairs), and all other nonentertainment material. (Broadcasting's Dec. 10 "Closed Circuit" reported incorrectly that Lerner was plumping for a 6% percentage guideline; neither he nor others in the NAB considering percentages had settled upon a specific figure.)

And he had gathered a good deal of support for his standards proposal until a few weeks ago. Then the political climate in Washington shifted. The FCC issued a staff report on children's programing that said TV broadcasters have not provided enough "educational and informational" programing for children and proposed that the FCC adopt minimum programing standards to offset this "irresponsibility."

The FCC adopted the report, and directed the staff to prepare a notice of proposed rulemaking—which the FCC will discuss at a meeting this Wednesday.

Chairman Charles Ferris, speaking before the Federal Communications Bar Association, then added another wrinkle to the standards proposal. He said that broadcasters often express First Amendment principles on an "expedient basis." Television broadcasters, he said, have supported the adoption of percentage guidelines for informational programing as protection against license renewal challenges. But, at the same time, "we are told that such guidelines for children's informational programing pose a grave threat to First Amendment interests."

Lerner said that there was much debate at Wednesday's radio board meeting (which preceded the joint board) on which way the resolution should go. He said that he asked the joint board chairman, Tom Bolger of WMTV(TV) Madison, Wis., to take over the chair during the most heated part of the debate, so Lerner could present his position. But a straw vote indicated a majority opposition against any form of standards. The board then worked out a resolution the directors believed would receive the most support from the industry—one that would not be divisive and, as Lerner said, "would not signal to Congress that we would be willing to accept standards.

Krasnow, who switched from advocating a standard to the present resolution, explained his, and a majority of the board's, position. He said: "Looking at this from the perspective of a lawyer with clients who are fearful of comparative challenges, percentages make sense. But as a lawyer for a trade association, it's a bigger problem. We must not take a position that will split the industry. Percentages complicate it. By taking this approach, it will be easier to muster support of all radio broadcasters."

Edward Fritts of Fritts Broadcasting Inc., Indianapolis, Miss., vice chairman of the radio board, said that the resolution, which was finally adopted unanimously by the radio board, and then by the joint board, was "the culmination and the best of many. We think this correctly identifies our position."

In other actions last week, the NAB discussed setting up a clearinghouse to get broadcasters' ideas on how best to form a unifying spirit and support the hostages in Iran. The NAB suggested that broadcasters tell their audience, through PSA's and editorials, to send letters to the Iranian embassy, and Christmas cards to the hostages.

The board also announced that NAB's minority investment fund will be fully operational in 1980, with an executive director and offices in Washington. Fritts' company, Forward Communications, has donated the professional services of Senior Vice President Robert Ferguson to coordinate fund raising efforts. Total pledges and contributions to the fund have reached $10 million.

**FCC back-pedals on children's TV**

Commission expected to vote out rulemaking this week, but it will offer five varying options and a four-month comment period

Despite congressional pressure and industry lobbying, the FCC is expected to vote this week on a children's television rulemaking. The document that will emerge, however, is watered down from the tough, minimum-programing guidelines the commission staff had originally endorsed as its "preferred" option for a rulemaking.

The commission on Wednesday will most likely adopt a rulemaking that includes five options that range from little or no regulation of children's TV to mandatory program standards. The rulemaking will also set a four-month comments period in which broadcasters are invited to offer their own alternatives to the commission proposals.

The five options the rulemaking will propose: accept that the marketplace has been responsive in providing proper amounts of children's educational and instructional programing, and therefore repeal the FCC's 1974 policy statement on children's TV; modify the 74 policy statement to include definitions of educational and instructional programing on the renewal form; adopt processing guidelines; adopt mandatory programing standards, encourage technological developments to enhance outlets for additional programing.

The staff had originally endorsed minimum-programing standards, but Chairman Charles Ferris could not muster enough votes on the commission for that stance. Commissioners Abbott Washburn and Robert Lee have been working closely with the staff and have been largely responsible for bringing the rulemaking to its present form.

But early last week, there were so many cooks in the commission's kitchen that Ferris had no alternative but to accept a modified version of the rulemaking notice in order to put it out for comment. He had received a request from Senator Ernest Hollings (D-S.C.), chairman of the Communications Subcommittee, to initiate a second inquiry for a five-month or six-month period. Hollings said he had "reasonable assurances" from the industry that it would not use that time to retrench and marshall opposition, but to come up with constructive proposals. The National Association of Broadcasters, while denying that broadcasters have failed children in any way, admitted to giving Hollings "reasonable assurances." A letter from NAB President Vincent Wasielewski to Hollings applauded the senator's initiative and assured him of the broadcasters' "good-faith desire" to serve the needs and interest of children.

Senator Howard W. Cannon (D-Nev.),
chairman of the Commerce Committee, also wrote to Ferris, endorsing Hollings’s proposal.

Ferris feels that the four-month comment period in the rulemaking notice gives the broadcasters a “window” through which to come up with alternatives. Several Washington communications lawyers noted that this also gives Ferris the advantage of putting out a rulemaking he’s pushed hard for, while not going completely against Hollings’s request.

Cable congregates in California

Attendance at last week’s Western cable show in Anaheim, Calif.’s Disneyland hotel approached 4,000, according to Spencer Kaitz, assistant general counsel and executive secretary of the California Community Television Association, the principal sponsor of the annual cable gathering. Figures released last week were preliminary, but it appeared that attendance had outpaced the 1978 show by some 700 persons. Paid registration was set in excess of 2,100, and 1,700-1,800 wore exhibitor’s badges.

Manufacturers and program distributors displaying their wares at last week’s show numbered 123, according to CCTA.

The three-day show ended Friday on a touch of disappointment. A number of national as well as state political figures failed to make scheduled appearances for reasons ranging from the U.S. Senate’s debate of the windfall profits tax on oil to a dispute in the California legislature that kept that state’s speaker of the assembly as well as his opponent for that position in the state capital at Sacramento. Earlier in the week, Senator Daniel K. Inouye (D-Hawaii) had also failed to appear. National political figures who did manage to attend the conference included Representatives Herbert E. Harris (D-Calif.), Carlos J. Moorhead (R-Calif.), George E. Danielson (D-Calif.), and Bob Kastenmeier (D-Wis.).

Senator Howard Cannon (D-Nev.) failed to make his scheduled appearance before the convention on Friday because of the Senate debate on the windfall profits tax. John Smith, a staff member of the Senate Communications Subcommittee, delivered some brief remarks outlining the current status of communications legislation in the Senate. There was little new in Smith’s comments, however. On one issue of primary importance to cable operators—the possible entrance of telephone companies into the cable business, Smith said it was the senator’s feeling that there should be “strict safeguards” for any such entrance. He seemed to endorse what Smith called the FCC’s “sensible approach” of leaning toward permitting telephone companies to enter the cable business in the nation’s rural areas.

Also Friday morning, Congressman

Martin A. Russo (D-Ill.) addressed another issue of concern to the cable industry. Russo said that it would be unlikely that Congress would restrict foreign (largely Canadian) ownership of U.S. cable systems unless there is “ample evidence that such ownership is not in the public interest.”

“I don’t know what has prompted this sudden interest” in the foreign ownership question, Russo said. (Last week the board of the National Cable Television Association passed a resolution that any restriction on foreign ownership “ought to be based on reciprocity.”) Canadian law does not allow U.S. ownership of systems in that country, and the NCTA board also asked that “Canadian operators and the Canadian government . . . lift the rules . . . to permit the flow of commerce” between the two countries.)

Sharing the podium with Russo, Henry A. Waxman (D-Calif.), a long-time friend of cable, spoke forcefully on the need for national legislation designed specifically for the industry. Any proposed bill, the congressman said, should contain a “national mandate for the medium, directing all regulatory authorities to make cable available to as many people as possible”; should place “upon those who wish to regulate programming on cable the burden of proving the need to do so,” and eliminate “any possibility of treating cable as a common carrier,” restricted from providing original programs. “There is absolutely no need to treat cable in this fashion,” Waxman said.

Thursday’s convention schedule was highlighted by the morning panel session, “Others Look at Cable—A Different View,” in which at least one speaker, Edward Bleier, executive vice president of Warner Bros. Television, New York, made it clear that the honeymoon between the cable industry and program producers may be drawing to a costly and not altogether amicable close.

Bleier, one of eight speakers on the panel, was the only one to offer few conciliatory words to the industry. His message was clear—studios will be obtaining the maximum return on their film investments, and the cable industry—like the motion picture theaters, commercial networks and individual stations—will be paying the price. “Our movies are the primary reason people are taking cable,” the Warner executive said. “We are taking one of your major assets for granted, and you are doing yourself a disservice.”

The studios, he said, are “dissatisfied with the per capita return” they are receiving from cable companies. “We think that payment is inadequate.”

Bleier offered no specifics as to what he believed the ultimate deal to be struck with Home Box Office, Showtime or the other pay-cable companies will look like, but he left little doubt among the audience that arrangements between studios and cable firms in the future will be substantially different from what they are now. It was estimated by one panel participant, Bruce Corwin, president of Metropolitan Theaters Corp., that for movies, exhibitors are now currently paying up to 80% of gross while cable firms are paying more in the area of 40%. Acknowledging Corwin’s estimate and not disputing it, Bleier said cable was paying “too small a percentage in our view.” Elsewhere in his remarks, he said, “You’re not paying your fair share.”

And if Bleier’s comments on the prices cable has been paying for Hollywood product had not been enough, he also addressed another topic of concern to the industry—release schedules. He made it equally as clear that cable would not have immediate access to product in the coming communications age. Home video—disks as well as cassettes—will be seeing Hollywood movies before the cable industry, Bleier said. The studios will be releasing films for those emerging marketplaces “before people can tape off the pay,” he said.

Bleier outlined what is likely to be the release schedule for major Hollywood product in the future—theaters (“the market for which our movies are primarily directed”), home video, pay cable and subscription television and, finally, free television. The applause that followed
Lost in space

RCA's Satcom III disappears after launch; loss poses problem for cable programers

As of last Friday afternoon, RCA Americom was desperately scanning the skies in search of its Satcom III satellite launched into orbit eight days earlier (BROADCASTING, Dec. 10). The satellite carrier lost track of the bird on Monday afternoon (Dec. 10) after it fired the motor that was to put the spacecraft into its permanent geostationary orbit.

The loss of stations, radar into indication of when or whether it will be found was a hot topic at the Western cable show last week in Anaheim, Calif. (see page 61). The cable people were concerned since the 24-transponder Satcom III was planned to be the all-cable satellite, combining all the cable programing currently on Satcom I with four new programming services that couldn't be squeezed on that satellite. Most affected by a permanent loss of the spacecraft will be the four new services—Home Box Office, Viacom's Showtime, National Christian Network and the Cable News Network.

Also affected will be the several programers who signed up for the transponders on Satcom I that were to have been freed by the move of programing from I to III. That group includes Cinemerga, Entertainment and Sports Programming Network, Total Communications Systems, Times Mirror, Satellite Communications Network, Spanish International Network, Eastern Microwave and Home Box Office.

RCA wasn't saying too much last week about losing their satellite except that it was causing a lot of problems for it and wasn't going to give up. RCA was aided in its attempts to find the spacecraft by a couple of its competitors, Comsat and Western Union; the North American Air Defense Command (NORAD) in Colorado Springs; Telesat of Canada, and Intelsat.

Because of its extensive, far-reaching array of installations and observatories, NORAD probably has the best chance of finding the bird. It was asked by RCA Monday night to keep an eye out for the craft. A spokesman for NORAD said that since NORAD is constantly monitoring the over 4,000 satellites and pieces of debris in orbit anyway, the extra effort to watch for Satcom III posed no great problem.

RCA's problems began on Monday afternoon at 1:57 p.m. when it fired the apogee kick motor, a solid fuel rocket built into the spacecraft. The burn was to have placed the craft into geostationary orbit. (It had been orbiting the earth in an elliptical orbit since shortly after its launch on the evening of Dec. 6). A ground station usually loses contact with a satellite during the burn, but the spacecraft lost the beacon signal, but, in this case, RCA never regained contact.

Since the apogee kick motor is solid fuel and therefore uncontrollable once ignited there has been some speculation that the spacecraft blew up. One source described the kick motor as "a giant firecracker."

Although RCA was trying to squash the explosion theory, Mike Bergman, a NORAD spokesman, said the theory was "possible, but improbable and not probable." Bergman added, however, that NORAD would continue its search indefinitely on the assumption that the bird is still in one piece.

Another speculation is that the spacecraft was improperly positioned when the kick motor was fired, carrying the craft into some unknown orbit or into deep space. Another possibility is that the tracking beacon for some reason failed, making the spacecraft impossible to home in on.

NASA, which launched the craft aboard a three-stage Thor-Delta 3914 rocket from Cape Canaveral, Fla., has no liability in connection with the mishap. According to NASA, it was responsible for only the first 25 minutes of Satcom III's life in space—from the lift-off to the spacecraft's injection into elliptical orbit when NASA passed control of the craft to RCA. In NASA's books, the launch will go down—somewhat ironically—as the 150th successful launch for the Delta rocket.

If the spacecraft is not recovered, the biggest loser will be the consortium of insurance companies that insured the launch and its subsequent space life for three years. According to David Whatmough, director of general insurance for RCA, RCA carried $77 million worth of coverage at a premium of $5.3 million. The policy covered the launch vehicle, the cost of launch, costs of the spacecraft and the revenues RCA expected the satellite to generate.

The insurance consortium comprises several London-based companies, including Lloyd's of London, which wrote 81% of the coverage, and Lexington Insurance Co., Boston, and Skandia, a Swedish company, which wrote the remaining 19%.

The policy was put together by the New York insurance brokerer of Marsh & McLennan. Alden Richards, an associate in the company's aerospace division, said that the brokerage has coordinated coverage for 80% of the satellites launched to date throughout the world, including Satcom I and II. He added that if RCA makes a claim, "it would probably be the largest" in the history of the satellite business.

The other losers, of course, will be the cable programers who have been counting on Satcom III. Most of them will have to wait for the launch of Satcom IV, currently scheduled for June 1981, and RCA is offering little hope that that production schedule can be speeded up.

In the meantime, RCA is making contingency plans. It is talking to other domestic carriers and to Telesat of Canada about its satellite if it can acquire the time to accommodate at least some of 11 cable programers who are now as lost as Satcom III.
Alice was the highest rated show in all of television (again) for the week ending December 9, 1979

Source: National Nielsen Preliminary estimates, December 3-9, 1979

Warner Bros. Television Distribution  A Warner Communications Company
Ikegami inaugurates the era of one-person ENG camera crews.

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

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

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


Ikegami HL-79A
There should be no complaints from broadcasters about the technological developments of the 1970's. The decade was laden with innovations—from microprocessor chips small enough to fit through the eye of a needle to helicopters equipped with cameras and microwave transceivers—that dramatically improved the video and audio products created by broadcasters and the way those products are delivered to the home.

Many of the gains made by broadcasters in the decade and in 1979 itself were made possible by the application of digital techniques, especially computers and microprocessors. Computers and microprocessors are currently used in automation systems, audio processors, cameras and other types of equipment and are expected to lead the way into the 1980's. Videotape recorders, for example, are generally believed to have advanced as far as they can in analog. The next step is digital.

Electronic news gathering, which changed the face of broadcast journalism in the 1970's, is undergoing changes, not in the basic equipment, but in the way that equipment is packaged and used. It is not uncommon these days for a helicopter to swoop down from the sky and disgorge a load of equipment and personnel capable of doing almost anything that can be done in a studio.

Microprocessors also are responsible for teletext, a means for television stations to squeeze the last drop of spectrum space out of their allocation by telecasting pages of alphanumericics along with their present pictures.

Broadcasters, and particularly the major networks, have been using satellites for a variety of communication needs ever since Telstar went up in 1962. But the technology and what broadcasters made of it didn't really take off until the mid-1970's after the FCC opened the door to operating domestic communications satellites to all who wanted to enter it. The major television networks, however, have stopped short of going to the satellite for program distribution, but while they hesitate, several radio networks have embraced the technology.

A broadcaster wouldn't be a broadcaster without a transmitter and 1979 was a good year in that end of the business. It was also a good year for cameras of all sorts—studio, field, ENG/EF) electronic news gathering/electronic field production) and some that work in any mode. The camera marketplace is crowded and broadcasters should be able to find a camera for any application at a variety of prices.

Following: an end-of-the-decade snapshot of the state of the equipment art.

**Fine tuning the technological explosion**

Perhaps the greatest innovation in the television studio of the 1970's was the new generation of one-inch, helical video recording equipment. Its introduction represented a quantum leap in the evolution of videotape from the older, two-inch machines. Some time in the coming decade—and few will venture to guess when—another quantum leap is expected—to digital.

In the past year, three of the world's leading equipment manufacturers displayed engineering prototypes of digital video recorders. Ampex, the American leader in recording technology and the company that invented magnetic video recording, started the three-way competition last February at a conference of the Society of Motion Picture and Television Engineers in San Francisco with a modified two-inch machine using eight recording heads. Sony, the Japanese electronics giant, followed in March with a type C nonsegmented helical machine at the Dallas convention of the National Association of Broadcasters. West Germany's Bosch-Fernseh showed a type B one-inch player last May in Montreux, Switzerland.

But off-the-shelf models of digital machines will not be appearing for some years. "The word digital is very sexy," said Ampex's vice president and general manager for audio-visual systems, Donald V. Kleffman. "And it certainly is the way of the future. But you have to be realistic. If you look at video recorders, you have to look at them from the standpoint of why would a customer want a digital video recorder. What will it do for him? What does he expect it to do for him? Does it make economic sense for him to buy a digital recorder?"

To that important last question, Kleffman answers, for now at least, no. "At point X out there, there will be a practical digital recorder. I emphasize the word practical. The digital recorder has to do everything for the customer that today's recorder will do for him. And it's got to do something more. Or else why change?"
That the digital era of video is coming—
that in some ways it is already here—is not
in dispute. When it will come, however, is.
"You could have a digital recorder today,"
says Kleffman. "You can't buy one—but
we've shown it. Sony's shown it. Fernseh's
shown it. And Britain's IBA [Independent
Broadcasting Authority] has shown it.
And there are several other companies
that could show it if they wanted to." Does
that mean that the next major step will, in-
deed, be to digital? "Probably," he replies,
"but that doesn't mean there won't be
enhancements in one-inch."

Hand-in-hand with the development of
helical recording, which has allowed
manufacurers to build portable tape
recorders, has been the development of
electronic news gathering equipment—
minicameras that have thoroughly changed
the way news is reported on
the world as well as opened the world of
video production to small companies that
only a decade ago could never have afforded
to own television. Pioneered
largely by Joseph Flaherty and his
engineering department at CBS-TV, ENG
has led toward a virtual rethinking of the
way television news is reported and televi-
sion programs and advertisements are
made. As Flaherty points out, ENG has
taken the camera out of the studio and put
it into the streets—in many cases, streets
on the other side of the world.

Washington consulting engineer
Howard Head, of A.D. Ring & Associates,
put ENG at the top of his list of major de-
velopments of the past decade. ENG "has
attracted more notice than anything else"
to come out in the past 10 years. But
where will it go?

At engineering equipment shows over
the past several years—and especially at last
spring's NAB—that question was, at least
in part, answered by companies displaying
ENG-equipped helicopters alongside fully
outfitted vans, all-terrain vehicles and
even huge semi-trailer rigs: flying and roll-
ing television stations.

Robert E. Seidenglanz, president of
Los Angeles-based Compact Video Systems,
sees the move toward the building of com-
plete, integrated systems—for studio as
well as remote use—as a natural part of
the growth cycle of the industry.

"About 50% of the chief engineers at
the television stations across the country
have not been able to keep up with the
growth of the industry, and they've relied
on systems manufacturers to develop their
stations for them. It's hard to keep up with
the state of the art," he says.

"You'll characteristically find that most
TV stations are run by one chief engineer,
who, if it's a group-owned station, reports
to a director of engineering who's not even
on the site part of the time. They're not
able to keep up with what's new and
what's current. One man just typically
cannot do it."

He and his company have just finished
the construction of new studios for the
Entertainment and Sports Programming
Network, a sports cable network in Bristol,
Conn., as well as a full line of remote
video systems. CBS has also introduced a
full array of ready-to-use systems ranging
in size up to a 42-foot trailer that functions
as a complete television control center and
a transmitting earth station.

Using large ENG systems, which
stresses its ability to build a complete
television facility, Richard Wolf's Wolf
Coach Inc. of Boston is really a van
customizing firm that found that it could
apply the same expertise it developed
building such items as mobile dog kennels
on building rolling broadcast centers. Wolf
Coach has been modifying trucks for 11
years; it has included television customers. WCI
has built 85 ENG systems for 39 stations and eight
production companies.

Wolf, general manager of the firm, says
that it has stayed away from the business
of supplying broadcasting hardware—as do
CVS and others—in favor of its primary
business of redesigning vans. WCI installs
the necessary racks, makes changes
in the cabin, installs generators, but it usually
leaves the job of installing broadcast
equipment to customers. (An exception is
a project for WABC-TV New York for which
the station has furnished the equipment
WCI is installing.) Most station people,
Wolf says, prefer it that way. "We can do
what we can do faster and better than they
can. And they do what they do better than we
can."

Currently, Wolf is working on what
he calls an "aluminum box" concept of
systems building. The idea is to build
a complete system that can be removed
and transferred from one chassis to another.
Thus, he explains, as some of the older
ENG vans break down beyond the limits
of most companies' ability to repair them quickly,
the electronics can simply be picked up
and moved to another chassis, and a
station is not forced to build another system
from the ground—or tires—up.

Certainly the most exotic ENG system
to appear lately has been the helicopter.
Within the past 18 months there has been
a great deal of interest in the aircraft
among television stations that at least one
news consultant has called the new develop-
ment the "sky wars" among local stations.

Bell Helicopters' Jet Ranger has become
the workhorse of the stations' fleet. Bell
estimates that there are 65 stations across
the country using helicopters on a regular
basis. Of those, Bell says, 45 carry its
brand (eight are owned by stations).
Hughes is the other principal helicopter
manufacturer for stations, and Bell esti-
mates that company has the bulk of the re-
mainng aircraft.

According to Dick Hall, operations
manager of the Santa Monica, Calif.-based
Bries Wing & Helicopter Inc., the use of
helicopters for live, on-the-scene news
coverage is possible only in 1978
with the introduction of lightweight
microwave equipment. Long used by radio
stations and television stations on a
delayed broadcast basis, Bries's helicopt-
ers are now being leased to stations—
usually on exclusive-use bases—and are in
many cases in the air every day.

The possibility that broadcasters might
done day supplement their service with
something other than full of alphabumrices was made
possible by the work of some foresighted broadcasters. Bonneville
Broadcasting's KSL-TV Salt Lake City and
CBS-TV's KMOV-TW St. Louis conducted
extensive tests throughout 1979 on
modified British and French teletext
systems. And in October a noncommercial
UHF got into the act; KCTV(TV) Los
Angeles began tests with the French Anti-
ope system.

Teletext is the marriage of television
and computer, and microprocessor tech-
nology. By using a few lines of the vertical
blanking interval and a teletext system, a
broadcaster can transmit hundreds of
video pages of letters or numerals to
homes at the same time normal television
programming is being broadcast. To receive
the information on the screen, a decoder
must be built in or attached to the
Teletext set.

Teletext has made great inroads in
Europe, but it has only been in the last
year or so that the technology has been
considered seriously here.

The CBS experiments conducted at
the network's owned and operated KMOM-TV,
used Antiope and the British Ceefax and
Oracle systems. Following the first series of
tests CBS reported that teletext
transmissions would probably have to be
restricted to lines 13 and 14 of the vertical
blanking interval. Attempts to transmit on
lines 15 and 16 caused intolerable inter-
fference with the television signal, CBS
said.

Another negative aspect of teletext,
which CBS frankly discussed when it re-
leased its initial results at press con-
fereces in Washington and St. Louis, is
access time. With just two lines available
for the service, the time it takes for a page
of material to appear on the screen after
it has been called up is too long, making use
of the network frustrating and possibly im-
practical. One of the keys to solving the ac-
cess time problem is further reduction in
the costs of microprocessors so that an
affordable decoder capable of storing
many pages instead of one (as is the case
with the present equipment) can be de-
veloped.

Some of CBS's interest in teletext stems
from its desire to come up with a closed
captioning system for the deaf similar to
the one being developed by ABC-TV,
NBC-TV and the Public Broadcasting Ser-
cive. CBS chose not to take part in that
joint project, feeling that closed captioning
should be just one part of a much broader
teletext service which uses the same basic
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SPECIAL REPORT


The English Ceefax system was developed by the BBC which announced in October that it has upgraded its service with the purchase of a new computer system, consisting of three PDP 11-34 units of the Digital Engineering Corp. According to the BBC, the new system improves the service's flexibility and reliability.

While the United States continues to test and ponder teletext, the technique continues to grow in its native Europe. In England, for example, the number of sets equipped with Ceefax decoders in use jumped from 7,000 in October 1978 to 30,000 in the same month of this year, and sales of equipped sets are currently running at 3,000 a month.

The place of satellite technology became more prominent in the broadcast world in 1979 as Comsat announced plans in August to initiate a direct-to-home subscription television service using satellite, and the Public Broadcasting Service continued regular program transmissions to all of its member stations, begun in December 1978.

Local television stations were getting into the act more and more. Storer purchased earth stations for all of its television stations, and Westinghouse Broadcasting struck a deal with Western Union for the group broadcaster and the satellite carrier to share earth stations.

And while a number of radio networks, including National Public Radio and Mutual Broadcasting, began using the satellites for the delivery of their feeds, the major television networks, not at all eager to abandon the flexibility and proved reliability of the AT&T microwaves and land lines, were not rushing into anything. But all three are quietly studying the possibility of satellite distribution, and NBC has gone so far as to take under consideration a proposal submitted by RCA Americom for a network system that would include both satellite and terrestrial lines.

Because of all this interest in satellites, broadcasters have also become interested in the equipment associated with satellites, particularly earth stations. Several companies that manufacture and sell earth stations have grown dramatically in the last few years due in large part, to the increasing use of satellites by the cable TV industry.

One of them, Scientific-Atlanta, manufactures a complete line of antennas and associated electronics. The antennas are currently made in sizes of 11, 10.5 and 4.6 meters and, according to Tom Kelly, an applications engineer at S-A, a three-meter dish should be available in January and a seven-meter dish later next year.

Kelly said the three-meter dishes are "backyarders," developed for private use.

Kelly said that an average earth station suitable for a cable system consists of a 4.6-meter dish, a model 6601 single-channel receiver or model 6602 fully tuneable receiver and a 1.5 db low-noise amplifier. The cost of such a package, Kelly said, is "under $10,000". Kelly said that although the system is sufficient for a cable system, "broadcasters demand a much higher quality" and the best way to achieve that is through a larger antenna.

Storer, for instance, installed S-A 10-meter dishes at WSBK-TV Boston and WJKY-TV Detroit because of interference from microwave and five-meter dishes at its other five stations.

Although Rockwell International signed the contract with the Corporation for Public Broadcasting to provide earth stations at all the PBS and NPR member stations, the various components of the earth stations came from a number of different sources. The major component, the antenna, was supplied by Andrew Corp.

Eric Monroe, product planning manager at Andrew, said that the company provided approximately 150 10-meter dishes for use by PBS and about the same number of 4.5-meter dishes for NPR. Monroe said that 40% of the 10-meter dishes were equipped with high performance feed systems for use in frequency-congested areas.

Despite the quality of electronics that permits the use of smaller and smaller earth stations, Monroe said Andrew will introduce a new 12-meter dish within the next six months for sale in both the domestic and international markets.

A Comsat experiment of the last six years is ready to pay dividends to cable operators and broadcasters with their eyes on earth satellites. Since 1973 Comsat has been perfecting its Torus earth station, capable of transmitting signals to or receiving signals from as many as six or
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KOKH-TV, Oklahoma City (Independent)
WOFL-TV, Orlando/Daytona Beach (Independent)
WHAS-TV, Louisville (CBS)
WTVZ-TV, Norfolk/Portsmouth (Independent)
WDAU-TV, Wilkes-Barre/Scranton (CBS)
WLYH/WSBA-TV, Harrisburg/Lancaster/Lebanon/York (CBS)
WTVH, Syracuse (CBS)
WEYI-TV, Flint/Saginaw/Bay City (CBS)
WBIR-TV, Knoxville (CBS)
WALA-TV, Mobile/Pensacola (NBC)
WJXT, Jacksonville (CBS)
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WHBF-TV, Davenport/Rock Island/Moline (CBS)

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"Edward and Mrs. Simpson," produced by Thames Television International, premieres Wednesday, January 23 at 7:30, subsequent Wednesdays at 8:00. This six-week series will be hosted by Robert MacNeil.
seven satellites at the same time. Comsat is now ready to put its experiment to practical use.

Comsat asked the FCC for authority to build three Torus systems for use at its Intelsat stations at Etam, W. Va.; Andover, Me., and Jamestown, Calif., and Comsat recently said that it has plans to supply a Torus system to the new cable franchise of Anchorage. According to Jim Potts, chief engineer at Comsat's Systems Technology Services division, Comsat has also sent out "quotas" to a number of common carriers interested in the system.

Unlike the antenna of a conventional earth station, the Torus antenna consists of two separate structures: a rectangular, concave dish and an equipment building that houses the feed system, receivers, transmitters and other equipment. The dish serves only as a carefully positioned backdrop for the bouncing of electrical energy back and forth between the satellites and the electronics in the equipment building.

According to Comsat, the great advantage of Torus is economics. To build three conventional antennas at its Intelsat facilities—one for each of the three domestic satellite systems—would cost approximately $2.3 million, Comsat says. But a single Torus, it says, could do the same job for about $1 million.

Potts said Comsat thinks the "potential market [for Torus] is pretty good and it's a market that's just beginning to materialize."

The earth station industry received a shot in the arm in October when the FCC removed the licensing requirements for earth station installation. To many of the more spelled relief from the mass of bureaucratic paperwork which often substantially increased the cost of installing multistation systems.

For those who fear interference from other microwave sources, the FCC left open the opportunity for them to secure licenses that would prevent any one from passing a microwave beam through their path to the satellite.

One of the benefits to be garnered by radio networks from the use of satellite distribution is the ability to send out simultaneously a number of different circuits, allowing for increased flexibility in the regionalization of programming and commercials. The greater the number of circuits being fed, however, the greater the problems in trying to coordinate the feeds.

Mutual Broadcasting, which plans to switch on 20 radio stations in the initial phase of its satellite network on Jan. 1, is well prepared to handle the problems. It has been sending out three feeds—for three different time zones—using an automatic switcher designed by Mutual's Ray Rask, director of satellite and corporate engineering, and built by McCurdy Radio Industries.

According to Rask's assistant, Mark McKibben, there is no way four feeds could be coordinated without the automatic switcher, let alone 20 that Mutual might one day be transmitting through its satellite network.

McKibben said that the circuit capability of the switcher will be increased as the satellite network grows.

McKibben said that the switcher does everything—turns on microphones on and off, puts the commercials on and runs all the actualities. He said when a regular newscast is interrupted for a commercial, the switcher can automatically send out three different commercials on three different circuits and then come back to the announcer.

AP Raax, which also has plans to provide some satellite feeds by March 1980, is in the process of building a similar switcher. George Mayo, APR's chief engineer didn't want to say much about the project except that it would be "a computer-controlled feed system" and that it was being put together by APR engineers. He also was unwilling to say when the system might go into use, feeling that setting a date would be making a promise to the affiliates that he might not be able to keep.

An offshoot of the earth station boom is the marketing of the antennas and receivers for private use. Honesat, a subsidiary of Scientific-Atlanta, offers an earth station through regional distributors at a cost of between $16,000 and $20,000 and a more sophisticated one through Neiman-Marcus, the specialty store chain, for $36,500. And Starscan, a subsidiary of Gardiner Communications Corp., is offering a $10,000 package that includes a 24-channel dish and a three-meter Andrew antenna.

One of the few places where the microprocessor can't be found in broadcasting is in the transmitter. Although several new lines and models were introduced in 1979, none made great use of these otherwise ubiquitous devices. But the technology of transmitters is still moving in the same direction it has been for the last several years—toward solid state and away from tubes.

At the head of this movement is the new line of RCA VHF transmitters—the TTG series. The line includes 14 different models (eight for use in the western hemisphere and six for Europe, Africa and Asia) ranging in power from 16 kw to 30 kw. (As much as 60 kw of power can be achieved by running two 30 kw transmitters [TTG-30H] in parallel.) Transmitters of the TTG series contain only two tubes in the final amplifier stages, one visual and one aural. Everything up to the final stage is solid state. According to Vern Mattison at RCA, the next major step in the development of television transmitters will be total solid state. But, he says, "It's difficult to see that happening for a long time."

The TTG series also features fully universal channel agility made possible by the broadband electronics and a universal crystal used in conjunction with a frequen
cy synthesizer.

RCA's competitor, Harris, also has a new line of transmitters that have more tubes than the new RCA's, and that's the way Harris wants it. Gene Edwards, vice president for marketing in Harris's broadcast products division, says that using too many tubes is "up in solid state increases reliability while increasing cost. Edwards feels that Harris has gone as far as "as is practical" and that the company will pull more tubes out of its transmitters "when we feel the time is right." On the question of total solid state, Edwards says it will be 10 years or more before all the high-power vacuum tubes can be replaced.

Harris's line of UHF transmitters was improved by the addition of Mod Anode Pulses, which is said to improve over-all efficiency, and new, high-efficiency, five-cavity klystrons. The most powerful, the TV-2200, is capable of generating 220 kilowatts. It has four klystrons in the final visual power amplifier and one on the aural side. The TV-355U has three klystrons (two visual and one aural) and the 55 kilowatt TV-5SU two (one visual, one aural).

Harris's high-band VHF line is led by the TV-50H, unveiled at the NAB convention. The 50 kw unit (5 kw aural) was developed to complement circularly polarized antennas such as the Harris CPV. Edwards says it has "the power needed for high-band CP transmitting. It employed three tubes (two visual and one aural). Harris's line also includes models with maximum visual powers (in kw) of 25, 18 and 10. According to Edwards, any two of the same model can be coupled together for double power.

Harris also made news on the radio side with the introduction at NAB of its FM-25K, a 25 kw FM transmitter—one high-gain tetrode tube, automatic power control and simplified remote control capability—and the 10 kw MW-10 AM transmitter—a new member of the firm's PDM (pulse duration modulation) AM family that includes the MW-50A and the MW-35A. Since NAB, Edwards reports that 20 of the $45,000 FM transmitters have been sold. He also said that although the AM has sold in the United States for use as a main or alternate main transmitter, "it is more popular outside the country where 10 kw is more commonly used."

Harris and RCA have not gone unchallenged in the transmitter marketplace. Several companies, for instance, want a piece of the 25 kw FM action. CCA came out with the ST-25, which, like its Harris counterpart, employs just one high-efficiency tetrode tube. Rockwell International/ Collins showed a new 25 kw transmitter at the National Radio Broadcasters Association convention in October, and Sintronic Corp.'s new line of FM transmitters included the SI-F-25, rated at 27.5 kw.

A variety of color television cameras of all types were introduced in 1979 with Hitachi especially active. The Tokyo manufacturer
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showed a prototype of the SK-100 studio camera at the NAB and had a production model ready in October. Like most of the newer, top-end cameras being introduced, the SK-100 can be set up automatically through microprocessor control. It can be used with either a saticon or a plumbicon tube.

Another new Hitachi, the SK-96, is a convertible with a two-thirds-inch saticon tube. It can be used as a studio camera, or the camera head can be removed from the studio housing, placed in a portable housing, and used as a hand-held camera.

Hitachi's new FP-40S is a portable camera with three two-thirds-inch saticon tubes. Depending on what accessories are attached to the camera, it can be used for ENG, surveillance or telecine applications. Two other cameras, the FP-3060 and the FP-20S, were also introduced by Hitachi in 1979.

A Japanese competitor, Ikegami, also had some new cameras for the year—the HK-357A and the HK-78. The 357A is billed as Ikegami's "third computer camera." An optional microcomputer is available that can automatically set up as many as six HK-357A cameras. (The automatic set-up capability was first offered by Ikegami for its top-of-the-line HK-312.) The camera can be operated with a variety of one-inch plumbicons, including the XQ-1070, the XQ-1080 and Ampex's new diode-gun S73XQ.

According to Herman Schkolnick, vice president of sales, Ikegami's HL-78 is a $29,000 version of the $43,000 HL-79A ENG/EFP camera the company introduced at the San Francisco SMPTE convention in 1978. Schkolnick said that the HL-78 is "almost identical in performance" to the HL-79A, but lacks a number of features found on the more expensive product.

(The HL-78, however, isn't Ikegami's least expensive camera. Schkolnick said the new ITC-350 is the "lowest-cost prism camera on the market.")

Schkolnick also said versatility of the HL-79A was expanded this year with the introduction of two compatible camera control units—the TA-98 for use with triax cable and the MA-98 for multiple-core cable.

Although Philips had nothing new to add to its line of cameras in 1979, it was boasting of an improved LDK-25. Philips replaced the tube in the studio/field camera with the one-inch 73XQ plumbicon. Philips claims that the tube, along with some new circuitry, improves resolution by 50%, increases dynamic range and suppresses hot highlights.

According to a spokesman for the company, Philips has also developed, at ABC's request, triax repeaters for use with the Philips LDK-5 cameras being used at the 1980 winter Olympics. The repeaters are needed for the long cable runs—some as long as three miles—along the ski slopes.

Like Philips, Sony Corp. had nothing new in cameras in 1979, but did come out with a new camera control unit (CCU-300) for use with Sony's top-of-the-line ENG/EFP camera, the BVP-300.

With its KCP-60, Fernshe Inc., a new joint venture company of Bell & Howell and the Robert Bosch Corp., is trying to squeeze into the studio camera marketplace. William Love, service engineer, said the camera is "an economical studio without the bells and whistles, but it does accommodate Ampex's diode-gun tube."

Fernshe's big news for 1979, however, was the FDL 60, a digital, charged-coupled device (CCD) telecine that Love said should challenge Rank Cintel's Flying Spot machine. Although a prototype of the machine has been built and two already have been sold to ABC, Love said that the machine will not be ready for delivery until some time next year.

When compared with the other years of the decade, 1979 will not stand out as one of great innovation. But it was prominent for other reasons. In the respite from the earlier storm of invention, 1979 was a year for refining old technologies and equipment and finding new ways to use them. And it was also a year for broadcasters to prepare themselves for the challenges of the 1980's.

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Why the sky didn’t fall at WARC

The quiet diplomacy of technical experts from the developed countries, coupled with political restraint on the part of the developing world, are credited for Geneva’s results.

This story might be headlined “How Frank Urbany Saved the ITU.” An overstatement, perhaps, but not completely off the mark. Symbolically, at least, it illustrates part of the reason why the International Telecommunications Union emerged intact from WARC ’79 as a technically oriented, international legislative body.

Moreover, it suggests the determination and ability of the U.S. and other developed countries during the 11 weeks of the World Administrative Radio Conference in Geneva to demonstrate that ITU procedures could accommodate the needs of developing countries—and that those countries need not engage in confrontational politics as a means of getting their fair share of the spectrum. Such a confrontation, with such a motive, had been expected by many.

Urbany, 46, who is international manager of spectrum plans and policies for the National Telecommunications and Information Administration, is skilled in the esoteric work of spectrum management, and took with utmost seriousness his responsibilities as a member of the U.S. ’s 65-member delegation. In those respects, he was not easily distinguished from many of the government and industry representatives who were his colleagues.

But as fate, and the bureaucracy involved, would have it, he served as U.S. spokesman on the committee that dealt with an issue that could have provoked a bitter debate between developed and developing nations—and, in the process, could have produced damaging results for the conference and the ITU.

It involved a proposal that Algeria, one of the leaders of the Third World, advanced as a means of redressing what it saw as an imbalance in the distribution of HF fixed (point-to-point) frequencies between developing and developed nations—an imbalance it said resulted from the historic “first-come, first-served” basis of allocation that Third World countries have denounced for allegedly freezing them out of the frequencies they need. Algeria’s proposal was to divide the frequencies on a 70-30 basis between developing and developed countries. That approach was unacceptable on principle to the U.S. and other developed countries.

Urbany and other representatives of developed countries, particularly Mike Davies of the United Kingdom, conferred with Algeria’s chief of delegation, Noureddine Bouhired, in a series of informal discussions over a period of weeks. They pointed out what they said were the proposal’s technical defects; they also noted that a majority of the countries...
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using the greatest amount of HF fixed frequencies were the developing countries, appearances to the contrary notwithstanding.

But the essence of their argument turned on what the U.S. and other developed countries realized, in preparing for WARC, would be the key to dealing with the Third World: recognizing and meeting, within established ITU regulations, the developing countries' legitimate telecommunications needs.

Over time, Urbany and Davies persuaded Bouhired—a tough advocate of Algerian and Third World interests—that developing countries' needs for access to and protection in the use of fixed services could be accomplished by amendments to an existing regulation. And together they drafted one that calls for a clearing of the master register of long-unused frequency assignments—thus freeing for reassignment what could be a substantial number of frequencies—and charges the International Frequency Registration Board with responsibility to aid developing countries without spectrum-management resources to find new frequencies. The IFRB is even empowered to urge existing stations to modify their operations to make room for new assignments.

At one time, the talks almost went off the track when Bouhired proposed that the new procedures be used "exclusively" by developing nations. Urbany and Davies held firm, and the resulting language, in an accompanying resolution, says that developing nations will make "maximum possible use" of the provisions, while developed nations make "minimum possible use" of them.

The U.S. was delighted with the compromise. And Bouhired, who in the course of working it out became not only one of its architects but, at least as important, one of its boosters, hailed it later in talks with reporters.

The evolution of the 70-30 proposal into an acceptable compromise vindicated the pre-WARC contention of those—including U.S. delegation head Glen O. Robison—who had contended that the U.S.'s greatest strength would be its technical expertise. But it also demonstrates something else: restraint on the part of the developing countries.

Some at Geneva attributed that restraint at least in part to the Third World's awe of telecommunications technology. As put by Anne Aldrich, the former FCC lawyer who now teaches law at Cleveland State University (and whose nomination as a U.S. district judge was announced during her service in Geneva), "They knew that you have to have communication, even if it's only to tell someone you hate him." It could be that calling for, say, a "New World Information Order" satisfies some primal urge. After all, ideologically charged Third World propaganda advances such concepts as "prior consent" and "balanced flow of information" as means of redressing what some in the Third World regard as an imbalance in the international information system between developing and developed nations. But the developing nations' representatives apparently recognized that such a call would do little to advance the cause of international telecommunications. Little if anything was heard of it in Geneva.

Indeed, if developing nations' representatives interviewed on the subject are to be believed, they had all traveled to Geneva to attend a technical conference and to avoid political confrontations. "We have come to negotiate and solve problems," said Jean Jipguep, of Cameroon. "This is not like a UNESCO or International Labor Organization meeting, where a delegate can make a political statement and not be bound by it. Here the conference takes action affecting communications." Reporters looking for north-south controversy, then, had their work cut out for them—after the first few days of the conference.

Developing countries, fresh from a Third World meeting in Havana, had pressed hard for the election of one of their number—a member of the Indian delegation—as chairman. That upset the
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News segments, program segments, public service announcements or commercials will not be eligible.
Requests for the Nomination Form should be sent to Elaine Hendrie, Public Information Department, American Speech-Language-Hearing Association, 10801 Rockville Pike, Rockville, MD 20852. Telephone: (301) 897-5700.
plans of what passes for the international telecommunications establishment to elect Derek Rose of New Zealand. But in time, the two sides agreed on an Argentinian, Roberto Severini. And the compromise proved a reasonably accurate indication that the developing nations were not out to steamroller the conference.

(Even that controversy might not have occurred, in Jigupep’s view, but for the press. He said journalists’ advance stories predicting the conference would be a confrontation between north and south had caused developed countries to “fight against the Third World’s candidate for chairman.”)

But that is not to say politics were not involved. Politics have always been part of the ITU scene. And at WARC ’79, politics reflected the new reality created by a preponderance of new and developing countries (which account for more than half of the 154 ITU member nations). So although a delegation might have refrained from casting a vote simply to advance its country’s geopolitical interests (although Arab and other Third World countries joined in what ultimately proved to be a vain effort to deny Israel frequency rights enjoyed by its neighbors), it could have been expected to seek support among other delegations for or against various proposals.

Developing nations from around the world, for instance, banded together to swamp a European proposal to extend citizen band radio into a band African countries use for television. Ideology was not involved; the Europeans argued that CB’s could use the band without causing interference. But the developing countries were not persuaded; they felt that protection of the television service was of paramount importance, and had the votes to support that view.

There was nothing ideological, either, in the defeat the U.S. and other developed countries suffered in their proposal for the reallocation of HF fixed frequencies in the 6 and 7 mhz bands to shortwave. Indeed, a number of developing countries supported the proposal. But the delegations opposing it were concerned about their constituents. HF fixed frequencies are important to developing countries for telephone and other internal communications. And as a Nigerian said, the conference’s earlier decision to reallocate some 800 khz in bands above 10 mhz to shortwave was enough to cause “muttering” back home.

That was one case, incidentally, in which the U.S.’s technology-based powers of persuasion failed. The U.S. had proposed a plan under which most of the shortwave frequencies being sought would be shared with the fixed services. The Americans knew selling that idea would be difficult; sharing is a complicated matter and requires a kind of technical support not possessed by many developing countries. The proposal did not carry the day. Even the frequencies that the developing countries agreed to surrender were reallocated on an exclusive basis.

WARC at a glance

Agreed to extend upper end of AM band from 1605 khz to 1705 khz in western hemisphere.

First 20 khz allocated to broadcasting on exclusive basis, remainder on primary basis (sharing with other services). Region 2 conference by 1985 to plan services in 1625-1665 khz band to be made available after July 1, 1987, and in 1665-1705 khz band after July 1, 1990. Also added 10 khz to the bottom of the AM band (extending it from 535 to 525 khz) that could possibly be used for broadcasting.

Increased shortwave frequencies by about 800 khz (60%) in 9, 11, 17 and 21 mhz bands.

Called for conference on HF broadcasting in 1983 and 1984 in U.S. and seven other countries reserved right to use additional frequencies in 6 and 7 mhz bands until the successful conclusion of HF conference.

Amended international table of allocations to reflect co-equal sharing by television, mobile and fixed services in 806-890 mhz band. U.S. took footnote to assure right to such sharing between 470 and 806 mhz and from 890 to 960 mhz, and reserved right to ignore WARC-imposed conditions on coordinating such sharing with Canada, Mexico and Cuba.

Established frequencies in 14 mhz band for satellite uplinks from transportable earth stations.

Approved U.S.-backed proposal that would increase by more than threefold number of fixed and broadcast satellites that can operate in 12 ghz band in western hemisphere.

Broadcast satellite service in hemisphere is to be planned at previously scheduled 1983 conference. Approved call for general satellite conference in two sessions (1984 and 1986).

Maintained present HF amateur bands, allocated three new bands for increase of 7% in shortwave spectrum.

Approved allocations for U.S’s Navstar global satellite navigation system. Now using six satellites, system—to be offered to world community—will ultimately have 24 in continuous polar orbit.

Retained all presently used aeronautical allocations and allocated small amount of additional spectrum for planned systems.

Allocated frequencies in HF band for maritime mobile above 10 mhz, but not enough below 10 mhz to meet U.S. needs. U.S. reserved right to meet needs under primary mobile allocations.

Added number of services to frequencies already occupied by radiolocation services (radar). U.S. reserved right to continue radar operations in bands without protecting new services.

Reallocated 14.5-14.8 ghz for feeder links for broadcast satellites. Other options made available: 14.0-14.8 ghz, 10.7-11.7 ghz (in Europe) and 17.3-18.1 ghz (expected to become principal feeder link outside Africa and Middle East).

Accorded recognition to mobile satellite service at 7/8 ghz, used by U.S. for military communications, but rejected exclusive space service allocations for band while allocating additional space on shared basis. In UHF band, U.S. reserved right to operate military communications without recognizing WARC-imposed conditions.

Rejected solar-power satellite in 2450 mhz band but authorized study of matter.

Retained existing spectrum for meteorological services and added 10 mhz near 17 ghz and new location at 18 ghz. U.S. retained authorization for ground-based radars used in service.

Approved 50 proposals made by U.S. for remote sensing by satellites. Set aside frequencies for both near-earth and deep space activities.

(One fact little noted in connection with the conference’s action on shortwave is that it opens to the U.S. and other countries the frequencies on which the Soviet Union has been operating “out of band” for years. What’s more, since the U.S. has reserved the right to “take the necessary steps” to meet its shortwave needs [BROADCASTING, Dec. 10], it need not wait until 1989, when the new frequencies are to become available; it can begin using them in 1982, when the final acts of the conference become effective. “The U.S. has finally caught up with Russia,” said one satisfied U.S. delegate.)

Of course, the U.S. and other developed countries did not rely only on technical arguments. They, too, engaged in the kind

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**Electro-Voice**

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**Monitor Speakers**

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The Ampex ATR-700 is a highly sophisticated tape deck designed to deliver years of trouble-free performance. Its features include a 2-channel, two track recording capability at both 7½ and 15 in/s. Other features such as built-in variable speed, integral 4-in, 2-out mixer with master gain control and a rack mount adapter are standard on this finely engineered recorder. The Ampex ATR-700 tape deck . . . with the precise recording standards you're after. And at the low Audio Distributors price too!

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of strategy not unknown to legislators seeking desperately to secure passage of an important bill. The U.S., for instance, recruited a developing nation, Pakistan, to play a major role in the battle for shortwave frequencies in the 6 and 7 mhz bands. It also asked European friends with contacts among the nonaligned movement (which the U.S. lacks) to seek help there. But all to no avail.

On the other hand, the U.S. managed, through heavy lobbying that involved hours of talk in lounges surrounding meeting rooms, to prevail on some issues on which it seemed backed against the wall. The case of U.S. early-warning radars in the 3400-3600 mhz band is in point; the U.S. and a number of its allies succeeded in working out a compromise with developing countries that won reversal of a committee recommendation—backed by developing nations—that radar be reduced to a secondary status in the band.

And the chairman of the U.S. delegation, Robinson (the former FCC commissioner who now teaches law at the University of Virginia), won praise from all sides for his performance. Members of the U.S. delegation said his grasp of the issues was practically universal. They also said he was good at weighing conflicting advice and cutting through to the heart of an issue and at making hard decisions. He proved to be articulate and persuasive in making lawyerlike presentations at plenary sessions. Senate staffers who visited Geneva halfway through the conference gave his leadership high marks. An ally, Donald Baptiste, of the United Kingdom, praised Robinson's judgment and said he was "a joy" to work with. Developing countries' representatives were impressed, too, by his toughness and fairness.

But for all of that, and for all of the expertise on the delegation and the considerable effort it made, times had changed. The U.S., which only once before had taken a reservation—a statement it would not be bound by a conference decision—found it necessary to take five. The cause, at least in part, was an inability to muster the support of Latin American countries. Lack of support from that area was a factor, too, in the failure to obtain as great an expansion of the AM band as the U.S. had hoped.) At the last general WARC, in 1959, Latin America was as reliable a source of votes for the U.S. as Chicago was for Kennedy in 1960. "One of my duties," recalls a veteran of the U.S. delegation to Geneva 20 years ago, "was to make sure the delegate from Peru showed up and voted."

Some observers caution that it may be too early to assess the results of WARC '79. Many controversial issues have been spun off to later conferences. The space conference to be held in two sessions—in 1984 and 1986—could, for instance, result in the kind of planning of the fixed satellite services that would severely inhibit their development. Members of the U.S. delegation, however, seemed confident that worst-case scenario could be avoided.

But no one was arguing the ITU—which has functioned successfully since its founding in 1865—has been weakened. "ITU is stronger," said Mohamed Harbi, the Algerian who was chairman of the committee on allocations. "The conference is a success. I talked to many delegates, and they did not expect the results we have achieved. We were pessimistic before the conference. But the result is in balance between developed and developing countries."

Algeria's Harbi: calm in Third World storm

At WARC, he was head of allocations committee, and received high marks for his tough-minded, but fair approach

As the World Administrative Radio Conference in Geneva was beginning to wind down, a slim, dark-haired Algerian approached William Torak of the U.S. delegation in the conference center, where the sessions were being held. "Thank you so much for the speech," the Algerian said, in French-accented English. "It was very kind." "I meant every word," Torak said. "You were very fair. You did a wonderful job. I look forward to working with you again."

For those who viewed the scene, it was a snapshot of WARC '79 to be pulled from the memory file whenever concern is expressed about the difficulties Third World countries pose for the U.S. in international telecommunications conferences. The Algerian was Mohamed Harbi, the 38-year-old director of planning and equipment for radio and television in the Algerian ministry of information and culture, who had served as chairman of the committee on allocations. And it was his conduct in that role that Torak, assistant chief of the FCC's international and operations division, who had supported U.S. spokesman on the committee, had complimented, in a committee speech.

Harbi's selection as chairman of the key committee on allocations caused some misgivings on the part of the U.S. delegation. Algeria was not regarded as one of America's particular friends among the Third World, and Harbi himself was largely unknown.

But over the 10 weeks he headed the committee, Harbi won the respect of virtually all Americans with whom he has dealt. "He's fantastic," Torak said later. "He's absolutely objective. He never gave the impression he was being hard on any particular group of nations, but he brought things to conclusion early." Other Americans saw a bright future for him in the field of international telecommunications politics. "He could," said one, "be the next secretary general of the ITU (International Telecommunications Union)."

That he was even being casually mentioned in connection with such a position stunned Harbi. "Who? Me? No, no. Not for me. It is very good job, but I think it is not possible."

Perhaps not, but it seems inevitable more will be heard from Harbi in international telecommunications conferences. His experience in them is already extensive. He attended his first WARC conference—dealing with space matters—in 1963, shortly after he had entered the Algerian Ministry of Communications as an assistant engineer in the telecommunications department. Since then, he has attended about 20 worldwide and regional conferences, including two plenipotentiaries.

At the same time, he was not only rising in government but continuing his education. In 1970 he received a degree in electronics engineering from the University of Algiers, which he attended nights and where he is now studying for his doctorate.

Harbi's ability to win and hold the respect and even affection of members of the committee on allocations is particularly remarkable in view of the heavy workload—it dealt with some 13,000 usually controversial issues—and the sometimes heavy-handed tactics Harbi used to move business along. "If he would shut off a delegate from one group of countries," Torak said, "it was nothing personal. He'd do the same with a delegate.
The Radio and Television News Association of Southern California has voted KHJ-TV's Ten O'Clock News the best in its category.

In addition, the RTNA awarded a Golden Mike to field reporter Chuck Hollis, cameraman Del Linam, and soundman Bill Wilde for their coverage of "The Iranian Demonstration at the Shah's Sister's Home in Beverly Hills."

Anchors:  NATHAN ROBERTS  KIM SINGER  LYNN SHACKELFORD  NATHAN ROBERTS  KIM SINGER  LYNN SHACKELFORD
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You've Gotta See Nine's News Now!

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LOS ANGELES
All points bulletin. National Cable Television Association is calling for papers, topics and suggestions for organization's 29th annual convention, slated for May 18-21 in Dallas. Persons interested in preparing paper for technical sessions should submit one-page, 150-word abstract no later than Jan. 15 to Chris Weaver at NCTA's Washington headquarters.

English/French. Public Broadcasting Service has used its satellite capability and DATE system to simulcast in stereo over cooperating FM stations audio portion of 89 hours of programming since April. (DATE stands for Digital Audio for Television and is process for transmission of as many as four digitally encoded audio channels on video subcarrier.) PBS has now announced new use of its unusual capability—bilingual broadcasting. Stations picking up five-part "Great Performance" series, Moliere, which premieres Jan. 9, will have several options. They may broadcast show in English and simulcast over FM station in French or vice versa. They may also broadcast shows in one language and videotape with other for play at another time. Since DATE has four-channel capability, it is possible to transmit programing with soundtracks in four different languages in addition to original.

Long arm. Cinema Products Corp., Los Angeles, has introduced new device that should expand versatility of several popular ENG/EFP cameras. Co-Ax Control system allows use of RCA-76B and Ikegami HL-77 and HL-79A with coaxial cable instead of bulkier multicore cable. System consists of "Mini-CCU"—digital encoder and decoder that is attached to camera body.

Compjector. Pacer-35 35 mm projector, introduced by Pioneer Marketing Corp., is controlled by microprocessor that can be programmed to operate itself. Burbank, Calif. company says that projector can be used for television special effects videography, simulation applications, process photography, screen projection, background projection, post production viewing and high-speed film inspection. In addition to advanced electronics for control, Pacer-35 features proprietary opto/electronic film registration that replaces conventional mechanical film transport reducing wear and tear on film.

For far northwest. United States Tower Co., which has built two turnkey earth stations for remote Alaskan communities and signed contract to build third, has introduced new solidstate, low-noise amplifier power supply for earth station applications. BPS-1208 replaces older discrete model with same model number. New unit supplies constant voltage by solid state charging and voltage regulation and features one VU meter that reads volts and—with flip of switch—milliamps.

Building abroad. Ampex has begun expansion of marketing headquarters at Reading, England, for Europe, Africa and the Middle East. Reading headquarters also manufactures studios and mobile units, serves as technical training center and is spare-parts depot. Expansion is scheduled for completion in mid-1980.

Up in the heavens. Ray Rask, director of satellite and corporate engineering at Mutual Broadcasting System's 18-21 DATE stations, stands before earth station at Mutual's WCFLiami Chicago, first earth station of Mutual's budding satellite network, and points to sky from where Mutual feeds will come via Westar starting Jan. 1. Also on hand for earth station's dedication were (I to r) Martin Rubenstein, president of Mutual; Ray Klimek, manager of technical operations at WCFL, and Orrin H. McDaniel, general manager of WCFL. Since dedication six more have been installed at Mutual affiliates in Toledo, Ohio; Detroit; Buffalo, N.Y.; Rochester, N.Y.; Cleveland, and Philadelphia. Earth stations are being packaged by California Microwave, which supplies most of electronics but buys antennas from Scientific-Atlanta and Prodelin Inc. WCFL antenna is one of approximately 65 S-A 4.6-meter dishes that will be used in network. Rest of 650 earth stations will get three-meter and two-meter dishes.
Comedy is hot—and it's no wonder. With inflation, gas prices, nuclear power and recession, we're all in need of a good laugh. And that's what THE SUNDAY FUNNIES is all about. A little insanity to help maintain sanity.

THE SUNDAY FUNNIES is a brand-new, explosively funny comedy hour featuring short vignettes from the world's great comedians. Cosby, Martin, Monty Python, Reiner/Brooks, Pryor. Along with classic routines from the masters — Groucho Marx, Abbott & Costello, many more. Plus "breaking" comedians recorded at premier night clubs across the country, interviews with top comics and thematic comedy on topics like television and dating. All packaged in a fast-paced, hour long, weekly series.

Available on an exclusive basis in most markets and for a cash fee in others. Program start date: weekend of January 26th. So get set now for great comic relief when we need it most. Call or write for a demo today. But hurry! Because he who laughs last ...
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Opportunities to serve our industry created the necessity to change the name of Christian Ministries Advertising to Michael R. Ellison. It is our purpose to amplify these goals in the spirit and character of our founder and president.

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ADVERTISING
### Gannett gathering attracts candidates

Connally, Baker and Kennedy address executives, complain of the advantages of incumbency

The Gannett Co.'s decision to hold its year-end executives meeting in Washington on the eve of a presidential election year reflected the newsman's judgment of where the news was likely to be made. The executives were not disappointed.

In his address, Rep. John Connally took advantage of the invitation to address the gathering of media people to read and elaborate on an announcement he made earlier regarding his strategy for overcoming what he considers the advantage incumbents have over those seeking to run against them.

He would take "appropriate action through legal channels to secure reasonable access to network television time." And he was advising the Federal Election Commission that his campaign committee would forgo federal matching funds—and thus not be bound by federal spending limits. He would rely entirely on volunteer citizen contributions to finance his campaign, he said.

On the Democratic side, Senator Edward M. Kennedy (D-Mass.) surprised his hosts by showing up in time to make some remarks at lunch on Wednesday. He had previously turned down an invitation.

Connally's statement reflected frustration over a system he suggests has him at a disadvantage in his race for the Republican presidential nomination. He noted that his efforts to buy a half hour of network television prime time had been almost totally rejected. CBS had made two five-minute programs available. "The failure of the networks to make meaningful time available to me is tantamount to supporting and enhancing the advantage of my opponents," he said.

Republican presidential candidate, bulk of which goes for communications, are designed by Congress to protect incumbents," he added. Because of the coverage they have received, he said, Kennedy and Ronald Reagan (whom he considers his principal rival for the nomination) "enjoy the same status as an incumbent denying a challenger the opportunity to take his message to the public."

Now, by rejecting federal money, Connally will be free to outspend his opponents in the prenomination contests, each of which has a different limit. He need not, for instance, be limited to the $280,000 ceiling in New Hampshire. All told, candidates receiving federal matching funds can spend a total of some $18 million each, by the time of the convention—a figure Connally said he doubted he could reach.

Connally appeared to blame his disappointment showing in the Florida straw-balloting last month on his inability to buy network time. "I needed [the network time] in September and October," he said. "I have to penetrate the consciousness of people. Surveys show that people get most of their information from the evening news." Connally was not shut out of television in Florida; his committee had an active campaign on local stations.

Connally did not elaborate on the "appropriate action" that would be taken to obtain time on the networks. His headquarters said "several courses of action" are being considered, "including an approach to the FCC."

The Carter-Mondale Committee's complaint to the commission on the same issue resulted in an order holding that the networks had been unreasonable in refusing the committee's request to buy 30 minutes of prime time earlier this month in connection with the President's announcement of his candidacy for re-election. The U.S. Court of Appeals in Washington stayed the order, however, and will hold an oral argument in the case on Jan. 10.

Connally did not receive support on his complaints from Senator Howard Baker (R-Tenn.), the only other Republican presidential hopeful who attended the meeting. (Reagan and George Bush had also been invited.) Baker said that obtaining time "is not such a problem in the first part of a campaign." He said that "buys will be available," and that his campaign will proceed as planned by Bailey & Dearoff, his media and campaign committee consultants (Broadcasting, Nov. 5).

Baker turned aside a Connally challenge to all candidates to forgo federal matching funds. Connally, he quipped, "stimulates my Bolshevik instincts. If John will share his war chest with me, we might make a joint decision because, in a two-man race, under those circumstances, I'll whip his tail."

The candidates' problems in gaining access to the media were not the only communications-related issue on the minds of the Gannett people. One questioner drew from Baker some of his views on deregulation. He is for it, he said, but wouldn't rush into anything.

In broadcasting, he would begin with radio, because of the large number of stations. Television deregulation, he added, would not come "until the next era—the era of cable television—" when there will be far more channels of communications. "Until the country is wired—and it will be, sooner or later," he said, "I don't see much of a chance of deregulation of V's and U's."

Kennedy showed up in the midst of a luncheon discussion between Representative Morris Udall (D-Ariz.) and former FCC Commissioner Lee Loevinger, now a partner in the Washington firm of Hogan & Hartson, on the question of concentration of media ownership. (As it turned out, there was less difference between them than it seemed. Loevinger Hammered away at this theme that there is a multiplicity of media voices in the country and that the only monopoly threat to be feared is that of government. Udall did say he would like to see a limit on the size of communications companies, but he was not calling for a breakup of conglomerates. Rather, he was speaking in behalf of his proposal to amend the tax laws to make it easier for owners of independent newspapers to hold on to them rather than sell out to chains. And Loevinger agreed present tax and antitrust laws favor mergers.)

Kennedy used the opportunity to remind the news executives that once the Iranian situation "is behind us," there will be a return to issues of concern—the economic ones on which he had launched his bid to displace Carter as the Democratic nominee.

But he, too, was asked about the Connally complaint. Yes, he thought the FCC was correct in its ruling on the Carter-Mondale complaint. And as for his own media plans, his commercials, he said, would be seen beginning in "early January."

He wasn't the last candidate the Gannett executives saw during their stay in Washington. President Carter spent some 30 minutes with them, on Thursday.

### Information source

**SRA issues first in a series of reports to keep members up to date on important matters; initial study discusses deregulation of radio, TV, cable**

The Station Representatives Association has made available the first in a series of reports on issues of importance to reps and stations.

The project was introduced by Al Masini, president of SRA, at the annual Television Bureau of Advertising meeting in Atlanta Nov. 13, and it is hoped the reports—which will run the gamut of broadcast issues—will keep members apprised of major matters affecting them.

The frequency of the reports is not yet certain, but the format will identify key issues and present "action alternatives." The first report—on deregulation—looks
The report says that deregulation is "the current vogue" at the FCC, and it suggests that members keep on top of congressional actions.

"Urge congressional support for and pressure on the FCC to practice regulatory forbearance in all areas whenever possible," it says. "Commissioners need congressional assurance that, when they forbear to regulate, they will not later be charged with dereliction of duty."

Another action alternative states: "In the context of deregulation, the issues raised by cable television are better presented to Congress, in the context of perpetuating effective local free broadcasting service, than to the FCC."

Although there are a wide variety of action alternatives outlined, the report notes that the purpose of the series is education, rather than persuasion. "The purpose of this and subsequent SRA Issue Reports is and will be to be objective and analytical and to provide understanding and perspective, not to advocate a point of view. SRA Issue Reports are to inform, not persuade, us, so that we—reps and stations—can reach our own action conclusions."

In the radio section, the report says that even though congressional broadcasting deregulation proposals appear dead for the moment, "there is a substantial reservoir of support for radio broadcasters, and sympathy for their regulatory problems, in Congress. This support should be husbanded and nurtured."

Although radio broadcasters have stressed that deregulation of the medium is important in terms of reducing the paperwork burden now placed on them, the report offers a different perspective. "As profitability in the radio industry increases and the value of radio stations grows, the interest of the Department of Justice and of competing applicants, presently focused on television, is likely to increase.

Radio licensees should be aware of this fact. In evaluating deregulation proposals, license security considerations may become increasingly important, and paperwork and other regulatory cost considerations relatively less important."

With cable, the report says that deregulation is on its way, and opposition to the FCC's eliminating distant signal importation and program exclusivity rules may not be productive, since "the FCC seems to have made up its mind." It suggests, then, that slowing down cable deregulation will be more effectively addressed to Congress than the commission.

With television, the report suggests that TV broadcasters not tie their deregulatory efforts to those of radio. "The broadcast industry's pressure on Congress to deregulate television and radio deregulatory efforts together may be to impair radio deregulation, with no corresponding gain to television. It does not appear that such congressional and FCC support as exists for radio deregulation can be carried over, in the present environment, to television."

Finally, it says that TV licensees continue to demonstrate their dedication to local service, and suggests that serious consideration be given to filing comments in the FCC's children's television inquiry.
by Theodore J. Gray Jr., who also owns 94% of WRDE-AM-FM Altavista, Va., 100% of WTXT-AM-FM Appomattox, Va., and 100% of WRLH(AM) Rock Hill, S.C. Buyer is owned by L. Brent Hill, who is currently an officer and director of Cosmos Broadcasting Corp., group owner, and has submitted resignation to take effect next Jan. 4. WRLH is 1 kw daytimer on 1490 kHz. WAZE is on 101.9 mhz with 100 kw and antenna 580 feet above average terrain.

KPHX(AM) Phoenix: Sold by Riverside Amusement Park Co. to Continental Broadcasting Corp. of Arizona for $650,000. Seller is owned by C.L. Hite, who has no other broadcast interests. Buyer is owned by Jose Molina, who has 8% interest in application to purchase KSBA-TV Guasti, Calif. Molina owns 50% of ULC Reps, Hollywood, station representative. KPHX is 1 kw daytimer on 1480 kHz.

KGO(AM) Broken Arrow, Okla: Sold by Proud Country Entertainment Inc. to Broadcast Investors Inc. for $520,000 including noncompete and consultancy agreements. Seller has sold only other broadcast interest, KTOW(AM) Sand Springs, Okla. ("For The Record," Nov. 19). Buyer is owned by George Beck (22%), Carl Williams (17.5%), Walter Gary (10%), Bob Harp (15%), Christopher Beck (5%) and six others. George Beck is chairman, son Christopher is vice president and treasurer. George Beck is senior vice president of Williams Brothers Engineering Co., Tulsa, Okla., engineering consulting firm. Williams and Gary are physicians. Hap is vice president of Williams firm. KGO is on 92.1 mhz with 3 kw and antenna 235 feet above average terrain.

WLOW-AM-FM Aiken, S.C.: Sold by Briar Creek Broadcasting Inc. to Air South Broadcasting Corp. for $375,000. Seller is principally owned by A. Mills Fitzner who has purchased WHGI(AM)-WAUG-FM Augusta, Ga., subject to FCC approval. Buyer is owned equally by John F. Foskett and wife, Diane. Foskett is former advertising manager of Riegel Textile Corp., Johnston, S.C. His wife is part-time teacher. WLOW is 500 w daytimer on 1300 kHz. WLOW-AM-FM is on 95.9 mhz with 3 kw and antenna 200 feet above average terrain.

WQJK(AM) Jacksonville, Fla.: Sold by Rowland Broadcasting Co. for $250,000. Seller is owned by Marshall Rowland and wife, Carol, who also own WQJK-FM Jacksonville, WKOG-AM-FM Gordon, Ga., and are applicants for FM in Lawrenceburg, Tenn. Buyer is owned by Gary Acker who also owns WQAS(FM) and KTJV-TV (not on air--GP granted March 9; see "For The Record" April 2), both Amarillo, Tex.; KFLF(AM) Springfield, Mo., and has contracted to purchase KEPT(AM) Shreveport, La. WQJK is 1 kw daytimer on 1050 kHz. Broker: Reggie Martin & Associates.

Other proposed station sales include: KTCS(AM)-KMAL(FM) Malden, Mo. (see "For The Record," page 76).

WGFS(AM)-WLYF(FM) Miami: Sold by Storer Broadcasting Co. to Jefferson-Pilot Broadcasting Co., Charlotte, N.C., for $12.5 million. Storer, publicly traded company, is selling its radio properties. Buyer is wholly owned subsidiary of Jefferson-Pilot Broadcasting Co., insurance company, and owns five AM's, four FM's and two TV's. Wallace J. Jorgenson is president, and Cullie M. Tarleton is vice president for radio. WLYF is on 710 kHz with 50 kw full strength. WLYF is on 101.5 mhz with 100 kw and antenna 810 feet above average terrain.

WSRF(AM)-WSHE-FM Fort Lauderdale, Fla.; Sold by Van Patrick Broadcasting Inc. to T-K Communications Inc. for $5.5 million. Seller is owned by Gene Milner and estate of Van Patrick (45% each) and Brian Chaplow (10%), who have no other broadcast interests. Buyer is owned by Robert Weary (32%), John Tenaglia (20%), Fred Reynolds (11%) and three others. Weary owns cable systems in Kansas. Tenaglia is executive vice president of General Cinema Communications, owner of three radio stations, Reynolds is owner of KEW(AM)-KSWT(FM) Topeka, Kan. WSRF is on 1580 kHz with 10 kw day and 5 kw night. WSHE-FM is on 103.5 mhz with 100 kw and antenna 570 feet above average terrain.

WVEZ(AM) Louisville, Ky.: Sold by Stoner Broadcasting to Multimedia Broadcasting for $1.5 million plus Multimedia's WBR-AM-FM Knoxville, Tenn. Seller also owns KHAL-AM-FM Cedar Rapids and KSQ(AM)-KGGO(FM) Des Moines, both Iowa; WNBF(AM)-WQYT(FM) Binghamton, N.Y., and WGNT(AM) Huntington, W.Va. Buyer is publicly held publishing-broadcasting group whose portfolio includes WAKY(AM) Louisville. Walter E. Bartlett is president of Multimedia broadcast group. WVEZ is on 106.9 mhz with 24.5 kw and antenna 670 feet above average terrain.

WULF(AM) Waipahu, Hawaii: Sold by Royal Hawaiian Radio Co. to Heftel Broadcasting Corp. for $482,000 plus $180,000 for consultancy agreement and $20,000 for agreement not to compete. Seller is owned by Russ and Wilters Jr., who also owns WMIX-AM-FM Mount Vernon, Ill.; KGMO-AM-FM Cape Girardeau, Mo.; WDTV(TV) Weston, W.Va., and KAUS-AM-FM Austin, Minn. He has sold, subject to FCC approval, KAUH(AM) Waipahu (BROADCASTING, Sept. 24). Buyer, principally owned by Representative Cecil Heftel (D-Hawaii) and family, owns WXK-AM-FM Medford, Mass.; WLU(AM) Chicago; WIKS(AM) Greenfield, Ind., and KGBM(AM) Honolulu and KGM-D-TV Hilo, ...
Q. How can we slow fuel consumption?

A. Finish the Interstate System.

Automotive engineers are working feverishly to make our vehicles more fuel efficient. The Federal Government is solidly behind the effort, and well it should be. But there's another vital project that will significantly lower fuel consumption: completion of the Interstate Highway System, and the expenditure of federal construction funds hasn't kept pace with rising inflation. The Interstate System allows cars and trucks to move around our cities and across the country more efficiently. Fewer stops for traffic lights. Less congested areas. More direct routes. The result is obvious: a meaningful reduction in fuel consumption.

For years highway users have been paying taxes into the Highway Trust Fund established by Congress to construct the Interstate System. Motorists pay an average of $38 a year into the Fund. Trucks which comprise 19.3% of the vehicles on the road, pay 45.9% of the taxes that go into the Fund. Let's continue to put this money to the use for which it was collected. It'll make motorists happy and help alleviate our critical fuel problem at the same time.

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both Hawaii. Heftel and his wife, Joyce, also own KIQY(FM) San Diego and KGMV(TV) Maui, Hawaii. KULA is on 92.3 mhz with 100 kw and antenna 163 feet above average terrain.

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

CTAM prologue to Western Cable Show
CATV officials meet for workshops and a talk by Ted Turner

"I think it was the networks who shot the satellite down. We'll just have to keep building them as fast as they can shoot them down."

So said Ted Turner last week in a tongue-in-cheek appraisal of the effect on his new Cable News Network of the loss of RCA-Americo's Satcom III satellite, (see "Top of the Week") which was set to relay the signal of the news service when it begins operating next June. Turner, speaking at a luncheon meeting of the Cable Television Administration and Marketing Society last Tuesday in Anaheim, Calif., showed obvious concern over the satellite mishap, but, recalling some dangerous sailing situations of his career, the winner of the America's Cup seemed to look on the Satcom problem as a surmountable obstacle.

"Maybe I just lived until now so I could go now," he said, comparing the Satcom situation with a yachting race last August off the coast of Ireland when 19 of the world's foremost sailors died in unusually heavy winds. "We've all got to go some time."

More seriously, Turner said that he hoped that Satcom's demise would not delay the start-up of CNN, but that as of last Tuesday it was still far too early to know the impact of the accident. He said that he fully expected to be able to work out an arrangement with some other satellite service to use a spare transponder on an existing satellite—at least until Satcom IV is launched, possibly in about a year.

"We'll figure out something," Turner said. "We'll get a transponder from somewhere."

Turner has invested an estimated $24 million in CNN, and as of last week systems with more than two million subscribers had signed up for the new service. It is believed, according to Turner Broadcasting System officials, that the network will need seven million subscribers to reach the break-even point. Revenues will come from national advertisers as well as from subscriptions.

"I've got everything I've got on the line," Turner said last week. "The worst thing that can happen is I'll fail."

Turner's audience of 130 was in Anaheim to attend a regional CTAM meeting held just prior to the Western Cable Show (see "Top of the Week"). The four-year-old society, according to its president, Tom Johnson of Daniels & Associates, is an educational society devoted to the "sharing of ideas" about the cable television business. The group is primarily interested in programing and marketing, Johnson said.

CTAM has held annual meetings in the past, and it will be holding another on Aug. 3-6, 1980, at the St. Francis hotel in San Francisco. Lucille Larkin is executive director. According to Johnson, the membership is composed of top-level management in all phases of the cable business. The regional meetings, however, are attended largely by middle management people who go to workshops to explore new approaches to the cable business.

Two of last week's sessions were described by many in attendance as especially helpful.

- One, "Advertising on Cable," conducted by Trygve Myhren, vice president for marketing of American Television Communications Corp., demonstrated just how far cable still must go before it will become an advertising medium competitive with broadcasting, newspapers or magazines.

Much of the 90-minute meeting was devoted to instruction in basic principles of advertising—what ratings and shares

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**Stylish.** The National Association of Broadcasters' radio and television boards have adopted new logos. The logos, designed by Washington graphics artist Paul Ait, incorporate the NAB logo and depict the service they represent. They were adopted at the November board meeting, and stations have begun using them.
The feelings of listeners addressed to Communications Properties stations about the detention of American hostages in Teheran were brought directly to the attention of the White House Dec. 7. Sparked by the idea of CP’s KFOR(KM Fargo, N.D., the rest of the Midwest station group also asked their listeners to be co-signatories to the protest letter to the Iranian mission at the UN (BROADCASTING Dec. 10). The response totaled more than 25,000 names. A copy of the presentation was made in Washington by a Minnesota delegation to Vice President Walter F. Mondale, a Minnesotan, who immediately arranged for acceptance of the material by President Carter. At the ceremony (1-r): Vice President Mondale; Mayor O.H. (Buzz) Hagen of Albert Lea, Minn.; Dennis Martin, station manager of CP’s KATE(KM) Albert Lea; President Carter; Mrs. Tom Nelson; Minnesota State Senator Tom Nelson, and Mark Warren, special assistant to the Vice President.

Send a message.

Some sobering sentiments on the future

Speakers at Paine Webber conference on media future see next decade offering challenges for broadcasting in slower economy and viewer competition from new technology

There were a wealth of financial and futuristic data presented at last week’s seventh annual Conference on the Outlook for the Media, sponsored by the investment firm of Paine Webber Mitchell Hutchins Inc. The audience, composed chiefly of securities analysts who follow broadcasting and print companies, heard speakers discuss the long-term challenges of new technologies and voice caution about the short-term challenge of next year’s economy. Moreover, a luncheon presentation by Ogilvy & Mather provided a sobering picture of a 1980’s American society with a sharp and growing division between affluent “have’s” and disfranchised “have-not’s”.

But along with the caution signals were also plenty of indications of how the companies participating in the various media intend to meet those challenges and adapt to the changing world of the future.

J. Kendrick Noble Jr. of Paine Webber hosted the conference, held in the auditorium of McGraw Hill’s New York headquarters. His introductory remarks pointed to the slowing market performance of most media stocks, and raised the question of whether that trend will continue. Conferences were then given an overview of general advertising trends, with addresses by Robert Coen of McCann-Erickson, Philip H. Geier Jr. of The Interpublic Group of Companies, J. Walter Thompson’s Frank Tomeo and Doyle Dane Bernbach’s Michael Drexler.

Coen first reviewed 1979 national advertising figures, listing the following percentage changes over the year earlier: network television, up 14%; spot TV up 12%; radio, up 11%; magazines, up 13%; a “big surprise”—the “exceptional” 17% jump in newspaper spending, and other media showing a 12% climb. Local newspapers and television were both up 14%, he said. Comparing those figures with his predictions a year ago, the actual figures proved to be above Coen’s expectations; national broadcast’s total rise being 13%, not 11%, and national print 14%, not 12%.

Recognizing that the economic outlook for 1980 “is certainly not bullish,” Coen discussed historical advertising trends in attempting to reach a sense of what might happen next year. In recent recession years, he noted, advertising growth didn’t do well compared with growth in the gross national product. But there were other factors affecting advertising in those years, he said, such as wage-price constraints and the cigarette ban for television. Going back to post-World War II recessions, Coen indicated that advertising in those periods grew faster than GNP. He expects 1980 to be “somewhere in between” those two categories, to be buoyed by extra stimulus of Olympics/elections inventory restrictions and election spending.

Coen’s figures for next year put national broadcast up 13%, national print up 10%,
with total national advertising up 11.4% and total local up 10.4%.

Gazing into the future, Coen estimated United States advertising, which was at $20 billion in 1970, will hit $55 billion by 1980 and soar to $135 billion in 1990. Plotting high growth categories of advertising, Coen said the two fastest growing are spending by media and government advertising.

Interpublic’s Geier predicted that 1980 will be a good year for advertising agencies, believing that they won’t be "particularly affected by an economic downturn next year." Advertising, in his words, has become "the bridge between manufacturer and consumer," an essential link in the sales process. The advertising growth potential in foreign markets, something Coen had also alluded to, will be an important beneficial factor for agencies, according to Geier. At the same time, inflation itself has been profitable for agencies, in his estimation.

Tomeo and Drexler are concentrating on media selection trends by advertisers, both current and projected, into the coming decade. Tomeo pointed to the dominance of television over Americans’ leisure time, its command of 50% of total media dollars and how network affiliates currently capture 84% of total viewers. "Despite agency kicking and screaming," he said, "they’re still spending for television, although perhaps for shorter flights. His was the first of several references at the conference to the belief that television is underpriced, which he uncritically attributed to network managers.

Tomeo believes network prices will be up 13% to 15% next year, with the price increases in the 1980-81 season moderating to about 10% or 11%. The JWT executive said the networks will continue to maintain their dominance "for many years to come," with other media left "so far down the road." Challenging a commonly held assumption, that cable will be a viable advertising medium when it achieves 30% penetration, Tomeo asserted that it will need 50% to 60% penetration "before advertisers will plunk down money." That’s something he feels has already been demonstrated in the television barter syndication market. However, he did note that syndicated specials have done well, in some cases providing advertisers 30% to 40% lower costs against comparable network ratings.

Drexlter said a theme that was repeated by others during the three-day meeting. Whatever happens to media in the coming decade will be evolutionary, with change occurring slowly, and without major shifts in media trends or allocations in the next several years. Television, in its various forms, will dominate the decade, Drexler said, with a common trend for newspapers, magazines, radio, cable and recorded video being an emphasis on targeting to specific audiences.

Subsequent panels at the conference examined the specific outlooks for the various media. The broadcasting panel was composed of CBS Inc.’s Martin Ewens-tein, Outlet Company’s David E. Henderson, Capital Cities’ Joseph Dougherty, Edward Bleier of Warner Communications, and Walter E. Bartlett of Multimedia.

Ewens said his company looks for "all to go well" on the supply and demand front next year, thanks to the Olympics and the elections. For the long term, he expects that cable, pay formats and recorded video will all become viable industries. "Sprouting by 1985," he sees 1990 with 40 million cable television homes, 16 million of them taking pay cable, and 12 million video players. Combined, they will steal a percentage point a year from network television, reducing network viewing from 86% to 78% by the end of the decade. That loss will be spread among the new technologies "in roughly equal proportions," according to Ewens, with the networks’ side compensated for the loss by growth in television households, viewing per household and cost per thousands to advertisers.

"Solid gains in 1980" will be felt by network affiliates, said Outlet’s Henderson, with any shortfall hitting independents. He’s looking for the “major prescheduled and non-deferrable” events of the Olympics and elections to make the essential contribution. Olympics packages are being sold at 30% to 50% better prices than the time they’re replacing, and are being “well received” by advertisers, according to Henderson. Citing TVB figures, Henderson said next year will see $100 million in non-network television spending for the elections, money that will benefit local stations.

Henderson called the conference’s attention to what he termed “the unrealized potential” of retail advertising for local broadcasters, saying that to this point they’d “only scratched the surface” of the field. However, he injected a note of caution with his reference to the “disappointing” fourth quarter of this year, saying that while it’s “no disaster,” sales in the period have shown that “television is not insulated” from the general economy. For 1980, he’s forecasting Outlet’s revenues up 15-18% with affiliates in general up 15%.

Dougherty of Capital Cities stressed that “the important thing for a group operator is to work on the things you can control.” He identified them as market share, costs, and where a company is positioned for the 1980’s and beyond. He was another broadcaster who stressed local advertising, and looks for it to play an increasing role in the next decade. Dougherty discussed some of the difficulties of cost control, saying it would be “morally unethical” to fire 10% of a staff to cut costs. Capital expenditures for ENG equipment and tape also have to be looked at carefully, with local news a highly competitive program block and one that’s responsible for 10% to 20% of a local operation’s revenues.

Similar thoughts were voiced by Multimedia’s Bartlett, in his description of “The Bottom Line” for broadcasters. Local television advertising, he said, continues to grow in importance at the ex-
pense of national spot, and might ultimately approach newspaper retail shares of 75% to 80% of revenues. Bartlett anticipates that "by 1983 local will pass 60% of our total revenues." For the next five years, he's looking for an average sales revenue increase of 13% to 14%, with costs held to 10%-11% increases and operating profit growing 12%-14%.

With TVB figures showing 1978 and 1979 as the strongest two-year growth period for the decade, Bartlett pointed to Multimedia's own statistics for that period: total television revenue up 13% in 1979, 20% in 1978, with 8% growth in national, 19% in local and 17% in network.

Both figures show a weakness in national spot for Multimedia stations in the last quarter, up only 8% for the full quarter, 4% in December. Bartlett sees a weak first quarter in 1980, "mediocre" second, but "very strong" third and fourth, and he's projecting the year will see national up 12%, local up 16% for a 14% total gain.

On the cost side, Multimedia research shows syndication costs on the average station jumping 25% to 40%, thanks to "panic" buying in the last several years, caused by what Bartlett termed the inaccurate forecast from program experts of product shortage for 1979 through 1981. However, post-1980 he thinks syndication costs will level off at perhaps 12% annual growth, after averaging 16% from 1974 through 1980.

Bartlett called news production the second major factor in television cost increases, one that's growing 20% a year, adding 1.1% annually to total station costs, and which he said would pass syndication costs in three years.

Warner Communications' Bleier opened his talk with a challenge to the cable penetration figures presented earlier by Ewenson. Pay service, he said, "is the engine driving cable in cities" and when cable has achieved 40 million penetration, 30 million of those homes will be paying for not the 14 million Ewenson had claimed. Audiences will be fractionalized in the future, Bleier conceded, but he maintained that network television is still the only medium that is "really efficient and can intrude" where major advertisers are concerned. Brand advertising, he said, is growing faster than fractionalization, constantly adding new advertising categories to television.

While saying he remained "bullish" on networks and affiliates, Bleier observed that the competition to be first is producing a situation where the cost outweighs the price, particularly when the costs of failures have to be factored in the price of hits. Some of the programming news of the year as Bleier saw it was the decline in the potency of miniseries, and features outrating made-for-TV product. The latter, he said, offered some small potential for cost savings, with made-for-TV having a higher promotional cost, and program suppliers such as Warner now offering features at the prices of two years ago.

Luncheon sessions at the conference explored various aspects of what the future holds for the media. Philip Levine of Ogilvy & Mather premiered a new presentation by the firm that showed an America of the 80's marked by significant demographic changes, a technological "evolution" leading to increasingly complex, specialized and extensive media, and more discerning and skeptical consumers—an America in which the challenge for advertisers will be to "produce cost effective campaigns."

According to Ogilvy & Mather, America has experienced mid-decade changes in ethos since World War II, with the 1975-86 period one of inflation, declining confidence, and concern for the future. By the end of the next decade, the country could well have a 25% minority population, with Hispanics outnumbering blacks, according to O&M's research. At the same time, there will be a shrinking middle class, increasing economic polarization, and generally less affluent consumers.
Multimedia survey finds ad executives optimistic about 1980 expenditures

Lessons learned, says Wearn, should prevent cutbacks, although it's said Olympics and elections will be somewhat offset by the economic climate next year.

The outlook of 1980 for advertising in general and network television in particular was portrayed in generally bullish terms last week even though the general economy may be in or heading for a mild recession.

This projection was made by Wilson C. Wearn, president and chief executive officer of Multimedia Inc., Greenville, S.C., before a session of the seventh annual media conference of Paine Webber Mitchell Hutchins Inc. in New York.


The firms retained Towers, Perrin, Forster & Crosby, a New York marketing consulting company, to sample the views of top advertiser and agency officials. The survey was conducted between Nov. 14 and Dec. 5.

Although those interviewed felt the nation was in a minor recession, they said they did not plan to pare budgets as they did during a similar business downturn in 1974-75. Wearn said the executives reported they had learned from 1974-75 that drastic cuts in advertising often result in declines in market shares.

On the other hand, the executives made the point that although 1980 is not 1974, it is not 1976 either. Wearn said they cautioned that even though 1980 is an Olympic and a presidential election year, the advertising growth pattern may not accelerate as much as it did in 1976. Among the reasons the advertising officials cited: In 1976 small-budget brands could still comfortably afford network television; energy costs and supply were not a major factor and the world political climate was dramatically different.

Wearn reported that it was the belief of the interviewed officials that TV network growth in 1980 would be the strongest of all media, with one advertiser venturing a 15% to 20% gain. Wearn said that spot TV can also anticipate "positive results" in 1980, although it will be "somewhat soft" for the first two quarters and rise significantly for the full year.

Radio is expected to profit both directly and indirectly from tight TV network inventory, Wearn said. He noted that both advertisers and agencies in the sample suggested "good possibilities" for both spot and network radio next year, in part because of the Olympics and the national elections.

There were mixed opinions about magazine advertising plans among the executives interviewed. Wearn said this could suggest "only moderate growth" for magazines next year. As for newspapers, the survey participants felt there would be steady spending in newspapers in 1980 and investment by national advertisers would be up slightly over 1979.

Eight ways of looking to the future

Media firms address Paine-Webber conference, outline their fiscal and technological outlooks for '80

Eight media companies with broadcasting involvement made individual presentations to the analysts at Paine Webber Mitchell Hutchin's media conference last week and a general conclusion appeared to be that next year would be a good year, but not tremendous. At the same time there was a heavy emphasis on how each company views the future and intends to participate in coming technological changes. To some extent, those at the conference heard eight different versions of "we've seen the future, and it is us."

Emanuel Gerard of Warner Communications looks for three major areas of growth for his company: producing software for videodisk and tape players, manufacturing and selling video games and personal computers through the company's Atari division, and developing cable television, particularly Warner's Qube system. The idea behind selecting those three was that they are all software-related and use the home television as a display terminal. Discussing WCI's cable involvement, he called the proposed Warner/Amex Cable joint venture "a classic two plus two equal five deal" that will allow the operation to build all the franchises it realistically can get.

Multimedia's Wilson C. Wearn opened his presentation with a report on a study of advertising the company commissioned (see this page) and went on to say that Multimedia had an "exceedingly good year" in 1979, and anticipates a 20% in-
Bottomline

New name, happy tidings. Reeves Teletape Corp, New York, is now Reeves Communications Corp. "To more accurately reflect our broadly based involvement in the entertainment and communications industry," according to Marvin H. Green, president, ninety percent of Reeves Communications' revenues result from development, acquisition, production and distribution of programs and motion pictures for TV and theaters, he explained. Green also said that company's earnings for six months ending Dec. 31 are expected to approximate $1.46 million, or 61 cents per share, on revenues of $19.3 million. This compares with earnings of $856,000, or 38 cents per share, on revenues of $12.2 million in first half of last fiscal year.

B&B in satellite field. Bump & Sims, Fort Lauderdale, Fla., cable TV service company with diversified soft-drink bottling, printing, electrical and movie theater operations, has acquired Gardiner Communications Corp., Houston. Clifton H. Gardiner is president of the new B&B subsidiary, pioneer marketer of satellite receiving stations that says it has over 30% of earth-station business with cable TV industry.

Buy-back. Capital Cities Communications, New York, said it will buy approximately 600,000 shares of its common stock from time to time on open market, at then-prevailing prices. Stock, currently valued at about $28 million, will be retained as treasury shares available for issuance under employee incentive plans and for acquisitions. Company currently has 13,054,263 shares outstanding.

crease in per-share earnings to $2.80.

The direction the company intends to take into the 80's was mirrored in its recent $70-million acquisition commitments, a major chunk of which was devoted to establishing a separate cable division within the company. Plans are to have 100,000 subscribers served by currently contemplated Kansas and Oklahoma systems within two or three years. Some $33 million of the $70 million is earmarked for broadcasting and newspapers, and Wearn says Multimedia is looking carefully at programing for cable. (The company is the producer of Donahue, among other shows.)

Lee Enterprises, Harte-Hanks Communications and Knight-Ridder all indicated intentions to participate to varying degrees in electronic communications.

Lee's Lloyd Schirmer said the company will continue to concentrate its major acquisitions in broadcasting and newspapers, but noted that the information systems it is establishing at its papers will have electronic transfer capabilities allowing data to be easily sold to customers who might develop down the line. The company views next year as a time of consolidation, giving it a chance to develop recent acquisitions that include KGMB-TV Honolulu and KOIN-TV Portland, Ore.

John Stenial of Lee, reviewing the company finances, said broadcasting revenues for 1978-79 were up 17.5%, and that he expects a "good year" next year, with broadcast revenues up 10-12%.

Harte-Hanks' Robert Marbut made it clear in his talk and a multimedia presentation that the company views its place in the 80's as that of an "information provider for information consumers," participating in that field through various formats. The company sees a future of increasing market segmentation, with electronic data processing equipment permitting marketers to discretely target advertising and products (helped by such specialists as Harte-Hanks' Consumer Direct Marketing wing). The intention at Harte-Hanks is to participate in a growing home data base market as a supplier of its product, information, to data systems.

The company's Larry Franklin described it as having had an outstanding year in 1979, and expressed confidence that Harte-Hanks will "get through this recession with respectable earnings growth." Broadcasting operations revenues were up 12% to 16%, and that figure includes what is currently a small contribution from cable operations. Marshall said the company intends "to move faster than in the past" in adding to its cable compliment.

Knight-Ridder's broadcasting division had an "outstanding" 1979, according to Robert Singleton, who also noted that his company's Viewtron data system test in Miami is proceeding on schedule and under budget. (It's a joint venture with AT&T). Still, the company intends to remain "principally newspaper" oriented for some time, even though it would like to have a television station in the top 20 markets.

Gannett's Allen Neuharth expressed a similar sentiment for his firm, despite its acquisition of Combined Communications. In response to one analyst's question, he threw some light on the recent departure of Combined's Karl Eller from the merged company. "Both of us wanted to run the company," Neuharth said, "but there was only room for one and that job was filled." Still, Eller's was a "friendly, orderly departure" according to Neuharth. Gannett, he said, will top $1 billion in sales this year, with earnings per share closer to the $3.70 expected by some analysts than the $3.60 predicted by others. Gannett's Douglas McGorkindale is anticipating a "very good year" in 1980 for its broadcasting operations, with revenues up 20% or more, and substantial radio improvement after a soft 1979.

McGraw-Hill, which expects 1979 to be a fourth year of 20%-plus increases in earnings, concentrated its discussion on the data-base information systems being utilized throughout its various divisions. McGraw-Hill's intention is to have six major data centers, linked by a private network that would be established with vendor facilities.

Media General's 1980 forecast includes an expectation of profit growth from its broadcasting operations, based on Olympic bookings on its NBC affiliate WFLA-TV Tampa, and substantial revenues expected from election spending in that "political hotbed."

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Ever vigilant at the ANA

Association outlines efforts to ward off government, educate public and industry

In a position paper entitled "ANA Objectives, 1979-80," the Association of National Advertisers has pledged to "sustain the right to truthfully advertise legal products by defending against further unwarranted government intrusion." The association also set as its goals the education of the public about the value of advertising
and the education of the industry about its responsibilities.

The paper, released at the ANA convention in West Palm Beach, Fla. (BROADCASTING, Dec. 10), enumerated 35 problems for the association—15 specifically dealing with the broadcast media—and described ANA's past and future actions on these issues.

The top trouble spot under the general heading "Defending Against Further Unwarranted Government Intrusion" was the Federal Trade Commission's proposal to ban advertising to children. This proposal amounts to "governmental censorship" and "1980 promises to be a crucial year for the eventual outcome" of this rulemaking, the ANA report said. It also noted the FCC's inquiry into children's television, and said that although that proceeding does not now directly involve advertising, the ANA will be filing comments with the commission.

In other areas, the ANA position paper noted these issues and cited the association's tactics:

TV clutter—The association said that intra-industry efforts in this area are now on a "wait-and-see" status because of the Justice Department antitrust suit against the National Association of Broadcasters television code.

Double billing and false billing in cooperative advertising—ANA reported that a "workable system has been established for the first time" that involves the cooperation of ANA, the Television Bureau of Advertising, the Radio Advertising Bureau and the Newspaper Advertising Bureau, and it will continue.

TV ratings—ANA said "hypoing" is a "major concern" and that the solution is 52-week local ratings. But that's "probably not economically feasible," it continued, while saying "some increase in the number of rating sweeps during the year must be achieved."

Media payments—ANA cited the financial difficulties of "a major media buying service"—presumably Media Corp. of America—and said this situation "has again raised the challenge to the traditional concept that media will hold the agency solely liable for payment." ANA recommended continuing dialogue with the media and the American Association of Advertising Agencies.

New technologies and a changing TV environment—"It is becoming increasingly clear," ANA said, "that new technology will change television as we know it today." The development of satellites, cable TV, superstations and home video recorders has led ANA to appoint a Task Group on TV Futures to "stay on top of these areas."

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**Law & Regulation**

**Holiday package from Van Deerlin**

He introduces two bills: revisions for common carrier, partial lifting of 315 requirements

Representative Lionel Van Deerlin (D-Calif.) last week gave his Communications Subcommittee colleagues plenty to mull over during Christmas recess: two new pieces of legislation that Van Deerlin hopes will receive consideration soon after Congress returns in late January.

As had been expected (BROADCASTING, Dec. 10) Van Deerlin unveiled a new bill that would amend the Communications Act. Unlike earlier comprehensive "rewrite" proposals, however, the new legislation deals exclusively with common-carrier issues and does not touch on broadcast or cable provisions.

His other bill that was introduced last week would eliminate equal-time requirements for broadcasters when they offer nonpaid time—debates, documentaries and other special programming—for presidential and vice presidential campaigns. This bill would only partially repeal Section 315 of the Communications Act, as it would not waive equal-time obligations for other federal, state or local candidates, nor would it change paid-time requirements. He said he hoped to begin action on the bill as soon as possible upon Congress's return because the presidential campaigns will soon be in full swing.

In announcing the introduction of both bills at a breakfast with reporters, Van Deerlin said the need for changes in Section 315 is obvious, since there is "a dreadful irregularity between print and broadcast journalism." As it stands now, he added, the law takes away from broadcast journalists the right to exercise independent editorial judgment.

Van Deerlin predicted that a change in the law would enable news departments to expand election coverage, as they would not have to worry about affording equal time to a large number of minor candidates who don't stand "a mathematical chance" of being elected. But he said that if he really had his way, Section 315 would be eliminated completely.

Although the equal-time provision was suspended for the 1960 Nixon-Kennedy debates, Van Deerlin said he would try for amendment of the measure, rather than another suspension. But he said that amendment might run into trouble in the Senate, where a suspension of the section may again be preferred. He noted, for example, that Senator Ernest Hollings (D-S.C.), chairman of the Communications
Subcommittee, has said suspension would be sufficient.

As for his common carrier bill, H.R. 6121, Van Deerrlin expressed optimism that the telecommunications industry and Subcommittee members would accept the language, and he could mark up the legislation in January.

By the time Van Deerrlin introduced the bill Thursday afternoon (Dec. 13), the entire membership of the subcommittee had signed on as co-sponsors, and Van Deerrlin had announced that the mark up would begin Jan. 23.

Provisions in the bill include opening all intercity markets and services to competition, and requiring AT&T to establish fully separated subsidiaries for offering any unregulated service or product.

Van Deerrlin said that a conscious decision was made to keep broadcasting and cable issues separate, to avoid jeopardizing passage of the common-carrier provisions. Once the subcommittee started on an issue such as cable, he said, issues such as rate, tax, or personal consent invariably come up, and then "you're bogged down."

Van Deerrlin said a good deal of his bill was based on language suggested by the National Telecommunications and Information Administration, adding that he was indebted to NTIA chief Henry Geller and his staff.

In addition to his legislation, Van Deerrlin said he expected to take up other bills after the break. One of these, which he predicted would be passed easily, deals with the House broadcast system, C-SPAN. Under the rules, Van Deerrlin said, a member of Congress can't use footage of himself from the House system for his own campaign purposes, but others can. A floor speech that might embarrass a member could conceivably be used by an opponent in a political campaign commercial, and Van Deerrlin said he expected repeal of that rule would have clear sailing in the House.

On an unrelated topic, Van Deerrlin took a swipe at his colleagues for their handling of the Federal Trade Commission's authorizations bills. "I'm getting a little skittish about Congress's proclivity to undercut regulatory agencies," he said. He added that a vote by the House to keep the funeral industry immune from an FTC rule made it "look dreadful."

Van Deerrlin's Subcommittee will now wait for reaction on both proposals. There was immediate praise from the National Association of Broadcasters on the equal-time changes. Donald Zeifang, NAB senior vice president for government relations, gave the idea high marks, although he said he would like to see it go further. "This bill is a step in the right direction, but broadcasters need even broader relief from the restrictive equal-time provisions as they apply to all political races," Zeifang said. "Radio and television news departments would give better and more honest reporting if they did not have to offer equal time to the scores of candidates sometimes involved in a single campaign."

**FEC moving toward opening doors to debates arranged by media organizations**

Broadcasters, newspapers and magazines, under new proposals, would be allowed to run shows; plans for Iowa confrontations are moving ahead in any case

The Federal Election Commission appears to be backing off from its controversial position on the issue of the staging of nonpartisan candidate debates. The commission has instructed the staff to draft new regulations that would permit broadcasts, newspapers, magazines and periodicals to sponsor such debates.

The action came some five weeks in advance of the joint appearances of Republican and Democratic presidential candidates to be held in Des Moines, Iowa, under the sponsorship of the Des Moines Register and Tribune.

An earlier draft regulation that was vetoed by the Senate was interpreted by many observers as barring media corporations from sponsoring political debates. FEC members said they had no intention of interfering with media's normal operations. The regulation was aimed at curbing out an exemption from existing law to enable corporations and labor unions to help the League of Women Voters and other nonprofit organizations sponsor political debates.

The instructions given the FEC staff were based on a staff-offered suggestion that the provision in the Federal Election Campaign Act exempting news stories, commentaries and editorials from the ban on corporate contributions to political campaigns be extended to include candidate debates staged by media corporations.

The staff has suggested that the commission not prescribe the conditions under which such a debate would be permissible. But, the staff added, the commission should define the term "candidate debate." A possible definition, it said, could include joint candidate appearances in which candidates exchange views on issues either directly or through a moderator.

Meanwhile, plans are going forward for the joint appearances of Republican and Democratic presidential hopefuls in Des Moines, both of which are to be held in prime time and nationally televised, at least by NBC and CBS. (CBS's decision could change if the list of participants changes.) ABC has not indicated whether it will cover them.

Republicans John Connally, George Bush, Senator Howard Baker (R-Tenn.), Representative Philip Crane (R-Ill.), Senator Robert Dole (R-Kan.), and Representative John Anderson (R-Ill.) will appear in a Candidate Forum at Des Moines's Civic Center on Jan. 3. Ronald Reagan declined to participate. The time period was shifted from the afternoon after Connally complained that different time periods attract different audiences.


**Skeleton in the closet**

The FCC has released a report that cites former Chairman Rosel Hyde and former Commissioners Benjamin Hooks and Charlotte Reid for acting improperly in the issuance of amateur radio call signs.

The report, adopted after a three-year investigation, cites the commissioners and several other FCC officials as having granted themselves or friends licenses or special call signs—for which they were not qualified.

The commission began the inquiry into the alleged improprieties in October 1977, after an FBI investigation led to the conviction of Richard Zeigler, then chief of the commission's Special Licensing Section at Gettysburg, Pa., on charges of accepting $100 payments from four licensees in connection with the issuance or reservation of specific call signs.

The FBI, in an investigation in Indianapolis, also found that Robert Kirkham, a local amateur radio licensee, had arranged for improper issuance of licenses through Zeigler. Kirkham received "favors" for passing the licenses on to friends. Kirkham testified that none of these "favors" were passed along to Zeigler.

Zeigler said he began doing "favors" on his own after he discovered that James E. Barr, chief of the Special Radio Services Bureau from 1963 to 1973, had a license issued to himself without passing the required exam.

Carlos Roberts, the present chief of the bureau, said the report is a matter of "applying a new morality to an old situation." Roberts explained that years ago it was an accepted fact that commissioners and staff
would give call signs to friends. “They really saw nothing wrong with it. But our rules were changed in 1976, and that is not possible any more. It’s sort of like a post-Watergate mentality as opposed to a pre-Watergate mentality,” he said.

William S. Grenfell, who was chief of the rules and legal branch, testified that on March 24, 1969, he was called to the office of then Chairman Rosel Hyde, who asked him to issue upgraded licenses to three friends.

Hyde said he was called by an investigator in 1978 about the matter, and told him that all the three individuals wanted was “something with my signature, sort of a souvenir.” Hyde said he had asked Grenfell’s advice on how to go about getting documents with his signature, and that he had no intention of violating any rules.

Clover Park settled

The FCC has rejected attempts to block the conversion of a Tacoma, Wash., educational TV station into a commercial facility. The station, KCPQ-TV, has been operating on a noncommercial allocation.

The current licensee is the Clover Park School District, which has held the station for four years but now wants to realize its equity in the facility to finance capital improvements to the school system. It has contracted to sell the station to Kelly Broadcasting Co., which owns KCRA-TV in Sacramento, Calif. Save Our Station 13, a group made up mostly of former members of Clover Park’s TV advisory board, had filed a petition to reserve the station for noncommercial use and to deny the transfer. SOS13 claimed that KCPQ-TV has a unique format, that it misrepresented itself to the commission in renewal applications, and that the sale possibly constituted trafficking.

The FCC last week concluded, however, that there is enough other noncommercial service in the Seattle/Tacoma area and that the station was a burden on Clover Park’s budget. The commission also found no prima facie evidence of trafficking, since the station had been held for one year beyond the minimum three.
Another setback in CBS fight against Justice antitrust suit

Supreme Court refuses to take on NBC consent arrangement

For the second time in two months, a CBS effort to attack the Justice Department’s settlement of an antitrust suit against NBC was rebuffed by the Supreme Court. The high court last week rejected CBS’s petition for review of a lower court’s order denying the network’s motion to intervene in the consent-decree proceeding.

In October, the court turned down CBS’s petition for review of the order of a U.S. district court in Los Angeles approving the consent decree (BROADCASTING, Oct. 8).

The consent decree was approved by the court in 1977, five years after the Justice Department originally filed virtually identical antitrust suits against the three networks. The suits alleged that the networks monopolize and restrain trade in prime time entertainment programming.

The agreement that NBC reached with Justice in November 1976 bars the network from a number of practices Justice had contended in its suit were illegal. Among other things, the agreement limits for 10 years the amount of television programming NBC could produce for its use, and during that time prohibits it from engaging in reciprocal program arrangements with ABC and CBS (BROADCASTING, Nov. 22, 1976).

Justice’s suits against ABC and CBS are still pending. And the provisions of the consent decree do not become effective unless the same terms are imposed on the other networks.

Besides CBS’s suit, the Supreme Court last week rejected a petition by Columbia Pictures and four other program producers that sought to intervene in the NBC case.

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Deja vu

CBS is back as number one for latest ratings week, but ABC is only half a point behind

CBS-TV was able to claim victory in the prime-time ratings for the week ended Dec. 9. But the close contest between CBS and ABC-TV continued, with NBC-TV offering little competition.

As in the week before (when ABC won), less than a rating point separated the networks in first and second place. CBS earned a 19.8 rating and 31.4 share and ABC scored a 19.3/30.8 while NBC managed a 16.5/26.3.

CBS’s strength on Sunday night remained formidable (27.1/40) and it also won Wednesday, Thursday and Friday. ABC had a few close second places but came out on top only on Tuesday. NBC won Monday and Saturday but on other days wasn’t even close to victory.

Of the week’s top-10 prime-time programs, CBS had six series (five from Sunday) and one special. ABC had the remaining three. NBC didn’t show up on the card until 16th place Little Rascals Christmas Special (22.4/33).

From the top, it was CBS’s Alice (30.0/42), featuring a guest appearance by Art Carney; then CBS’s 60 Minutes (29.5/45); ABC’s Three’s Company (28.8/44); CBS’s One Day at a Time (28.6/41), and The Jeffersons (28.0/40); ABC’s Tami (25.9/41); CBS’s “Hallmark Hall of Fame” presentation of Aunt Mary with Jean Stapleton (24.9/39); ABC’s Mork & Mindy (24.5/36), which inched passed its head-on CBS competition, Archie Bunker’s Place (24.2/36), and then CBS’s M*A*S*H (23.8/35).

The November ratings sweeps had passed with the month but specials continued. According to ABC, the three networks devoted 29% of their schedules to special programming. Many of these specials, however, were programmed early in the evening to attract young audiences. Sweeps specials generally were later and adult-oriented.

Most came with the season—Christmas, that is. The holiday-fare leader was ABC’s John Denver & the Muppets: A Christmas Together (23.2/36). NBC won its time periods with the animated Rascals (22.4/33) followed by The Berenstein Bears’ Christmas Tree (21.7/33). A repeat of Rudolph the Red-Nosed Reindeer provided a winning 21.5/33. On Thursday at 9 p.m., it was CBS’s Johnny Cash Christmas (21.3/32) over NBC’s Bing Crosby Christmas (15.9/24) but both lost to ABC’s regularly scheduled Barney Miller (22.2/34) and Soap (22.5/34).

Lowest rated among the Christmas fare was ABC’s Pat Boone & Family Christmas Special (14.2/24) and NBC’s “Big Event”—Mary & Joseph: A Story of Faith (14.3/21).

The week’s other specials, not keyed to the upcoming holidays all made it above the 30-share mark. Hallmark’s Aunt Mary on Wednesday was the highest scoring special with a 24.9/39; A BC’s Barbara Walters Special competing against the last hour of Aunt Mary earned a 19.5/32, CBS’s Salute to Ingrid Bergman closed out an entire evening of specials on that network with a 18.7/31, slightly behind 20/20’s winning 19.0/32 for ABC.

On other ratings fronts, CBS won the week but didn’t experience success with its new time periods for Hawaii Five-O (13.7/21) and Paris (12.1/22)—Tuesday from 9 to 11 p.m. Its new Wednesday opener, Young Maverick, also has yet to show strength, scoring only a 14.3/22. And the time bought on CBS by the President Carter campaign scheduled from 8:54 to 9 p.m. on Tuesday—brought only a 10.4/16. That was the second-lowest score of the week; the lowest was its lead-in, California Fever (9.2/14).

Over-all, it was lower-than-usual week for the three networks in terms of cumulative ratings. Together the networks averaged a 55.6 rating. The three earlier weeks had been 58.5, 56.9 and 58.3 respectively.

Blockbuster programming such as ABC’s “Jaws” (39.0/57) on Nov. 4 can pull up the ratings and the reverse can occur when a miniseries like ABC’s Frenche Atlantic Affair (13.4/22, 9.7/17 and 16.2/24) in mid-November bombs. All this especially proves true during sweeps stunting.

With the sweeps over, ratings are expected to decline. However, at ABC, researchers also were pointing to syndicated programming as a cause for the lower ratings total for the week ended Dec. 9. Cutting into network clearance were said to be both Billy Graham and Operation Prime Time’s The Seekers.
Tit for tat. CBS-TV and NBC-TV have stopped exchanging taped highlights of their National Football League games. Geoff Mason, executive vice president of NBC Sports, said he and his people put embargo on CBS's use of NBC highlights after Neal Pilson, business affairs vice president of CBS Sports, rejected NBC Sports request for material from "10 on 10" CBS events for inclusion in NBC Sports year-in-review program (scheduled Dec. 22 at 4-5 p.m. NYT). Pilson said he turned it down because it was an "extraordinary request" not just for highlights but for material that would form body of program. Mason said he hadn't expected to use more than four or five minutes of CBS material in two-hour show anyway—and that ABC had honored similar request for material from NBC without question. ABC Sports also is planning sports year-ender, covering the decade, and Mason said NBC was furnishing material ABC requested for that. CBS sources said ABC hadn't asked them for anything but had done what the CBS sources considered right thing: "They went out and bought the film they needed."

One fewer. Chuck Barris's syndicated Three's a Crowd may have been doing well at Post-Newsweek's wvnu Detroit, but station will replace it with Barry Enright's Joker's Wild as of Dec. 21. Wow spokesman said station had received assurances that humor base would be broadened, with fewer double entendres—but wasn't willing to wait couple of months for change. Local women's groups had been meeting with station. Distributor, Firestone Program Syndication, said there had been just a couple of other such drop-outs, but wouldn't name them.

Gamesman. Mbtromedia Producers Corp. has signed Bob Stewart Productions to exclusive co-production and distribution deal. First co-production pilot, half-hour game strip, Punchline, will be taped Dec. 26 and be available at National Association of Television Program Executives convention in San Francisco in February. Among Stewart's past credits are Password, The Price is Right, To Tell the Truth, and Pyramid.

In the marketplace. Group W Productions is distributing Clever Jack, children's special, available as hour or two half hours. It's performed by First All Children's Theater Co., with Lucie Arnaz as host. Fish Communications is producer in association with wcas-rv New York, Meredith Broadcasting, and Corp. for Entertainment and Learning. Latest on Gold Key Entertainment domestic distribution list is 28 Blondie features (75 minutes each) from King Features Syndicate.... ARP Films Inc., syndicator of such "Marvel Superheroes" as Captain America and Incredible Hulk, has added New Fantastic Four off-network series to its animated offerings. ... Hairstylist Vidal Sassoon will host next half-hour daily magazine, Your New Day. Shooting was to begin this month at Metrotape West, Hollywood, with SFM Media Corp. handling distribution of New Day Productions project.... Clarence Greene's Tower Productions, Hollywood, has begun $4.5-million production of The Year of the French—six-hour mini-series for Radio Telefis Eireann, Ireland's television network. Series is to be released for U.S. syndication.... WUAW Cleveland has become 40th station to buy Samuel Goldwyn Co.'s feature package, Best of Goldwyn. Titles include "The Best Years of Our Lives," "Guys and Dolls" and "Hans Christian Andersen."... Filming has begun on MCA-TV/Universal's The Gossip Columnist, Operation Prime Time project set for airing March 1980 as either two-hour feature or as five half hours.

Signing for software. ABC Inc. has joined forces with film producer-director Robert Altman and his firm, Lion's Gate Films, and Shubert Organization Inc., to develop, produce and market films or tapes of theatrical productions for videocassette market. Under joint undertaking, ABC Video Enterprises would market programming of Broadway, off-Broadway and regional theater properties in which Altman and his firm would be used to transfer presentations to film or tape. Shubert Organization is said to be largest theatrical organization of its kind, engaged in operations of legitimate theaters and production of plays. It operates 22 theaters in five major U.S. cities.

ABC pulls away. ABC Radio Network has signed three-year contract for live broadcast of Kentucky Derby horse race classic, starting in 1980. CBS Radio had held rights to May event for 29 years. ABC Sports holds television rights to Derby.

Into the fray. Barry & Enright Productions and Colbert Television Sales are entering afternoon talk-variety syndication market with new The Bert Convy Show set to be company's primary attraction at February's National Association of Television Program Executives convention in San Francisco. Dick Colbert has admitted that company expects loss on show during its first year and as consequence B&E will be retaining two 30-second spots for its own commercial sales. Convy is 90-minute daily production that will also be available in 60-minute version. Retained spots are in first two half hours. B&E has built reputation on syndicated game shows (The Joker's Wild, Tic Tac Dough, Joker! Joker! Joker!! and newest Play the Percentages), and new venture marks significant departure for firm. Convy will be available for airing beginning next September.
News media hoping for turnaround in Gannett case

Press organizations file amicus brief urging Supreme Court to reverse decision allowing closing of pretrial proceedings

Ten media organizations last week urged the Supreme Court to reverse itself in the case of Gannett vs. DePasquale in which the court sanctioned the closing of pretrial proceedings in criminal cases. The organizations say that the decision has generated considerable confusion as to what the court intended—and has led to the closing of trials as well as pretrial proceedings. The organizations say 109 orders closing proceedings have been issued since the Gannett decision in July, and that 61 have been enforced or affirmed on appeal.

The organizations made their arguments in friend of the court briefs filed in behalf of Richmond Newspapers, which is seeking to overturn a Virginia Supreme Court court ruling closing a murder trial. The state court's decision was based on the Gannett decision.

The media organizations' briefs urge the Supreme Court to hold that, unless there is proof "of a direct, immediate and irreparable injury to the administration of justice," criminal trials must remain open. They say the same criteria should apply to the closing "of all judicial proceedings."

One brief was filed by the Reporters Committee for Freedom of the Press along with the National Association of Broadcasters, the Radio-Television News Directors Association, the Associated Press Managing Editors, the National Newspaper Association, the National Press Club, the Society of Professional Journalists, Sigma Delta Chi, and the Virginia Press Association. The other was filed by the American Newspaper Publishers Association and the American Society of Newspaper Editors.

RKO's latest line-up

New network signs 48 stations outside own group, coverage of U.S. said to be 82% so far

RKO Radio Network, currently servicing only RKO's 12 owned stations, last week announced its first formal affiliate list—48 stations including groups such as Southern Broadcasting Co., Charicom Inc., Mann Media, Great Trails Broadcasting Corp., Gaylord Broadcasting Co. and Swanson Broadcasting Inc.

The new affiliates, expected to be on line by the first of the year, are said to represent 62% U.S. coverage, with 48 million households or 109 million persons 12 years and older. RKO added that the numbers translate to a total weekly count of 13.2 million persons aged 12-plus and 8.1 million adults 18-49.

RKO-owned stations are WOR(AM)-WXLO(FM) New York; WFYR(FM) Chicago; KJUJ(AM)-KRTK(FM) Los Angeles; WRKO(AM)-WROR(FM) Boston; KFRC(AM) San Francisco; WQMS(AM) Bethesda, Md.-WGMS(FM) Washington; WAXY(FM) Fort Lauderdale (Miami) and WHQO(AM) Memphis. Of these, talk work and classical WGMS-AM-FM will take only the commercials but not the network programming, which is geared toward a young-adult audience.

RKO says it will program 124 commercial minutes a week, no more than one an hour. Major-market stations are to receive compensation described as "competitive with the industry."


The RKO network now programs portions of each hour from 6:30 a.m. to 8:30 p.m. and plans to go around the clock beginning Feb. 1.

Farber guidelines. New Jersey Senate approved and sent to Governor Brendan Byrne bill outlining procedure to be used in court when journalists refuse to divulge sources.

Measure was prompted by case last year involving M.A. Farber, New York Times newspaperman who was jailed for several weeks after he refused to reveal news sources in murder trial. Bill would stipulate that reporter not be ordered to reveal sources of confidential information unless it was shown that information was necessary to defendant, that it could not be obtained from any "less intrusive force" and that value of information as to innocence or guilt outweighed value to society of permitting reporters to maintain confidentiality of sources.

Kicked out. AP correspondent Alexander Efty has been expelled from Iran for what Ministry of National Guidance termed "provocative and utterly false" reporting of events there. He had been covering disturbances in city of Tabriz. AP said it would seek immediate accreditation for replacement.

CNN recruits. Cable News Network, Atlanta, has signed syndicated columnists Dan Dorfman and Richard Reeves to do columns on finance and politics, respectively, for CNN when it commences operations June 1.

Pessimists outnumbered. Eighty-four percent of radio news directors queried by Radio-Television News Directors Association feel that station owners will not decimate news staffs and reduce radio news programming if FCC ends radio regulation. Seven percent felt station would put more effort into news under such circumstances, while 8% predicted some cutbacks. Gloomy predictions of complete news shutdowns came from 1%.

Growing stronger. Independent Television News Association (ITNA), which already counted New York's WPXVTV and WNEW-TV as clients as well as Los Angeles's KTVF and KTLA(AM), last week added another in each market: WPX-TV in the East and KWLTV in the West. When WFFT-TV Fort Wayne, Ind., goes aboard Jan. 1, that will bring over-all tally to 24 stations.

Broadcasting Dec 17 1979 72
Disco took American contemporary radio by storm in 1979. That music makes up more than one fourth of Broadcasting's Top 100 records for the year, including the number one and two positions, which went to Gloria Gaynor's I Will Survive (Polydor) and Rod Stewart's Do Ya Think I'm Sexy? (Warner Bros.). Herb Alpert rode the disco tide to a successful comeback with this year's number three record, Rise (A&M). And traditional supergroups—The Doobie Brothers, Earth, Wind & Fire and Electric Light Orchestra—experimented with disco singles which finished at 6, 56 and 84, respectively.

Primarily a musical form rather than a movement, disco found its most popular expression in the group, Chic, who in their first year together, achieved three positions in the Top 100. Their Le Freak (15), Good Times (17) and I Want Your Love (67) (all Atlantic) distinguish Chic as perhaps the only artists to survive a movement which is said to be dying because it failed to develop significant talent.

Summer 1979 brought a disco-backlash and the birth of The Knack, whose back-to-basics rock 'n' roll won them the 16th and 76th positions with My Sharona and Good Girls Don't (both Capitol).

Disco or no disco, Donna Summer ends the year with four titles in the Top 100. Her Hot Stuff (4), Bad Girls (8), Heaven Knows (29) and Dim All The Lights (35) attest to her evolution from queen of the disco to one of America's most popular singers.
Today's country music has been called tomorrow's MOR, and the big names from that part of the musical spectrum—such as Kenny Rogers, Crystal Gayle, Dolly Parton and Willie Nelson—are known to more people now than ever before.

Kenny Rogers had two highly successful crossover singles in 1979, with *She Believes In Me* (United Artists) finishing at 11 on the country list and 34 on contemporary and *You Decorated My Life* finishing at 47 country and 32 contemporary.

Crystal Gayle's *Half The Way* (Columbia), which captured the 49th place on the country list, took 96th on contemporary. Duets were highly popular this year on country radio. Kenny Rogers and Dottie West took sixth and 32d place with *Till I Can Make It On My Own and All I Ever Need Is You* (both United Artists). Jim Ed Brown and Helen Cornelius also scored a double victory with *Fools* (20) and *Lying In Love With You* (45) (both RCA). And the team of Willie Nelson and Leon Russell took 36th place with *Heartbreak Hotel* (Columbia).

John Conlee was 1979's most successful country artist. His *Before My Time* (MCA) took the year's number-one position, while his *Back Side of Thirty* took 39th and *Lady Lay Down* 40th (all MCA).

Along with Conlee, Ronnie Milsap, the Oak Ridge Boys and Eddie Rabbit all scored multiple successes on this year's *Country Top 50*.

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<td><em>I Don't Want To Be Right</em></td>
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*Note: The numbers correspond to the positions in the chart.*
**Playlist Dec 17**

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<thead>
<tr>
<th>Last This week</th>
<th>Title</th>
<th>Artist</th>
<th>Label</th>
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<tbody>
<tr>
<td>2 1</td>
<td>Escape</td>
<td>Rupert Holmes</td>
<td>Infinity</td>
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<tr>
<td>1 2</td>
<td>Babe</td>
<td>Styx</td>
<td>A&amp;M</td>
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<tr>
<td>3 4</td>
<td>We Don't Talk Anymore</td>
<td>Cliff Richard</td>
<td>EMI/America</td>
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<tr>
<td>3 2</td>
<td>Still Comrades</td>
<td></td>
<td>Motown</td>
</tr>
<tr>
<td>4 5</td>
<td>No More Tears</td>
<td>Streisand/Burner</td>
<td>Columbia/Casablanca</td>
</tr>
<tr>
<td>6 8</td>
<td>Rock With You</td>
<td>Michael Jackson</td>
<td>Epic</td>
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<td>Take the Long Way Home</td>
<td>Supertramp</td>
<td>A&amp;M</td>
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<td>Ship</td>
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<td>Better Love</td>
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<td>This Is It</td>
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<td>I Wanna Be Your Lover</td>
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<td>Deja Vu</td>
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<td>Phila. Int'l.</td>
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<td>Third Time Lucky</td>
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<td>Nemperor</td>
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<td>Crazy Little Thing Called Love</td>
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<td>On the Radio</td>
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<td>A&amp;M</td>
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<td>RCA</td>
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<td>You Decorated My Life</td>
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<td>Dim All The Lights</td>
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<td>46 47</td>
<td>Chiquitita</td>
<td>Abba</td>
<td>Atlantic</td>
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<td>47 47</td>
<td>If You Remember Me</td>
<td>Chris Thompson</td>
<td>Planet</td>
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<tr>
<td>48 47</td>
<td>Longer</td>
<td>Dan Fogelberg</td>
<td>Epic</td>
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<tr>
<td>49 49</td>
<td>Broken Hearted Me</td>
<td>Anne Murray</td>
<td>Capitol</td>
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<tr>
<td>50 50</td>
<td>You Know That I Love You</td>
<td>Santana</td>
<td>Columbia</td>
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**Country**

<table>
<thead>
<tr>
<th>Last This week</th>
<th>Title</th>
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<tr>
<td>3 1</td>
<td>Broken Hearted Me</td>
<td>Anne Murray</td>
<td>Capitol</td>
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<td>Coward of the Country</td>
<td>Kenny Rogers</td>
<td>United Artists</td>
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<td>3 4</td>
<td>Happy Birthday Darlin</td>
<td>Conway Twitty</td>
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<td>3 4</td>
<td>Pour Me Another Tequila</td>
<td>Eddie Rabbitt</td>
<td>Elektra</td>
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<td>Missing You</td>
<td>Charley Pride</td>
<td>RCA</td>
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<td>3 6</td>
<td>Whiskey Bent &amp; Hell Bound</td>
<td>Hank Williams Jr.</td>
<td>Elektra</td>
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<tr>
<td>3 7</td>
<td>My World Begins</td>
<td>Dave &amp; Sugar</td>
<td>RCA</td>
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<tr>
<td>3 7</td>
<td>How I Miss You Tonight</td>
<td>Jim Reeves</td>
<td>RCA</td>
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<tr>
<td>4 7</td>
<td>I Cheated Me Right Out of You</td>
<td>Moe Bandy</td>
<td>Columbia</td>
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<td>6 10</td>
<td>I've Got a Picture Of You</td>
<td>Loretta Lynn</td>
<td>MCA</td>
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<td>10 11</td>
<td>Rusty Old Halo</td>
<td>Hoyt Axton</td>
<td>Capitol</td>
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<tr>
<td>5 12</td>
<td>Blind In Love</td>
<td>Mel Tillis</td>
<td>Elektra</td>
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<td>22 13</td>
<td>Holding the Bag</td>
<td>Moe &amp; Joe</td>
<td>Columbia</td>
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<td>22 14</td>
<td>Crazy Blue Eyes</td>
<td>Lacy J. Dalton</td>
<td>Columbia</td>
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<td>7 15</td>
<td>Lady In the Blue Mercedes</td>
<td>Johnny Duncan</td>
<td>Columbia</td>
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<td>18 18</td>
<td>Tell Me What It's Like</td>
<td>Brenda Lee</td>
<td>RCA</td>
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<td>Come With Me</td>
<td>Waylon Jennings</td>
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<tr>
<td>20 18</td>
<td>Nothing As Original As You</td>
<td>Statler Brothers</td>
<td>Capitol</td>
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<td>Help Me Make It Through the Night</td>
<td>Willie Nelson</td>
<td>RCA</td>
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<td>You Pick Me Up</td>
<td>Dottie West</td>
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<td>15 21</td>
<td>Mississippi</td>
<td>Charlie Daniels Band</td>
<td>Epic</td>
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<td>19 22</td>
<td>You Show Me Your Heart</td>
<td>Tom T. Hall</td>
<td>RCA</td>
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<td>16 23</td>
<td>The Way</td>
<td>Crystal Gayle</td>
<td>Columbia</td>
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<td>24 24</td>
<td>I Hate the Way I Love You</td>
<td>Rodriguez/McClain</td>
<td>Epic</td>
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<tr>
<td>25 25</td>
<td>Wish I Was Crazy Again</td>
<td>Cash/Jennings</td>
<td>Columbia</td>
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Queen impersonates the king. Instantaneous success is the verdict on Crazy Little Thing Called Love (Elektra), a single released only two weeks ago by Queen, who've put aside their traditional hard-rock sound for a combination of Elvis-sounding vocals and production techniques. Entering "Playlist" this week with a bolt at 35, the single has been enthusiastically received by programers, who describe it as "very different, immediately likeable and very mass appeal." Wedding song. Ken Warren, program director at WING (Dayton, Ohio, describes the LP, Phoenix (Epic) as, "beautiful, acoustically sensitive and probably Dan Fogelberg's best." Longer, the first single drawn from the LP enters "Playlist" this week at 48. "It may take a while to break," comments John Young, program director at WACR (Atlanta. "But this may be the perfect love song for the 80's." Young, who predicts the song will be widely-used at weddings, says, "It's been a long time since we've had a sentimental love song with strong lyrics." Curt Hansen, music director at WCRN (New Haven, Conn. reports listener reaction to Longer has been, "instant phones always the sign of a truly great record." Entering the race, Entering "Playlist" just under the wire at 50 this week is You Know I Love You (Columbia), a single drawn from Santana's latest LP, Marathon. Ed Alexander, program director at KTIT (Tucson, Ariz., describes it as "a catchy three-and-a-half minute record that doesn't rely on gimmicks" as do "so many other records that are successful right now." And Jim English, program director at WORC (Hartford, Conn., calls it, "the first single from Santana I've felt couldo really well on AM radio."

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 Arbiton 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.
As compiled by BROADCASTING based on filings, authorizations, petitions and other actions announced by the FCC during the period Dec. 3 through Dec. 7.


New Stations

FM application

- Cortez, Colo.—Rex K. Jensen seeks 98.7 mhz, 100 kw, HAAT: 440 ft. Address: PO Box 4080 Missoula, Mont. Estimated construction cost: $73,200; first year operating cost: $30,069; revenue: $25,000. Format: CW. Principal: Rex K. Jensen (100%). Owner of Jensen Broadcasting which has 52% interest in KDKX-FM Missoula. Jensen is GM of KDKX-FM and has 1,679 hours of broadcast, requesting construction permit for new FM in Needles Calif., along with two brothers, Jack H. and Lamont N. Ann. Nov. 15.

FM grants


- Council Bluffs, Iowa—Iowa Western Community College granted CP for 97.7 mhz, 100 kw, HAAT: 1,013 ft. Address: 700 College Rd., Council Bluffs. Estimated construction cost: $362,400; first year operating cost: $196,580. Format: Educational. Principal: Iowa Western Community College which is a public, non-profit supported institution. There are no other broadcast interests. Action Nov. 15.

- Wiikao-Pulehu, Hawaii—per request of applicant Broadcast Bureau dismissed application of Communico Holding Corp. for 94.3 mhz, 10 w, HAAT: 2916 ft. PO. ad- dress: 741 Bishop St., Honolulu 96313. Estimated construction cost: $4,472; first year operating cost: $500. Revenue not given. Format: Contempory. Applicant is wholly owned by Communico Inc., principally owned by Fredric W Consant (61.1%), D. Scott Hart (20%) and others. Communico is group owner with one AM and two FM's. Action Nov. 30.

- Butte, Mont.—Mountain Sky Broadcasting granted CP for 95.3 mhz, 50 kw, HAAT: 1,780 ft. Address: 1100 Connecticut Ave. NW Washington, DC 20036. Estimated construction cost: $47,230; first year operating cost: $24,750; first quarter revenue: $24,000. Format: Contemporary. Principals: Jack H. Jensen and brother, Lamont N., 50% each. Along with brother Rex (who owns Jensen Broadcasting but has no partnership interest in Mountain Sky), the Jensens have interest in Creek Broadcasting (Jack 34% and Lamont 36%) in Calaveras Broadcasting applicant for new FM station at Needles Calif. Lamont is salesman for IFECO, Inc., Boise, Idaho, a lessee and seller of mobile homes. Action Nov. 27.

- *Guaymas, Ariz.—Ministerio Cristo Viente, Inc. granted CP for 88.1 mhz, 5 kw, HAAT: 219 ft. Address: 1225 Connecticut Ave, NW Box 400 Washington, D.C. 20036. Estimated construction cost: $33,951; first year operating cost: $27,920. Format: Educational/Religious. Principal: Ministerio Cristo Viente is non-profit religious organization. Eugenio Rodriguez-Lopez (minister) is president and member, board of directors as is Juan M. Orelli Sr. who also serves as vice president. Orelli is president and owner of WHOY Salinas, PR. There are no other broadcast interests. Action Nov. 27.


- *Crozet, Va.—Broadcast Bureau granted McClenahan Broadcasting Corp. 102.3 mhz, 3 kw, HAAT: 300 ft. Address: PO Box 8, Crozet 22932. Estimated construction cost: $78,990; first year operating cost: $42,000; revenue: $45,000. Format: Country. Principal: W. Edward McClenahan and family. They also own WPIED(AM) Crozet. Action, Nov. 20.

- Worland, Wy.—KWOR Inc. granted CP for 95.9 mhz, 3 kw, HAAT: 397 ft. Address: Rt. 2, Worland 82401. Estimated construction cost: $45,027; first year operating cost: $3,600; revenue: $30,000. Principals: Tony Kahl (38.5%), president, KWOR Inc., Kermit Kahl (38.5%) vice president of same and Kenneth R. Brown (23%). KWOR Inc. owns KWOK(AM) Wor- land. Kahl is 52% owner of KVOM(AM)-KTAL-FM Riverton, Wy., and 60% owner of KBMM(AM) Boz- eman, Mont. Kahl is 100% owner of KGOS(AM)- KERM-FM Torrington, Wy. and 50% owner of both KVSH(AM) Valentine and KCSR(AM) Chadron, both Nebraska. Action Oct. 9.

TV applications

- Mobile, Ala.—Alabama Orion Inc. seeks ch. 21; ERP 3240 kw, 94 kw air., HAAT: 620 ft.; applicant seeks height above ground: 579 ft. Address: 725 S. Floyd St. Louisville, Ky. 40203. Estimated construction cost: $2,555,500 first quarter operating cost: $375,000; revenue: undetermined. Legal counsel: Cowington and Burling, Washington, D.C. consulting engineer: A.D. Ring and Assoc. Principals: Jane Morton Norton, honorary chairman and principal stockholder, 48.48% outright, as well as the voting rights to deceased husband's (George N.) 42.92% which is being held in trust by Louisville, Ky. bank for deceased's daughter Mary Norton Shands, (chairman of the board of Orion) and her 3 children Jane N., Robert W. and Margaret M. Danley. T.B. Morton Jr., nephew of Jane M. Norton is president and 2.94% owner of Orion. Orion is licensee of WAVE-AM-TV Louisville, WFIE-TV Evansville, Ind., WFRU-TV Green Bay, Wis. and WJMN-TV Escanaba, Mich., WMT-AM-FM-TV Cedar Rapids, Iowa and 4 translator stations in Iowa and Illinois.

- Omaha, Neb.—Katz Broadcasting Corp. of Omaha seeks ch. 13; ERP 3020 kw, 225 kw aux., HAAT: 1316 ft; Address: One Dag Hammarskjold Plaza N.Y. N.Y. 10017. Estimated construction cost: $3,231,000 first quarter operating cost: $337,000; revenue undetermined. Legal counsel: Shrinsky & Eisen, P.C. Washington, D.C. Principals: The Katz Agency Inc. (100%), of which James L. Greenwald is president and chairman of the board, is a TV-radio representative with numerous broadcast interests, including WIXS-FM Nashville, spin-off purchase from the GE-Cox merger. Ann. Oct. 20.

Licenses

AM Grants


Ownership changes

Applications

- KPHX(AM) Phoenix, Ariz. (1480 kzh, 1 kw)—seeks assignment of license from Riverside Amuse- ment Park Co. Inc. to Continental Broadcasting Corp. of Ariz. Inc. for $650,000. Seller is owned by C.L. Hite. He has no broadcast interests. Buyer is owned by Jose Molina who has 50% interest in applicant for new FM in Ventura, Calif., and 8% interest in applicant to purchase UHF ch. 46 in Guasti, Calif. See "Changing Hands," page XX.

- WCMQ(AM) Miami, Fla. (1220 kzh, 3 kw)—seeks assignment of license from Radio WCMQ Inc. to WQAM Inc. to American Radio and Television Network for $3,150,000. Seller is owned by Herbert S. Doloff who is also selling WMCQ-FM to same buyer (see above). Buyer is principally owned by Michael F. Leone (90%) and

Summary of broadcasting

FCC tabulations as of August 31

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<th>Total</th>
<th>CPs not on air</th>
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<td>8</td>
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*Special temporary authorization
**Includes off-air licenses

Broadcasting Dec 17 1979 76
Facilities Changes

AM Grants

- WMJK(FM) Kissimmee, Fla.—Granted CP to relocate SL and remote control location to 1200 Central Avenue, Kissimmee, Fla.; increase ERP to 7,000 watts and make changes in antenna system. (BP790222AM). Action Nov. 9.

- WPOE(FM) Greenfield, Mass.—Granted mod. of CP to make changes in antenna system; change TL to 346 Chapman Street, Greenfield, Mass.; change type trans. and increase height of tower (BP7900628AA). Action Nov. 9.

- WJIC(FM) Salem, N.J.—Granted CP to increase power to 2.5 kW; install DA-3; change trans.; conditions (BP7810025A). Action Nov. 20.

- WKEED(FM) Eugene, Ore.—Granted CP to make changes in antenna system; change TL to Food pasture Island, land Road, Tax Lot 200, Eugene; increase tower height (BP790222AM). Action Nov. 19.

FM Grants

- KFMR(FM) Stockton, Calif.—Granted CP of change to LPFM 100.5 to LPFM 99.9 and make changes in antenna system; (BP7891025A). Action Nov. 9.

- WQXF(FM) Clearwater, Fla.—Granted CP to make changes in antenna system; change type trans. and increase ERP 100 kW (H&V); change TPO (BP78970919AM). Action Nov. 23.

- WGCL(FM), Cleveland, Ohio.—Granted CP to make changes in antenna system; change type trans. and increase ERP 100 kW (H&V); make changes in TPO (BP78970919AM). Action Nov. 23.

- WBR(TV) Columbia, S.C.—Forfeited CP of newsticker mod. of CP to extend license for station to 30 days of expiration. Action Nov. 27.

- WVT(FM) Dallas, Texas.—Denied application requesting waiver of Section 73.1201(a)(2) of the rules granting an extension of its transmitter situated as Dallas-Fort Worth, Texas. Action Nov. 26.

TV Grants


- WTV(TV) Springfield, Ill.—Granted CP expiration of license for station to 30 days of expiration. (BP7896660HF). Action Nov. 27.

In Contest

FCC decisions

- FCC has denied an application by Let's Help Florida Committee for review of Nov. 3, 1978 ruling by Broadcast Bureau rejecting Committee's complaint that certain FCC rules relating to local origination, newscasts and personal attack rule. The Committee has contended that Sunbeam Television Corp., licensee of WCKT, failed to meet obligation during its coverage of Proposition 9, a ballot issue in the Nov. 7, 1978 statewide election, because it had presented far more programming against Proposition 9 than in favor of it. It also argued that the rule against seeking waivers of the personal attack rule (Section 73.1920) by affording the committee an opportunity to respond to its contesting remarks prior to election in which station anchorman referred to proponents of Proposition 9 as “wheeler dealers,” “hired shills,” etc. Action Nov. 20.

- FCC has found that San Francisco Bay area newspaper publisher who proposed to start publishing one of his papers daily while retaining a 10 percent ownership share with no voting rights or management responsibilities in a radio station would not violate FCC multiple ownership rules. The decision allowed Thomas L. Berkley, owner and publisher of the San Francisco Post and Berkeley Post, Richmond Post and San Francisco Post, which have been publishing three times weekly with a combined circulation of 4,000, to publish the Oakland Daily Post while retaining his minority holding in a Federal Communications Commission Corporation at Berkeley, licensee of stations KRE(A) and KLX(FM) in that city. The FCC policy rules and legal exponents. Action Nov. 4.

- FCC has conditionally approved operation or control of more than one broadcasting station or one station and a daily newspaper in the same market area do not apply to newspapers publishing three days a week or less. Action Nov. 20.

- FCC has requested Committee Management Secretary of the National Archives and Records Service to “improve creation and implementation of a system OM Broadcasting in Region 2.” The Committee will provide advice to FCC representatives responsible for participating in preparatory and plenary sessions of Region 2 Administrative Radio Conference on OM broadcasting, and in implementation of agreements which may be prepared by conference concerning use of the broadcast spectrum by nations of western hemisphere. Action Nov. 20.

- FCC has conditionally approved agreement between WTAR Radio-TV Corp., applicant for renewal of license for station WTAR-TV, Channel 3, Norfolk, Va., and Star Broadcasting Co., for sale and assignment of license for station and with obligation of applicant to provide stations a program of programming and programming agreements. Action Nov. 27.

- FCC has conditioned approval of agreement between B. F. Goodrich Radio-TV Corp., applicant for renewal of license for station B. F. Goodrich Radio, Channel 3, Virginia Beach, Va., and Star Broadcasting Co., for sale and assignment of license for station and a program of programming agreements. Action Nov. 27.
Cable

The following cable operators have filed service registrations:

- Liberty Television Co. Inc. for Phil and Gilden both Kentucky (KY0394,5) new system.
- Loongoe Cable TV for Loongoe, Ind. (IN0213) new system.
- Oneonta NewChannels for Davenport, NY (NY0809) new system.
- Clinton Cablevision et al for Dewitt, Iowa (IA0101) new system.
- Clinton Cablevision et al for Albany, Providence, Savannah, and Hurdson, all Illinois (IL0293,30,32,11) new system.
- Blue Ridge Cable Television Inc for Palmyra, Pa. (PA1832) new system.
- Postdam Newchannels for Colon, N.Y. (NY0813) new system.
- Ogdenburg Newchannels for Waddington and Lisbon, both New York (NY0810,11,12) new system.
- Golden Triangle Communications et al for Denton, Tex. (TX0580) new system.
- Cox Cable of Yakima Inc for Yakima, Wash. (WA0302) new system.
- Great Lakes Cable Co. Inc for Clearwater, Mich. (MI0400) new system.
- Landmark Cablevision Associates for Coletman, Tex. (TX0402) add signal.
- United Cable TV for Atbene and Sweetwater, both Tex. (TX0139,6) add signal.
- United Cable Television for Hamlin, Tex. (TX0200) add signal.
- Comcast Cablevision of Rutherford, East Rutherford, Carlstadt, Lyndhurst, North Arlington, and Leonia, all New Jersey (NJ0924, 5, 6, 7, 9, 300) add signal.
- Centex Cablevision Corp for Stamford, Tex. (TX0037) add signal.
- Franklin Cablevision of Socorro, and Moon City, both Tex. (TX0058,9) add signal.
- Western TV Cable for South San Francisco, Calif. (CA0282) add signal.
- Centex Cablevision Corp for Haskell, Tex. (TX0035) add signal.
- Dinosaur Cable TV Inc for Glen Rose, Tex. (TX0426) add signal.
- Louisiana CATV for Monroe and West Monroe, both Louisiana (LA0001,2) add signal.

Other

A total of 3,657 complaints from public was received by Broadcast Bureau on Oct., an increase of 450 over Sept. Other comments and inquiries for Oct. totaled 1,698, a decrease of 428 from previous month. The Bureau sent 1,114 letters in response to these comments, inquiries and complaints.

Broadcast Bureau, in letter to Association of Federal Communications Consulting Engineers announced major changes in policy regarding assignment of broadcast signal points to AM directional broadcast stations. Bureau Chief Richard J. Shibley stated that these changes would eliminate need for many stations to conduct costly antenna proofs and file applications with FCC. Action Dec. 4.

Allocations

Proposal

Broadcast Bureau took the following action involving the FM Table of Assignments:


Grant


Translators

Application

- Lexington and Paradise Valley, Mont.—Paradise Valley Television District seeks CP for new UHF translator on ch. 66 (TPO 100 w; HAAT 70 ft) to rebroadcast indirectly KULR-TV Billings, Mont. Ann. Dec. 4.
HELP WANTED MANAGEMENT

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 radio advertisers. Confident and outgoing. Send resume with full info and references to Box K-184.

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 Entercom, One Bala Cynwyd Plaza, Suite 225, Bala Cynwyd, PA 19004. EOE.

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 needed for southeastern regional rep firm. Aggressive leader with college degree and three to five years experience or equivalent as a radio or television sales manager. Rep experience very helpful. Send resume and earnings to: Personnel, Capitol Broadcasting Company, PO. Box 12000, Raleigh, NC 27605. EOE. M/F.

Sales Manager for Virginia AM/FM single station market. Excellent opportunity for experienced salesperson to move up. Send resume to WFTR, Box 192, Front Royal, VA 22630. EOE.

General Manager with good sales background for full time AM and future FM. Upper North Central Area, community of 15,000-40,000 market. Prior fiscal, budget, and profit management essential. Equity participation and incentive available. Send resume to Box M-125.

General Manager — AM/FM in Middle Tennessee. FM is Class C and will cover Nashville with city grade service when upgraded. Super growth opportunity for right individual. Triplet Broadcasting Company, Inc., W. A. Triplet, President, 11122 E. Sandusky Ave., Route 2, Bellefontaine, OH 43311.

FM Program Manager: 24-hour concert music NPR station seeks experienced administrator with classical music background, outstanding experience. Excellent opportunity for management type with strong interest in this unique format. Send resume w/thai history and references to: Personnel, WTVWM, Box 17, Schenec- tardy, NY 12301. EOE (MF).

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 exploding. Highly sales oriented with administrative ability. Energetic young person or seasoned broadcaster with grown children. Part of growing chain. Great opportunity EOE, Box K-215.

Development Director, WCBU-FM. Responsible for obtaining operating and capital financial support; will plan, administer and coordinate all station fund raising activities, grant applications. Qualifications: Bachelor's degree and two to four year's related experience. Written and verbal communication skills essential. Send application to: Joel L. Hartman, WCBU FM, 1501 W. Bradley Avenue, Peoria, IL 61625. An affirmative action/equal opportunity employer.

HELP WANTED SALES

MADISON, Wl. Excellent career opportunity for bright young problem-solver strong on creativity with ability to write and sell imaginative campaigns. Thirteen station- owner must have minimum 2-3 years experience required. Send resume and 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, WISM, Madison, WI 53701 Madison family (EOE).
HELP WANTED ANNOUNCERS CONTINUED

The Voice of America, English Division, is seeking an experienced announcer for international radio broadcasting. Position requires excellent ability to voice a variety of programming: news, political analyses, drama, music, documentary readings, etc. Voice and diction must be suitable for shortwave broadcasting. Starting salaries from $20,611 to $24,703 annually depending on qualifications. Duty station is Washington, D.C. Interested persons should submit the Standard Form SF-171, to: International Communication Agency Employment Branch (code PDE 83-80), Washington, D.C. 20547. Application received prior to January 31, 1980 will receive first consideration. Equal Opportunity Employer.

Program Consultant seeks talent for medium market stations. Pleasant climate. Good pay, promotion back at home. Send one hour tape (cassette preferred) and resume to Program Consultant, N-39, 323 South Franklin, Suite 804, Chicago, IL 60606.

Evening DJ needed, minimum 6 months experience. Tape submissions to Harry Dierks, KBIM, Box 910, Roswell, NM 88201, EOE.

Daytona Beach area, and surf attracts the right person. Adult contemporary, account representative, plus tape to WROX. Love Park, Daytona Beach, FL 32105.

Cape Cod Beautiful Music Station has opening for fulltime announcers. The right candidate will be of stable and mature character, experienced at Cape Cod’s unique lifestyle, experienced with this format and automation, and capable of doing creatively polished production. We offer new studios and equipment, top level technical standards, a professional environment and opportunity for advancement. Send beautiful music aircheck, resume and salary requirements to John W. Millet, Station Manager, WQRC, 737 West Main Street, Hyannis, MA 02601. E.O.E.

WTKO, Ithaca, N.Y. has immediate openings in both Programming and News. Come grow with a winner. Talented beginners considered. Send resume and tape to WTKO, Box 10, Ithaca, NY 14859.

Good opportunity to Announcer-Engineer to assist management at 5 W in Missoula, 314-586-5877.


For Fast Action Use BROADCASTING'S Classified Advertising

HELP WANTED TECHNICAL

Chief Engineer (AM/FM), directional AM-automated in Las Vegas. No board work. Please submit resume and salary requirements to: Director Engineering, Donley Media Group, PO Box 550, Las Vegas, NV 89128. Phone: 702-385-4241. An Equal Opportunity Employer.

Chief Engineer needed for upper Midwest 5 KW directional AM and automated FM. Salary open, free health care. Please submit financial requirements in first letter along with resume. Box K-174.

Chief Engineer, AM/FM. New equipment. Strong on maintenance and audio, EOE. Resume and salary requirements to Box M-69.

Chief Engineer for Midwest AM-FM. First job applic- actions welcome. Box M-95.

First Phone Technician wanted in Phoenix area. Technical Training necessary. Working knowledge of microprocessors and digital desires. Wages and minority encouraged to apply. Send resume to Bob Van Buren, KDBC Radio, Box 4227, Mesa, AZ 85201.

First class engineer needed for an AM/FM opera- tion on the West Coast. Please submit resume and salary requirements. Some "on air" announcing if desired, but not re- quired. Call Sam Cannon, 301-228-4900. Resumes to WCEM, PO Box 237, Cambridge, MA 21612. Salary open, free health care.

Southeast VHF station needs studio maintenance technician. Minimum 2 years experience with cameras and quads. Digital expertise helpful. Reply to PO Box 3637, Columbia, SC 29202 or call D. Brown at 803-799-1010.


Growth Opportunity for engineer at Class B, group owned FM in one of America’s most desirable cities. The opportunity to replace transmission system and site and build new studios within the next two or three years. Prefer com- bo with first ticket for minimum amount of airtime on one of our religious music and informed formatted stations. WNWC is an equal opportunity employer. Send resume, references and air check (if applicable) to: Carl Rannells, 2350 Gammon Road, Route No. 2, Madison, WI 53717.

South Florida AM/FM accepting applications for engineers. Excellent opportunity in high powered state of the art facility. Send resume and salary require- ments to Chief Engineer, WINZ Radio, 4330 N.W. 207 Dr, Miami, FL 33142.

Chief Engineer wanted for outstanding midnight AM/FM facilities. Must be experienced in directional, automation, FM stereo and state-of-the-art audio equipment. Please submit salary requirements, resume and long-range goals to General Manager, KEW/KSOT, PO Box 4407, Topkea, KS 66604. An equal opportunity employer.

Engineer—For production recording and equipment maintenance. Must be experienced in dice, automation, equipment, FCC rules and regulations and Personnel Management. First Class license a must. Salary open, good benefits and 3 months experience preferred. Send resume and four references to Russ Reed, WINR, 11915 N.W. 70th St, Miami, FL 33166.

Chief Engineer for major market AM and FM. Applicant should be familiar with digital antennas, audio processing, FCC rules and regulations and Per- sonnel Management. First Class license a must. Good salary and benefits including car all replies held in strictest confidence. EOE. Position available imme- diately. Box M-143.

HELP WANTED NEWS


Newsperson for imaginative new contemporary Exciting opportunity. FM 100, 555 W. Benjamin Holt, Stockton, CA 95207.

Experienced broadcast journalist to direct news operations of 100,000-watt public radio station. Some teaching involved. Salary: $15,000-20,000. Excellent vacation and other benefits. Candidates with master's degree preferred. Apply no later than December 31, 1979. Send resumes and audition tapes to Larry Miller, General Manager, KSU, State University, Stillwater, OK 74074. KOSU-FM is an Equal Opportunity/Affirmative Action Employer.

News director needed immediately. Must have proven track record. Excellent benefits.... salary negotiable. Immediate to: WTHG, Box 27, Binghamton, N.Y. 13710. 677-4240.

Enthusiastic Newsperson needed now for Mary- land station respected for local news coverage. Newswriting, writing, and announcing ability re- quired. Resume and tape to WKKI, PO Box 346, Leonardtown, MD 20650, EOE.

News Director.... experienced pro. Well equipped highly respected stations & group. Super university city Tape & salary, requirements. Jerry Larsen, KAIS/KCCG, Box 728, Ames, IA 50010 (EEO).

WDEF AM/FM news is accepting applications for future openings. Applicants should have prior commer- cial broadcast reporting and producing experi- ence. Send resume and 3 year salary history to John Faulk, WDEF AM/FM, P.O. Box 100 South Broad Street, Chat- tanooga, TN 37408. EOE.

Challenging position as News/PA Director to ex- pand and direct AM/FM staff with heavy news-infor- mation commitment. Up to 3 years experience re- quired. Excellent facilities and benefits. Box 314-15 to: WTVR, West Virginia. Equal opportunity employer.

Looking for hard working pro with strong news background to assume duties of news director Tapes and resumes to Ric Cartwright, Box 997, Grand Forks, ND 58201. No calls please. EOE/M-F.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Creative copywriter/production announcer. Ex- perienced writer-producer to join award winning team at two top-rated, highly successful medium market stations. Send produced samples and complete resume to Jack Shuster, WWWH, Box 1350, Princeton, NJ 08540, EOE.

Program Director for competitive midwest AM/FM. Must be community and promotion minded. Box M-133.

Production person/Announcer, Chicago. Talented announcer wanted.... with solid experience in produc- tion/mixing. Real opportunity for an idea person who is enthusiastic and has a proven track record at a production-oriented agency. Complete responsibility for new, modern, studio. If you're good, we want to hear from you - call Colleen 312-226-8050.

Major market public fine-arts FM station has opening for music director. Position entails music selection for approximately 12 hours of localized classical music every week. Experience on pro level desired. Station with large number of program syndicators, maintenance and ex- pansion of contacts with record companies, and cultivation of extensive record collection. Applicant should possess ability to do regular on-air schedule plus remote assignments. Position requires extensive and broad knowledge of classical music. Salary commensurate with experience and ability. Previous board experience desirable. Send resume and auditions tape to Russ Hanner, Assistant Manager, WQED-FM, 4802 Fifth Avenue, Pittsburgh, PA 15213. No phone calls.

SITUATIONS WANTED MANAGER

General Manager: 28 years radio, last 17 as general manager. Medium & major market background. Suc- cessful track record. Motivates organized program- mer, sales team, team leader. Desire relocation Pacific Coast area where I am currently successful. Box M-29.

General Manager: Top Broadcast director wishes relocation as general manager. Experienced, mature radio veteran who loves tough challenge. Box M-32.

General Manager who excels in programming as well as sales available for permanent move. Outstanding qualifications. Tired of mediocre applicants? Answer this ad! Box M-67.

GM Available—Currently employed. Experience in- cludes 20 years in small market radio .... from an- nouncing/sales to sales and general management. Fully aware of the meaning of the bottom line. Box M-19.

Extremely qualified General Manager. Excellent track record, outstanding ability to organize, hire, train, promote and sell. Box M-34.

SITUATIONS WANTED ANNOUNCERS

Experienced-1st looking for contemporary station. Prefer nights or all night, but would consider days 419-435-4111. Rollin Reetz, PO Box 1031, Fostoria, OH 44830.
**TELEVISION**

**HELP WANTED MANAGEMENT**

**General Manager**

KLRR-TV/KLUR-TV, Duties: Long range planning to include building, development and operation of television stations and is responsible for total operation of the stations. Represents the stations within the communities of Austin and San Antonio. Will work closely with all stations staff and Board of Trustees of the licensee, Southwest Texas Public Broadcasting Council, and will be responsible for the supervision of those stations staffs and the Board of Trustees of the licensee, Southwest Texas Public Broadcasting Council, San Antonio.

**Chief Engineer**

Wichita, Kansas. Good background and excellent opportunities. Send resume to Chief Engineer, KMVP-TV, 2600 South Mooney Blvd., Visalia, CA 93277.

**UHF-TV Transmitter Engineer**

Looking for experienced, with 10 years experience in technical management of equipment. Should have excellent knowledge of broadcast studio engineering. Position for UHF/WSDO, Box M-128.

**Executive Engineer**

Broadcasts several TV stations in the Milwaukee area. Will relocate. Resume to J. Ron, WHA, 60391.

**Production Engineer**

Seasonal job for new graduate. Send resume to John Bradley, WHA, 53214.

**Program Manager**

Requires experience in the management of medium sized stations. Should have 5 years experience in the management of personnel and business of television and radio stations. Send resume to Box M-129.

**Director of Engineering**

Box and programmer, Successful TV Engineering's Salt Lake City office seeks a Director of Engineering. Will relocate. Resume to Box M-129.

**Assistant Chief Engineer**

To supervise all operations of WHA-53706. Application deadline is March 21, 1979. WHA-TV is an equal opportunity affirmative action employer.

**Corporate Director of Broadcast Standards**

Radio and television transmitter engineers desire nationwide and additional interests in publishing, production, syndication and other entertainment related businesses located in Los Angeles. Send resume to Box M-129.

**Maintenance Engineer**

For the best equipped studio. Excellent opportunity for the right person. Send resume to Box M-129.

**HELP WANTED ANOUNCER**

Annenower/Weathercaster—Experienced midwest network affiliate needs good, experienced television weathercaster/communicator announcer. Resume to Box M-88.

**HELP WANTED TECHNICAL**

**Black Male**

Beginner seeks first air job. Wants anchor, DJ College experience, some pro experience. Box M-145.

**SITUATIONS WANTED TECHNICAL**

**Chief Engineer**

Experienced: diverse background. 1st phone. Resume available. Box M-68.

**Free lance announcer copywriter**

Desires permanent position. Deep resonant voice for commercials, news, radio. Resume to Box M-129.

**Baseball Play by Play**

Seven year pro seeks position for upcoming season. Box M-111.

**Experienced Announcer**

Seeking position with rock oriented station. Strong, creative production. Will relocate. For tape and resume, write: Dan McWilliams, 204 Burnine Tree Drive, Pekin, IL 61554.

**Maintainance Engineer**

Wisconsin seeks two reporters for award winning, statewide, noon, radio. Each will be responsible for producing and reporting Magazine segments. Must have proven ability as on-air reporters with minimum of two years news or public affairs experience. Demands a strong working knowledge of electronic technologies required. B.A. preferred. Starting salary $12,000. Resume, video cassette and request for application to: Dick Hiner, Station Manager, WHA-TV, 821 University Avenue, Madison, WI 53706. Application deadline December 21, 1979. WHA-TV is an equal opportunity/affirmative action employer.

**Assistant Chief Engineer**

Chief Engineer—Strong maintenance experience required for WHF-TV Studios, which transmitter station in Midwest station in hunting, fishing and recreation area. Offers top salary and benefits for this position. Box M-42.

**TV Chief Engineer**

Midwest network operating five TV stations. Good benefits: retirement, insurance, etc. Salaries competitive and excellent benefits. Send resume to Chief Engineer, KMHF-TV, 2600 South Mooney Blvd., Visalia, CA 93277. Equal opportunity employer.

**UHF-Transmitter Engineer**

York. Requires 5 years experience in the installation and operation of equipment. Experience in the installation and operation of equipment. Send resume to Box M-129.

**Additional Engineer**

For the coast market. Salary mid $20's. Send resume to Box M-129.

**Video Switcher**

Seeking someone with experience in video switcher systems. Both video switcher systems. Send resume to Box M-129.

**Video Switcher**

For the best equipped studio. Excellent opportunity for the right person. Send resume to Box M-129.

**HELP WANTED TECHNICAL**

**Black Male**

Beginner seeks first air job. Wants anchor, CJ College experience, some pro experience. Box M-145.

**SITUATIONS WANTED TECHNICAL**

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Radio and television transmitter engineers desire nationwide and additional interests in publishing, production, syndication and other entertainment related businesses located in Los Angeles. Send resume to Box M-129.

**Maintenance Engineer**

For the best equipped studio. Excellent opportunity for the right person. Send resume to Box M-129.

**Growing independent superstation**

Looking for conscientious person with organizational and technical skills to take charge as our "On-Air" supervisor. Responsibilities include overseeing, scheduling, estimating and working closely with the control personnel. Send resume—salary requirements to: M-130.

**HELP WANTED ANNOUNCER**

Announcer/Weathercaster—Experienced midwest network affiliate needs good, experienced television weathercaster/communicator announcer. Resume to Box M-88.

**HELP WANTED TECHNICAL**

**Experienced TV Engineer**

Needed for leading NBC Affiliate in a very beautiful and growing market. Must have knowledge of all aspects of engineering and operation. Send resume to WESH-TV, PO. Box 1551, Daytona Beach, FL 32015.

**Studio Maintenance Engineer**

For CBS affiliated VHF in 100+ market. Must have experience with quad, switch, systems and studio camera and control. Send resume and salary requirement to Box K-200.

**Television Chief Engineer**

For growing station in 196th market. Management experience necessary. All fringe benefits, station located in beautiful southern Idaho. An equal opportunity employer. Reply to Box K-153.

**Maintenance Engineer**

For combined station-production department. Help maintain WBRE-TV's state of the art equipment including TCR100, TR600, TK45, TKP48, TK76 and Grass Valley DVE and E-Mem. An EEO Employee, Write Charles Baltimore, WBRE-TV, Wilkes-Barre, PA 18773 or call 717-823-3101.

**Chief Engineer**

- Strong maintenance experience required for WHF-TV Studios, which transmitter station in Midwest station in hunting, fishing and recreation area. Offers top salary and benefits for this position. Box M-42.

**TV Chief Engineer**

Midwest network operating five TV stations. Good benefits: retirement, insurance, etc. Salaries competitive and excellent benefits. Send resume to Chief Engineer, KMHF-TV, 2600 South Mooney Blvd., Visalia, CA 93277. Equal opportunity employer.

**UHF-Transmitter Engineer**

York. Requires 5 years experience in the installation and operation of equipment. Experience in the installation and operation of equipment. Send resume to Box M-129.

**Additional Engineer**

For the coast market. Salary mid $20's. Send resume to Box M-129.
HELP WANTED: CONTINUED

Operations Engineer. First phone, technical school or 2 years experience in commercial television operation. Resume/References: WIPF-TV, PO Box 238, Rockford, IL 61105, 815-987-5300. EOE.

Senior Maintenance Engineer. ... (3) years experience in repair and maintenance of TCR-100, TR-70, UHF-60, TK-44, etc. in commercial TV with first class amateur radio license. Send resume to Chiel Engineer. WMRG-TV, 3134 University College, University of Illinois, Champaign-Urbana, IL 61820.

Reporter/Anchor: Must have ENG experience; strong writing and interviewing skills. Excellent opportunity. Send resume to: Elliot Gershon, WTTW, 535 West Jackson Blvd., Suite 1002, Chicago, IL 60661. Equal Opportunity Employer.

Producer-Account Manager for WTTW, 2 years broadcast management experience or equivalent. Send resumes to: WTTWpersonnel, 2522 W. Chicago Ave., Chicago, IL 60618. EOE.

Producer/Writer: ... (3) years production experience in newscast writing. Must have excellent writing and interviewing skills. Send resume to: J. Carson. WTTW, 535 West Jackson Blvd., Suite 1002, Chicago, IL 60661.

Reporters: Excellent writing and interviewing skills. Salary commensurate with experience. Send resume to: J. Carson. WTTW, 535 West Jackson Blvd., Suite 1002, Chicago, IL 60661. EOE.

M形势, recommended. The ability to submit detailed and concise resumes is expected. Submit resumes to: Personnel Director, WTTW, 535 West Jackson Blvd., Suite 1002, Chicago, IL 60661.

HELP WANTED: CITY NEWSROOM

Television News Director for growing station in beautiful West. Management experience necessary to run small department and train news reporters/anchor/mos. Great opportunity located in an equal opportunity employer. Reply to: Box K-154.

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 employer. Resumes to: Box K-224.

WSJ-TV has immediate opening for experienced television Co-anchor and part-time News Director. Journalism degree preferred. Send resume and tape, in person or call (219) 876-3861. EOE.

Reporter/Anchor—must have ENG photo and editing experience. Good entry level position. Beautiful location. Send tape to: Bob Nelson, WMNB-TV, Box 1340, Panama City, FL 32401.

WANTED: Experienced News Reporter. Primary duties will be coverage of state government and politics. Interested individuals should send application to: Dick Heinz, PO Box 73, KFYR-TV, Bismarck, ND 58501. An equal opportunity employer.


Promotion Manager—creative person. At least one year professional experience as Marketing Director at WTVY, 380 Shady Run Road, Youngstown, WV 24452. EOE.

Program Hosts—Unique and challenging position created and currently available. Excellent opportunity: 5-day morning talk show in the Top 10 market. Equal Opportunity/Affirmative Action Employer. Forward resume and salary requirements to: Box M-105.

Art Director. Top ten group owned network affiliate has an opportunity to create a talented and versatile individual to manage our television promotion. Must be skilled in layout, design, and computer operations plus strong photography skills. Contact: Director of Programming, WSPV-TV, Box AH, Beckley, WV 25501.

Associate producers, producers, on-air talent for top ten market. Send resume and salary requirements to: Donahue/Popolan Associates, PO Box 2935, Chicago, IL 60680. EOE.

Promotion Manager—good experience desired. Excellent opportunity. Send resume to: Donahue/Popolan Associates, PO Box 2935, Chicago, IL 60680. EOE.

Production/Editor. Good experience in broadcast editing required. Send resume to: Box K-154.

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HELP WANTED PROGRAMMING, PRODUCTION & OTHERS

Top rated station in Piedmont. WFMY-TV, Greensboro, North Carolina needs an experienced and highly qualified Programming Director for PM show. Will work with staff of 5 Topnotch producers, good benefits, good salary. Position open now. Send resume or call Personnel Manager 919-378-9368. Equal Opportunity Employer.

Executive Producer Major group network affiliated station in Top 10 market seeking a creative professional to produce a new 5 day morning talk show. An Equal Opportunity/Affirmative Action Employer. For further requirements Contact: Director of Programming, PO Box M-105.

Promotion/Executive Producer—will handle all aspects of sales, marketing and promotion. Send resume and salary requirements to: Box M-103. EOE.

Wanted: Strong individual for No. 2 position in Promotion Department in northeast market. Excellent opportunity to work with talented, hard working and creative people. Salary commensurate with experience. Send resume to: RSS News, 380 Shady Run Road, Youngstown, WV 24452. EOE.

Producer/Manager—will provide day to day management of program and sales production and program segments. Send resume, salary requirements and a 3/4" sample cassette (including a News show with your calls on one of the audio tracks) to Bill Pirone, Production Manager, KGTW, PO Box 81047, San Diego, CA 92138. KGTW is an Equal Opportunity/Affirmative Action employer.


Director of Development for public television station in medium-sized market. Person we hire is presently a development director for a smaller or medium-sized station or is number two in an equal opportunity market station. Person has proven track record and is interested in moving to a station where he/she can take a development department and people and make this person and can produce. We are prepared to make it worthwhile. Federal Communications Commission Department.

Managing Editor/Executive Director. Position requires extensive writing, producing and management experience. Salary commensurate with experience. Send resume to: Director of Programming, WSPV-TV, Box AH, Beckley, WV 25501. EOE.

Program Director—Open and closed-circuit education, instructional, and public information programming in an active production center. Requires a professional with proven credentials and ability to deliver. Must have extensive experience in all phases of production technique and project control. Starting salary $13,585 to $16,000 depending on qualifications. Send resume to: Randy Hurley, Television Production Manager, Instructional Services Center, University of South Carolina, Columbia, SC 29208. Equal Opportunity Employer/Affirmative Action.

Print Production/Publicity Specialist: We have a new position for a Print Production/Publicity Specialist under the Director of Promotion Department. This person will be responsible for the coordination of print media for WDTN including: conceptualizing, writing, editing and producing print advertising copy, using in-house and/or out-of-town printers for mass distribution of direct mailers, weekly magazine inserts, and sales promotions, develop-
HELP WANTED PROGRAMING, PRODUCTION, OTHERS CONTINUED

Art Director with strong production knowledge for Southern ABC affiliate. Creative self-starter needed to work closely with photo, continuity promotion and production, room for input and creative expression. An Equal Opportunity Employee. M.F. Send resume, sample of work and salary requirements to Box M-132.

SITUATIONS WANTED TECHNICAL

TV-FM-Audio Field Engineering Service installation-maintenance-system design-survey and critique-interim maintenance or chief engineer. Available by the day week or duration of project. Phone Bruce Singleton 813-888-2889.

SITUATIONS WANTED NEWS

Experienced television journalist presently employed wants investigative reporting job in top 35 market. Reply Box M-55.

Photographer, 11 years experience. Familiar with ENG cameras, editing, Live shots, Film cameras, editing, processing, College grad, married. Call Doug Brandt 319-364-0047.

Dedicated Journalist seeks TV position. MA Journalism. Four years radio-newspaper experience. Contact Greg 313-889-7506.

Experienced broadcast meteorologist, AMS Seal of Approval. Box M-115.

Small or medium market sports position. Five years radio experience, including P-B-P, one year television, Available now! Box M-135.

Professional Meteorologist, 24, M.S. in Meteorology (1979). Enthusiastic AMS member seeking full-time entry level position. 6 month intern worked weather experience with small market Midwest station. I desire to add credibility and creativity to your weathercast! Resume and tape available upon request. Tom Magnuson, NUI, Davis Hall, DeKalb, IL 60115, 815-753-7231.

8 year broadcast seeks entry-level TV Journalist, (26 years, ass't-ND), William Hargreaves, 213-277-7769 (mornings).

Anchor/reporter tops 15 market desires evening anchor, 34, 12 years experience, Box M-139.

SITUATIONS WANTED PROGRAMPING, PRODUCTION, OTHERS


Producer/Manager—Currently employed nationwide network facility, both in all phases and levels of production, including Production Manager, Young, hardworking, professional. Seeking long term situation minus the travel requirements of present position. Stability, growth potential outweigh market size or salary factors. Reply Box M-112.

Italian-American Market Specialist seeks opportunity to expand your viewership, investment considered. Box M-123.

Award-Winning Producer/Manager, PM in top 10 affiliate seeks future with growing company 805—996-6088.

ALLIED FIELDS

HELP WANTED TECHNICAL

TM Productions seeks additional maintenance engineer extremely capable, familiar with multi-track gear. Send resume and/or phone:GMT Operations, TM Productions: 1349 Regal Row, Dallas, TX 75247. No calls.

HELP WANTED SALES

Leading Syndicator in upper Midwest desires sales person with automatic experience great opportunity for self starter with strong sales background. Replies confidential. Box M-22.

Business oriented, successful salesperson with good credit and reliable commission make opportunity involving substantial dollar amounts. We'll train in brokerage. Chapman Company, Inc., 1835 Savoy Drive, Allston, MA 02215.

HELP WANTED PROGRAMPING, PRODUCTION, OTHERS

Information Officer (Broadcast Journalist Type). Gailer, Inc., under the guidance of agency's news director. Internally and externally Qualifications include degree in communications, abilities in writing and media production. Videotape and slides. Experience desirable. Starting salary $13,523, good benefits. Apply with resume and list of production accomplishments by January 15. R.R. Bloom, Superintendent of Communication, Forest Preserve District of Du Page County, 881 West St. Charles Road, Lombard, IL. 60148.

The Media Associates, One of broadcasting's leading research and consulting firms is looking for an experienced research analyst. Need knowledge of survey research. Television and/or radio background. Important. Send letter of application stating career goals and salary requirements and resume to Terry Segy, Vice President, 1165 Empire Central Place, Suite 105, Dallas, TX 75247.

HELP WANTED INSTRUCTION

Broadcasting instructor-tenure-track assistant or associate professor beginning August 25, 1980. Rank and salary determined by preparation and experience. Teach undergraduate courses in broadcast news and radio production, assist campus radio station. Requires: Doctorate in Mass Communications or related field, significant professional experience and interest in broadcasting education. Send resume and names and addresses of three references and a statement of research interests to Personnel Office, East Tennessee State University, PO Box 24070A, Johnson City, TN 37604, before January 15, 1980.


Journalism Faculty Positions for 1980-81 school year. Tenure-track position: Teach broadcast journalism and news-editorial courses and graduate courses. Research in Preferred. Also, possible one-year appointment: Teach new-editorial courses, including editing and another specialty area. Must be qualified in graphic production. Doctoral level required, must have professional experience. Rank and salary negotiable. Competitive. ACEJ-accredited news-editorial curriculum, new master's program, seek to build broadcast journalism sequence. Good professional relations in state capital and media center. Apply: with letter and credentials by Jan. 23 to Dr. Luther W. Sanders, Acting Chairperson, Department of Journalism, University of Arkansas at Little Rock, Little Rock, AR 72204. An Affirmative Action Employer.


Broadcast News sequence head needed in metro market. Minimum three years professional experience with Ph.D. or equivalent mix of credentials and teaching experience qualifying for such candidate. Apply Gerald Stone, Journalism Department, Memphis State University, Memphis, TN 38152 by Jan. 20, for fall, 1980.

Vacancy opening August 1980 in a professional position in the Journalism Department. Applicants will be judged upon breadth and quality of their professional careers, ideally in print with recent emphasis in broadcasting. Teaching experience and advanced degree are important but secondary qualifications. Submit applications by Feb. 1, 1980 to Robert H. Law- rence, Acting Chairman, Dept. of Journalism, University of New Mexico, Albuquerque, NM 87131. An equal opportunity institution.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM FM transmitters. Guaranteed Radio Supply Corp., 1314 Ithibure Street, Laredo, TX 78040, Manuel Flores 512—723-3331.

Instant Cash For TV Equipment: Urgently need transmitters, antennas, towers, cameras, VTRs, color studio equipment. Call toll free 800—241-7878, Bill Kitchen, Quality Media Corporation (In Georgia call 404—324-1271).

Moseley STL composite PCL 505 or comparable unit. Glenn Edwards, WLRG, Box 8428, Rosanoire, VA 24014.

Wanted: TV Production Truck and/or equipment. 2 EFP cameras, 2-1" VTRs. Switches, Audio, etc. Box M-136.

Used B/W Studio and Portable Video Origination Equipment. Any format, make or condition. Call or write KB CATV Box 75A Kane, PA 16735, 814—837-9888 Att: Bob Smart.

FOR SALE EQUIPMENT


Amplex TA55B UHF Transmitter—55 kw. Good condition. $15,000.00

GE TT23A 38kw VHF transmitter—Low band, fair, $12,000.00

GE PE-400 Color Cameras—Pedestals, 24 cameras, new, ex-aired, $14,000.00

GE PE-350 Color Cameras—All accessories, good condition, ex-fi, 7,000.00

GE PE-240 Film Camera—Automatic Gain & Blanking, $3,500.00

IVC 500 Color Camera—Lens, cables, encoder, $5,000.00

RC TK-27A Film Camera—Good Conditions, TP 15 Available, $12,000.00

Eastman 285 Projectors—Reverse. good condition, ex-fi, $8,000.00

RCV TVM-1 Microwave—7GZ, Audio Channel, $1,000.00

RCV Band refurbish. heads—RCA Warranty, ca, $3,500.00

AMPEX VR 7000 VTR's—1 Format, 3 available, ex-fi, $8,000.00

AMPEX 1200A VTRs—Loaded with Options, ex-fi, $24,000.

Noreico PC-70 Color Camera—16X1 200M Lens, ex-fi, $6,000.00

Noreico PC-70 Color Camera—Portable or Studio Use $15,000.00

Noreico PC-70 Color Camera—Equipped to PC-70, new tubes, $12,000.00

New VideoScope Monitors—Super quality low price.

New Lenco Terminal Equipment—Fast shipment, 30 days. No need of New Equipment—Special Prices. We will buy used your equipment. To buy or sell, call Toll Free 800—241-7878, Bill Kitchen or Charles McNair, Quality Media Corporation In GA call 404—324—1271.

1 KW AM, Gates BC-1T Early 60's On the Air current
Copyright of the program.  10 KW FM GCC model 10000 DS Less than 3 yrs. On air for seller stereo good condition

10 KW FM GE, FMT-10A, 60's model, excellent condition with program of perf. Excellent stereo, RCA, many specials

5 KW FM Collins, 830E, 6 yrs. old, spare tubes. On the air excellent, stereo, RCA. Excellent condition. For more information on our complete product line, please call M. Cooper 215—379-6585.

Broadcasting Dec 17 1979

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**FOR SALE EQUIPMENT CONTINUED**


**Audio Carousels** for sale. Contact: Director Engineering, Donrey Media Group, PO Box 550, Las Vegas, NV 89101 or phone 702-385-4241.


**COMEDY**

Free sample of radio's most popular humor service. O'LINERS. 1448-West San Bruno, Fresno, CA 93711.

Guaranteed Funny! Hundreds renewed! Freebie! Contemporary Comedy. 5804-B Twinning, Dallas, TX 75227.

**MISCELLANEOUS**

**Artist Bio Information**, daily calendar, more! Total personality bi-weekly service. Write (on itemized envelope) for sample: Galaxy Box 20093-B, Long Beach, CA 90801. 213-438-0508.

**Prizes! Prizes! Prizes!** National brands for promotions, contests, programming. No barter or trade. Better for fantastic deals, write: TV and Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

**Custom, client jingles** in one week. PMW, Inc. Box 947, Bryn Mawr, PA 19010. 215-525-9873.

**Musical Themes** ... ad copy that sells... video and animation work... jingles. Joining forces to bring you the finest in recorded musical campaigns. Call 716-863-7372 or 716-821-6270 for free demo tape. You've tried the rest, but jingles, station images, musical themes packages... now come to the best! Call D.G. Advertising, Inc./Dynamic Recording Company today collect!

**RADIO PROGRAMING**

From Quim Springs, Ark., comes Sam & Jesse, five 5-minute programs weekly. A daily misunderstanding of current events. For a cassette demo, write: Evergreen Productions, 1075 Phipps Circle, Ardmore, PA 19003. Phone 215-248-9858.

**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. 81 N. Pineapple Ave., Sarasota, FL 34697, 813-361-6222, 2403 Tide Water Trill, Fredericksburg, VA 22401, 703-373-1441.

**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.

**Build your voice!** Techniques of professional broadcasters revealed on cassette tape. 79.95 to JAC/O. Box 8314, Waco, TX 76710.

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**Help Wanted Programing, Production, Others**

**KODA-FM, HOUSTON**

Full & Part-time Beautiful Music openings. Tape & resume to 4808 San Felipe, Houston, Texas 77056. Qualified handicapped, disabled vets invited to apply EOJ.

**Help Wanted News**

**Future Anchor/Newspaper Editor openings**

with opportunity for advancement in growing company. Some Capitol reporting. Horse sense more important than degree. Tape and resume to Bill Barnes, News Director, Louisiana Network, 224 Florida, Suite M-100, Baton Rouge, LA 70801.

**IMMEDIATE**

full time news anchor with eight person staff.

What we offer:
- start $10,400
- full medical, dental
- two weeks vacation
- one week personal time
- E.O.E.
- and more

What we want:
- top voice
- excellent writing skills
- dedicated news commitment
- previous, commercial radio experience

Tape and resume, only News Director WOBM-FM Box 927 Toms River NJ 08753

will start Jan. 1980

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**ARE YOU THIS PERSON?**

Our organization is conducting a search for a unique individual to function as General Sales Manager for a major radio station in Florida. Solid experience with local retail merchants, as well as the ability to work effectively with advertising agencies will be a strong factor in our selection. Working well with people is a must as is the ability to inspire and motivate a sales staff. We are more interested in what kind of person you are and what your aspirations may be, than we are in your previous management experience. The individual selected will receive excellent compensation plus benefits, and will be involved with a growth-oriented organization. If this career opportunity interests you, write and tell us about yourself, and why you feel that you are the person we seek. We are an equal opportunity employer and our employees know of this ad.

Reply Box M-147

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Broadcasting Dec 17 1979 85
Help Wanted Technical

ASSISTANT CHIEF
For AM-FM-SCA operation. Experienced in maintenance. Mt. Williams—WSBC—4949 W. Belmont, Chicago, IL 60641 312—777-1700

CHIEF ENGINEER

CHIEF ENGINEER
WHUE FM/AM—BOSTON
Write (do not phone) with details re experience and background to: Frank D. Tenore, VP/GM, WHUE FM/AM, John Hancock Tower, 200 Clarendon St., Boston, MA, 02116. EO/E.

Situations Wanted Management

Management or Assistant
to the President in broadcasting or related field. Former group vice president, successful owner, former president of group AM-FM CATV, and other business activity outside of broadcasting. Same company over 20 years. 49 years old. References, resume on request. Box M-10

SEEKS PRESIDENCY/GENERAL MANAGERSHIP OF A GROUP OR A MAJOR RADIO PROPERTY

Jack Magan
512/696-3413
Unparalleled credentials: "Jack Magan has to be the hardest-working station promoter/General Manager in the Southwest" (BILLBOARD Magazine, August 16, 1979); one of only twelve broadcasters from across the nation—and the only one from the Southwest—featured in BROADCASTING Magazine’s special Radio ’79 edition (September 10, 1979).

Situations Wanted Management Continued

THREE MAN SUCCESS TEAM
Unique opportunity for individual or group broadcast owner to obtain three man team of professionals with a thorough working knowledge of all phases of broadcast management. Backgrounds include general management, sales, programming and promotion/publicity. Over sixty years combined industry experience. We have most recently tripled revenues and ratings of a medium market broadcast property. We will consider either an employment or equity participation arrangement. Strong suburban markets considered.

Reply Box M-89

Available Yesterday!!

Situations Wanted Management

SPORTS ONLY POSITION WANTED
Solid news, sports and talk experience. Three yrs. current position hosting all night show in Detroit which is heavily sports oriented. Contact Bill Douglas at (313) 534-0251 after 1 P.M. Eastern Time for more info.

Situations Wanted Announcers

N.J.—NYC RADIO STATIONS
30 year old pro, had to leave last position due to serious illness. Now fully recovered; would like to find any on or off air position. 10 years experience, adult contemporary personality. PM—M.D.—Production Director. Very versatile...

Box M-122

TELEVISION
Help Wanted Technical

KTLA-TV GOLDEN WEST BROADCASTERS MAINTENANCE ENGINEER
Acquisition of new technical equipment requires addition of highly-qualified maintenance engineer.

Familiarity in all areas of television engineering essential, including Ampex, RCA tape machines; Phillips, RCA live cameras; RCA Telecine, ENGEFIP equipment; and Grass Valley switching, terminal equipment.

Position requires demonstrable experience of five or more years, FCC 1st phone, plus in-depth broadcast equipment troubleshooting ability. Digital schooling/experience very desirable, including knowledge of DEC and DG minicomputers.

Golden West Broadcasters is a leading independent television station and production facility in Los Angeles. Excellent benefits and retirement program offered.

Salary range: 28-32K

Please send complete resume with references and salary history to: Anthony R. Ciesniowski, Engineering Manager, KTLA-TV, 5800 Sunset Blvd., Los Angeles, California 90028.

—KTLA is an equal opportunity employer—

Equal Opportunity Employer
Help Wanted Programing, Production, Others

**ART DIRECTOR**
Top ten group owned network affiliate looking for creative individual to manage 4 person department. Candidate must be strong in layout, design, communication and personnel management. EOE. Send resume to: Director of Programming, WTAE-TV 400 Airdmore Blvd., Pgh., Pa. 15230

**CREATIVE SERVICE PRODUCER**
Exciting opportunity for talented and versatile person with strong commercial production background. Sun Belt market TV station is setting up EFP unit for local commercial production. Person must be skilled in TV, videocassette and film production. We offer good salary and excellent fringe benefits, superb facilities and a creative climate. Send resume and tape to: PO Box 5270, Jacksonville, Florida 32207 EEO/AA Employer.

**BASEBALL PRODUCER/EDITOR**
Must have previous major league baseball experience. Capable of coordinating complete Cleveland Indians television package including home and away feeds. Send resume and sample tape to: Ron St. Charles, Program Director, WUAB, 8443 Day Drive, Cleveland, Ohio 44129.

Gaylord Broadcasting Co., an equal opportunity employer.

Help Wanted Management

**TELEVISION OPPORTUNITY**
Permittee of new west coast UHF television station needs experienced manager to take charge of construction and operation of new facility. A challenging opportunity for the right person. Box M-127.

**ALLIED FIELDS**
Help Wanted Programing, Production, Others

**PUBLIC RELATIONS REPRESENTATIVE**
A Northwest nuclear company is currently seeking an experienced Public Relations Representative. This company is a subsidiary of a leading national energy corporation, seeking a person who is experienced in both print production and news media relations.

Responsibilities include development of internal and external publications; speech and script writing; facilities tours; public information programs and frequent direct media contact.

Eastern Washington location in prime summer/winter outdoor recreational area. Excellent benefits, relocation assistance, salary based upon background and experience. Department of Energy contractor, U.S. Citizenship required.

Please send your resume in confidence to: Box M-120
Affirmative Action Employer.

Help Wanted Programing, Production, Others Continued

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**RESEARCH PROJECT MANAGER**

ARBITRON, one of the nation’s leading radio and television audience measurement firms, needs a highly activated individual to design and execute studies of audience survey procedures.

You're the right person:

- if you have a degree.
- if you've been in the marketing/research field for at least 5 years.
- at least half that time has been in a supervisory position.

In addition you must be familiar with all aspects of survey research methodology including study design, data collections, tabulation and writing of action-oriented research reports. An advanced degree and experience in communications/media a plus.

If you are looking for a challenging opportunity in survey research in a suburban Maryland location, send detailed resume with salary history to C. Poske, Personnel Administrator.

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**BROADCAST/ADVERTISING SALESPERSON**

Broadcast Service Sales Career Opportunity

ARBITRON, one of the nation's leading radio & television audience measurement firms, has an immediate opening for a sales, trainee/sales support professional in our Los Angeles office. You must be willing, however, to relocate to another Arbitron office for permanent employment after a period of training.

To qualify you should have some business experience, preferably in broadcasting, or in an agency/advertiser relationship. You should also have a college degree in a related area such as radio/TV broadcasting or communications.

We offer an excellent starting salary, attractive fringe benefits, and the opportunity for significant personal and professional achievement. To arrange a confidential interview, send your resume with salary requirements to: Lea Glazer, ARBITRON COMPANY, a research service of CONTROL DATA CORPORATION 5670 Wilshire Blvd, Suite 1920 Los Angeles, CA 90036

An Affirmative Action Employer M/F
Broadcast Equipment Sales Manager

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 Oklahoma, Kansas, Missouri, and Southern Iowa. 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:

Rockwell International

...where science gets down to business

Help Wanted Sales | Continued

ENTERTAINMENT MARKETING DIRECTORS SOUGHT...

... 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
P.O. Box 1570
Winter Park, Florida 32790

Help Wanted Instruction

JOURNALISM TEACHER

Columbia University Graduate School of Journalism seeks teacher of reporting and writing. Candidates should have professional background in newspapers, magazine, television, or radio—preferably more than one—and teaching experience.

**TALENT HUNT**

- There are stations all across the country looking for talent.
- We are a placement service which needs to update its library of all available radio and TV on-air talent for these stations.
- Please send 3/4" cassette (for TV) or 1/4" audio tape (for radio) - which cannot be returned - together with a letter specifying all pertinent information to:

  JOHN BECK
  PO. Box 99000
  San Francisco
  California 94109

**OPPORTUNITIES - CHALLENGES**

News talent specialists since 1975, the ERA NEWS PEOPLE PROJECT has expanded into news executives. The demand is growing for good producers, execs, assignment editors and directors as well as news directors and assistants. Challenging jobs with recognition and growth opportunities exist with our clients at all market levels. If you are ready, tell us your goals with a letter and resume. Completely confidential. NO FEE.

Don Fitzpatrick, Director
NEWS PEOPLE PROJECT
(415) 441-0586
a division of
680 Beach, #835, San Francisco, Ca. 94109

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**Public Notice**

**CITY OF SILVER BAY**

County of Lake, State of Minnesota invites application of cable communications franchise. Standard application form shall be completed and submitted in accordance with the system design and services as specified in the invitation for applications, both of which are available from the undersigned. Applications will be accepted up until 3PM February 10, 1980 and will be opened by the bid committee at 4:30 PM on the said date. All applications will be available thereafter for public inspection during normal business hours at the City Clerk's Office, Municipal Building, Silver Bay, Minnesota. Each application shall be accompanied by a $50 non-refundable filing fee payable to the Clerk of the City of Silver Bay.

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**For Sale Stations**

**R.D. Hanna Company**
Brokers-Appraisers-Consultants
5944 Luther Lane
Suite 505
Dallas, TX 75225
214-996-1022

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**Northern Mississippi**

Fulltime AM in Growth Area. Real estate included. Principals Only. Write Box M-117.

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**AM/FM - CATV - TV CURRENT INVENTORY**

**SHERMAN and BROWN ASSOC.**
**MEDIA BROKER SPECIALISTS**

**SHERMAN**
GORDON SHERMAN
1110 Brickell Ave.
Suite 430
Miami, Fla. 33131

**BROWN**
ROBERT BROWN
P.O. Box 1586
Deland, Fla. 32720

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**Two Excellent**

**Small Market**

Spanish Radio Stations
Minority Buyer Preferred

W. John Grandy
Broadcasting Broker
1029 Pacific Street
San Luis Obispo, CA 93401
805-541-1900

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**For Sale Stations Continued**

**1835 Sevay Dr., N.E., Atlanta, Ga., 30321**

- Powerful educational FM in Wichita. $350,000.
- AM/FM. Fulltimer. Class B. Big Town In Maryland. $640,000.
- FM. Fulltimer. Class B. Big Town In California. $550,000.
- FM. Fulltimer. Class B. Big Town In New Jersey. $215,000.
- FM. Fulltimer. Class B. Big Town In New York. $200,000.
- FM. Fulltimer. Class B. Big Town In Illinois. $190,000.
- FM. Fulltimer. Class B. Big Town In Texas. $185,000.
- FM. Fulltimer. Class B. Big Town In Hawaii. $180,000.
- FM. Fulltimer. Class B. Big Town In Kentucky. $175,000.
- FM. Fulltimer. Class B. Big Town In Missouri. $170,000.
- FM. Fulltimer. Class B. Big Town In Pennsylvania. $165,000.
- FM. Fulltimer. Class B. Big Town In California. $160,000.
- FM. Fulltimer. Class B. Big Town In Texas. $155,000.
- FM. Fulltimer. Class B. Big Town In New York. $150,000.
- FM. Fulltimer. Class B. Big Town In New Jersey. $145,000.
- FM. Fulltimer. Class B. Big Town In California. $140,000.
- FM. Fulltimer. Class B. Big Town In New York. $135,000.
- FM. Fulltimer. Class B. Big Town In New Jersey. $130,000.
- FM. Fulltimer. Class B. Big Town In California. $125,000.
- FM. Fulltimer. Class B. Big Town In New York. $120,000.
- FM. Fulltimer. Class B. Big Town In New Jersey. $115,000.
- FM. Fulltimer. Class B. Big Town In California. $110,000.
- FM. Fulltimer. Class B. Big Town In New York. $105,000.
- FM. Fulltimer. Class B. Big Town In New Jersey. $100,000.
- FM. Fulltimer. Class B. Big Town In California. $95,000.
- FM. Fulltimer. Class B. Big Town In New York. $90,000.
- FM. Fulltimer. Class B. Big Town In New Jersey. $85,000.
- FM. Fulltimer. Class B. Big Town In California. $80,000.
- FM. Fulltimer. Class B. Big Town In New York. $75,000.
- FM. Fulltimer. Class B. Big Town In New Jersey. $70,000.
- FM. Fulltimer. Class B. Big Town In California. $65,000.
- FM. Fulltimer. Class B. Big Town In New York. $60,000.
- FM. Fulltimer. Class B. Big Town In New Jersey. $55,000.
- FM. Fulltimer. Class B. Big Town In California. $50,000.
- FM. Fulltimer. Class B. Big Town In New York. $45,000.
- FM. Fulltimer. Class B. Big Town In New Jersey. $40,000.
- FM. Fulltimer. Class B. Big Town In California. $35,000.
- FM. Fulltimer. Class B. Big Town In New York. $30,000.
- FM. Fulltimer. Class B. Big Town In New Jersey. $25,000.
- FM. Fulltimer. Class B. Big Town In California. $20,000.
- FM. Fulltimer. Class B. Big Town In New York. $15,000.
- FM. Fulltimer. Class B. Big Town In New Jersey. $10,000.
- FM. Fulltimer. Class B. Big Town In California. $5,000.
- FM. Fulltimer. Class B. Big Town In New York. $0.
- FM. Fulltimer. Class B. Big Town In New Jersey. $0.
- FM. Fulltimer. Class B. Big Town In California. $0.
- FM. Fulltimer. Class B. Big Town In New York. $0.
- FM. Fulltimer. Class B. Big Town In New Jersey. $0.
- FM. Fulltimer. Class B. Big Town In California. $0.
- FM. Fulltimer. Class B. Big Town In New York. $0.
- FM. Fulltimer. Class B. Big Town In New Jersey. $0.
- FM. Fulltimer. Class B. Big Town In California. $0.
- FM. Fulltimer. Class B. Big Town In New York. $0.
- FM. Fulltimer. Class B. Big Town In New Jersey. $0.
- FM. Fulltimer. Class B. Big Town In California. $0.
- FM. Fulltimer. Class B. Big Town In New York. $0.
For Sale Stations Continued

THE KEITH W. HORTON COMPANY, INC.
P.O. Box 948
Elmira, N.Y. 14902
(607) 733-7138

FLORIDA AMs
Major market exclusive ........................................... $575,000
Medium market power ........................................... $1,100,000
Medium market daytimer ....................................... $390,000
Metro, fast-growth, profitable ................................. $500,000

Purchase terms available for each of these properties.

For details on these and other Florida stations, call Joe Cardinale at
(813) 488-8223 or any associate of our company.

BROKERS & CONSULTANTS TO THE COMMUNICATIONS INDUSTRY.

H.B. La Rue, Media Broker

Radio, TV, CATV, Appraisals

West Coast:
44 Montgomery Street, 5th Floor, San Francisco, California 94104
415/434-1750

East Coast:
500 East 77th Street, Suite 1908, New York, NY 10021
212/288-0737

Terms:
TX Metro AM $1,000,000
NM AM & FM $375,000 4 Terms
NM Small AM $225,000 4 Terms

Bill-David Associates, Inc.
2508 Fair Mount St.
Colorado Springs, CO 80909

Fulltime radio station for sale

Fast growing border town, southwest.
$550,000 terms, priced 2½ times
revenues, real estate included, qualified
buyers only.

Box M-114

LARSON/WALKER & COMPANY
Brokers, Consultants & Appraisers

213/826-0365
Suite 214
11611 San Vicente Blvd.
Los Angeles, CA 90049

202/233-1853
Suite 417
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SMALL WESTERN VHF TV
Owner desires to sell part
ownership—plenty of potential.

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BROADCASTING'S
CLASSIFIED RATES

Payable in advance. Check or money order only.
(Billing charge to stations and firms: $2.00).

Rates: Classified listings (non-display) Help
Wanted: 70c per word. $10.00 weekly minimum.
Situations Wanted: (personal ads) 40c per word. $5.00 weekly minimum. All other classifications:
80c per word. $10.00 weekly minimum. Blind Box
numbers: $2.00 per issue.

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.

Advertisers using Blind Box numbers cannot re-
quest 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 forwards-
able, and are returned to the sender.

Word count: Include name and address. Name of
city (Des Moines) or state (New York) counts as
two words. Zip code of phone number including
area code counts as one word. Count each ab-
bréviation, initial, single figure or group of figures
letters as a word. Symbols such as $25mm, COD,
PD, etc. count as one word. Hyphenated words
count as two words. Publisher reserves the right to
abbreviate or alter copy.

912—883-4917
PO Box 5, Albany, GA 31702

SITUATIONS WANTED: Graphically
Classified classified service

Ron Shaheen

312/467-0040

Broadcasting Dec 17 1979 80
Fates & Fortunes

Media

Gene Autry, chairman and chief executive officer of Golden West Broadcasters, Los Angeles, has announced appointment of John T. Reynolds, executive VP and chief operating officer, as president and chief operating officer. Before joining GWB in 1970, Reynolds was president of CBS-TV. Anthony B. Cassara, VP-general manager of GWB's (KTLA(AM)) Los Angeles, named president of Golden West Television division. He will continue as general manager of KTLA and will also head up Golden West Videotape division and newly formed UHF stations and syndication.

Entertainment Corp., subsidiary headed by John A. Schneider (“In Brief,” Nov. 12). Regional offices will be set up in Atlanta, Chicago, Denver, Los Angeles and Houston to service some 440 affiliates (cable systems) carrying Nickelodeon channel of children’s programs and Movie Channel, now offered 24 hours a day. Jordan Rost, director of marketing research, NBC-TV, named director of research for Warner-Amex Satellite Entertainment.

Sheeldon Cooper, VP-director of broadcasting, wgn-TV Chicago, named president. He has been with WGN Continental Broadcasting since 1950.

Pete B. Hickey, publisher of Gannett Co.'s Ithaca (N.Y.) Journal, named VP-corporate operations for Gannett. Larry F. Miller, controller, and Jimmy L. Thomas, treasurer, named VP’s.

Dolly Banks, VP and general manager of WAYX(AM)-WPDQ(FM) Philadelphia, named president and general manager, replacing her late brother, William Banks. Lita Indzel Cohen, VP and general counsel of stations, named executive VP.

Dick McGearry, sales manager, KJH-AM Los Angeles, named general manager.

Samuel B. Schofield, station manager, WROC-TV Rochester, N.Y., named general manager, succeeding Allen Feuer, resigned.


David Ross, general manager of WPH(AM) Fort Lauderdale, Fla., assumes additional duties of managing co-owned WWOK(AM)-WOKX(AM) Miami, succeeding Robert Cooper (see page 94).

James A. Brown, VP of national spot development, Radio Advertising Bureau, New York, joins WVL(AM)-WLYQ(FM) Lynchburg, Va., as general manager.

H.V. (Herb) Deremer, general manager, XX-AM-FM Colby, Kan., elected VP of licensee, Golden Plains Inc.

Bob Bogger, former general manager of WARY(AM) New York, joins WANN(AM) Tallahassee, Fla., in same capacity.

Gregory Liptak, senior VP for marketing, Times Mirror Cable Television, Costa Mesa, Calif., named senior VP of operations. Jerry Lindauer, VP for new market development, named senior VP of new system development and franchising.

Donald Gadsden, attorney with ABC, New York, named assistant general attorney.

Richard (Pete) Porrello, owner of executive search and organization development consulting firm of Richardson-Porrello, New York, joins NBC as director of employment.

Tom Belcher, sales and marketing manager, KCTW(AM) Tulsa, Okla., and Jack Morris, journalist with KTEW, have resigned. Belcher is director and chairman of board and Morris is VP-director of marketing.

New officers, Ohio Association of Broadcasters: Dan Morris, WCOL(AM)-WXQ(AM) Columbus; Tom Moore, WBCO(AM)-WBCQ(FM) Bucyrus, VP; Clark Pollack, Nationwide Communications, Columbus, corporate secretary, and Ben McKeel, WCMH-TV Columbus, and Ray Colle, WDIN(AM) Dayton, elected to fill television positions on OAB board for 1980.

New officers, Connecticut Broadcasters Association: Craig Carragan Jr., WNNV(AM) Naugatuck, president; Richard Ferguson, WEN(AM)-WXGT(FM) Bridgeport, VP; Michael Hanson, WNLK(AM)-WLYQ(FM) Norwalk, secretary-treasurer, and Perry Ury, WTC-AM-FM Hartford, assistant secretary-treasurer.

Norman Gallant, secretary-treasurer and act-

Surely in a class by herself.

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527 MADISON AVENUE
NEW YORK CITY, 10022
(212) 355-2672

Lawrence P. Fraiberg, former president, Metromedia Television, New York, named president of Group W (Westinghouse Broadcasting) Television Station Group.


Broadcasting Dec 17 1979 81
ing executive director of Maine Association of Broadcasters, named executive director.

Advertising

Wayne Fickinger, president and chief operating officer of J. Walter Thompson's operations in North America, named president and chief operating officer of agency, with all domestic and international divisions and subsidiaries reporting to him. Position of president has been vacant since January 1978 when Don Johnson was elected chairman and chief executive officer.


Edwin A. Kiernan, VP-assistant general counsel and assistant secretary, Interpublic Group of Companies, New York, elected VP-general counsel and secretary of Interpublic. He succeeds J. Donald McNamara, who was named president last May (BROADCASTING, May 14). Dr. Joseph Silco, president of American University, Washington, and former Under Secretary of State for Public Affairs, elected to board of directors of Interpublic.

Kenneth Affrey, senior VP-media director, Ogilvy & Mather, New York, assumes over-all responsibility for media department as executive director, media operations. Larry Cola, senior VP-media director, named director, media services. Reva Kordsa, executive VP and creative head—U.S.A., Ogilvy & Mather, is forming her own company to be called Reva Kordsa & Associates. It will be independent subsidiary of O&M and will concentrate on special marketing and creative problems, and on developing new products and services.

S. Michael Komives, VP-management supervisor, J. Walter Thompson, joins D'Arcy-MacManus & Masius, Chicago, as VP-management supervisor. Angela Bouillon, and Stephen Winkler, media planner for DM&M in St. Louis, named media supervisors.

Donald Welley, VP-executive art director, Comahay & Lyon, New York, joins Compton Advertising there as VP-associate creative director.

Robert Mounts, VP-account supervisor and manager of Detroit office of Macce Advertising, named senior VP. James Nichols, account executive and manager of Macce's Los Angeles office, Donal Lindsey, account executive and manager of Kansas City office, and Roy Curtis, account executive and manager of Chicago office, named VPs.


Rudy Baumohl, media director, Citibank, New York, joins Winner Communications Inc., New York, as VP-media director.

Lewis Kuperman, agency producer at Delta Femina, Travissino & Partners, New York, appointed to similar post at Foote, Cone & Belding, New York.

Nancy Clott, VP-media director, Home Box Office, New York, joins Ted Bates, New York, as planning coordinator, special systems. Tom Del Priore, network television negotiator with Ted Bates, named senior negotiator, special systems. Both will be working with division of Bates that has been monitoring cable and pay television and other systems.


Barry McCabe, in production department of GKD Advertising, Oklahoma City, named account executive. George Ghetis, who formerly operated his own firm, Ghetia Public Relations of Cleveland, Ohio, joins creative department of GKD Advertising, Oklahoma City, responsible for preparation of print and broadcast copy.

Larry Brennan, director of public relations for Bellevue College in Omaha, joins Frederickson/Hounshell Associates, advertising agency in Omaha, as account executive.

Frank McDonald, creative group head, Rosenfeld, Sirowitz & Lawson, New York, joins Montgomery and Associates, Bala Cynwyd, Pa., as associate creative director.

Robert Beteson, from Wagner Corp., advertising agency in Hartford, Conn., joins Creamer Inc. there as art director.

Wanda Rogers, research analyst and media planner, Zimmer-McCleskey-Lewis Advertising, Louisville, Ky., named media director.

Wendy Krudolien, graduate, University of Colorado, Boulder, joins Reid Advertising, Newport Beach, Calif., as account coordinator.

Steve Mathis and Dick Gold, executive VPs of Air Time International, heading company's Los Angeles office, and handling domestic syndicated sales, resigned. Successors will be announced shortly. Susan Gill, research analyst in Air Time's New York headquarters, named project director.

Jerry Stehney, member of Detroit sales staff of Katz Radio, named sales manager of Los Angeles office. Bob Hoffman, media planner with J. Walter Thompson, succeeds Stehney.

Mike Block, account executive in Chicago office of Buckley Radio Sales, transferred to New York sales staff. Vicki Pierce, from Christian Broadcasting Network Sales, joins Buckley in Chicago as account executive. Gale Perez, from Campbell-Ewald, joins Buckley in Detroit as account executive.

Will St. Onge, account executive, WBZ-TV Boston, joins Christian Broadcasting Network Spot Sales as New England regional manager.

Marjorie Johnson, account executive, Field Spot Sales, New York, joins NBC Television Stations Division there as manager of sales presentations.

Vivian Hunt, former manager of advertising and promotion for WNBK-TV New York, joins KMCH-TV Denver as director of advertising and sales promotion.

Charles High, local sales manager, WLFA-TV Tampa, Fla., named assistant general sales manager. Earl Welde, account executive, succeeds High.


Tom Hards, general sales manager, WVF-FM Detroit, joins WCCX(AM) there as director of coop.

Charles A. Newman, formerly with Radio Advertising Representatives, Chicago, joins KQWB(AM) Fargo, N.D., as sales manager.

Woodrow Klepper, account executive, WNAF(AM) Indianapolis, named sales manager for co-owned WRMF-FM Palm Beach, Fla.

Richard Green, account executive, KAKE-TV Wichita, Kan., named local sales manager. Mike McClad, account executive, KTHT-FM Wichita, Kan., and Mike Floodman, sales representative, American Express, Wichita, join KAKE-FM as account executives.

Rich Dixon, operations and program manager, KHOT(AM)-KUUL(FM) Madera, Calif., named sales manager.

Steve Lessmann, from WBBM-FM Chicago and co-owned CBS-FM Spot Sales there, joins WNAQ(AM) there as retail account executive.

George (Bud) Thomas, program director, KDQ(AM) Mesa, Ariz. (Phoenix), named account executive for KDQ and co-owned KKDF(AM) there.

Bruce Fleming, operations manager, KYLO(FM) Davis, Calif., joins KAHM(AM)-KHYL(AM) Auburn, Calif., as account executive.

Tim McBrayer, sales representative, WSOC-TV Charlotte, N.C., named director of new business development.

Raynor Parton, account executive, WRK-FM Cleveland, joins KEZ(FM) Seattle in same capacity.

Lawrence Rosenberg, from WCC-AM-FM Hartford, Conn., joins WCC(AM) Bridgeport, Conn., as account executive.

Programing

George Paris, VP of daytime and syndicated programs for 20th Century-Fox Television, Beverly Hills, Calif., assumes additional duties of development and production of specials for
pay television and syndicated and daytime programs. George Sefectis, VP-controller, named VP-finance for television and sports divisions. Diane Roggiani, executive assistant in business affairs, named assistant director of business affairs.

Ralph Franklin, president of MCA TV International, New York, has announced his intention to retire March 1, 1980. He will serve as consultant to company for rest of year. Bob Bramson, administrative VP of MCA TV International division at Universal Studios, Los Angeles, named executive VP, effective Jan. 1. When Franklin retires in March, Bramson will become president of MCA TV International.

Colin Davis, VP of MCA TV International in New York, named director of international sales, effective Jan. 1.

Michael Gould, VP-general manager of Tafi, II-B Program Sales, Los Angeles, returns to presidency of Gould Entertainment Corp., New York. Company, program distributor, has been in operation since 1975.

Phillip Blumberg, executive director of literary and creative affairs for Paramount Pictures in New York, joins ABC Theatrical Motion Pictures as VP-creative affairs, based in Los Angeles.

Rex Lardner Jr., manager of program administration, NBC Sports, New York, named director of program planning and development. Kenneth Aagaard, broadcast operations control manager, NBC Sports, named manager of operations. Steve Kolzak, independent casting director, Los Angeles, and Diane Lomond, casting director of David Gerber Productions at Columbia Pictures Television, named managers, casting, NBC Entertainment.

Charles Tolep, VP-operations and VP-general manager of licensing and merchandising division of Viacom, New York, relinquishes title of VP-operations to devote full time to licensing and merchandising. Eric Veale, who has been working with Tolep in operations department, named to new post of director, operations.

James Cavazzini, director of financial analysis, general manager of Star Channel and VP-program operations, Warner Cable Corp., New York, joins Entertainment and Sports Programming Network, Bristol, Conn., as VP-affiliate marketing.

Gordon Heilman, Warner Bros. Television’s director of advertising, promotion and publicity, Burbank, Calif., named VP.

Beverly Brewster, manager of media services, Show Biz Inc., Nashville, named director of marketing for Osmond Television. She will be based in Brentwood, Tenn.

Jack Alls, with TM Companies, Dallas, and formerly regional sales manager, WAVF(AM) Richmond, Va., named general sales manager for TM Special Projects, one of TM companies.

Suzy O’Daniel, from Ols Connor Productions, Dallas, joins TM Special Projects as assistant to Ron Nickell, executive VP and general manager. Jody Gunnison, from KATV TV Sales in Dallas, joins TM as sales consultant.


Terry Kyne, producer-director formerly with CBC-TV Toronto, named director of Mike Douglas Show for Group W Productions, Los Angeles.

Annette (Sam) Thayer, media coordinator for Martin & Benedict, Los Angeles advertising agency, named to sales staff of Westwood One, Los Angeles national radio syndication firm. Wolf Schneider, associate producer, appointed production coordinator, and Michael Jordan, chief engineer, promoted to director of studio operations. Westwood One also has opened New York office at 145 East 52d Street with Joel Berman as manager. (212) 751-1305.

Hollywood-based Caucus of Producers, Writers and Directors has elected officers for coming year: Grant Tinker, MTM Enterprises, chairman; Bud Yorkin, Tandem Productions, and Ed Friendly, Ed Friendly Productions, co-chairmen; Alan Courthey, Longstreet Productions, treasurer, and David Levy, secretary. Producers to serve on executive committee with current officers are: Charles Fries, Leonard Stern, George Eckstein and William Froug.

Jack Roth, in programming and production with KRLA(AM) Los Angeles, named program director.

Robert M. Chenault, music director, KRXU(AM) Phoenix, joins KDQ(AM) there as program director.

Mark Holate, production director, KKOT(AM)-KUUL(AM) Madera, Calif., named operations and program manager.

Jay Queesberry, air personality, KLUC(AM) Las Vegas, and formerly with WCIR-AM-FM Buckley, W. Va., rejoined as program director. Ron Hill, air personality, WCIR, named music director. Barry Stewart, air personality, WLOG(AM) Logan, W. Va., joins WCIR in same capacity.

John MacFlannagan, air personality, KFRC(AM) San Francisco, and Chuck Hale, program director, KROY(AM) Sacramento, Calif., join KRCB-AM San Francisco as air personalities.

News and Public Affairs

Phil Nye, news director of ABC's WXYZ-TV Detroit, named VP of news for ABC Owned Television Stations, based in New York. Successor has not been named.

Tom Bigler, news director, WBBM-TV Wilkes-Barre, Pa., named VP-news and public affairs.

Dennis, formerly with WXYZ-TV Detroit, succeeds Bigler. Diane Ryan, from KTVT(TV) Honolulu, joins WBBM-TV as 11 p.m. reporter and weekend co-anchor. Mariann Tucker, from WILK(AM) Wilkes-Barre, joins WBBM-TV as assignment desk assistant and weekend reporter. Rick Mason, from WBBM-AM, moves to WBBM-TV as Williamspoint, Pa., bureau reporter. Hugh Finn, from WARM(AM) Scranton, Pa., joins WBBM-TV as weather and environmental reporter.

Ed Turner, news director, WVTM-TV Washington, has left station. His plans have not been announced, and until successor is named, Earl Casey, news manager, will be temporary news director.

Steven Antoniottl, executive producer of 11 p.m. Monday-through-Friday news, WABC-TV New York, named assistant news director.

Sue Simmons, anchor on NBC-owned WRC-TV Washington, named 11 p.m. co-anchor for owned WNBC-TV New York. Succeeding Simmons at WABC-TV on 5:30 and 11 p.m. newscasts is Martin J. Levin, anchor from KTVT(TV) San Diego.

Stephanie Levinson, anchor at WTTG(TV) Washington, appointed financial correspondent at WCBS-TV New York.

John Prescott, assistant news director, KMTV(TV) Omaha, joins KHAS-TV Hastings, Neb., as news director.

Harry Horn, assignment editor, WINK-TV Fort Myers, Fla., named news director. Marie Carman, former weekend reporter, WTLV(TV) Jacksonville, Fla., joins WINK-TV as morning anchor and reporter. Stan Zimmerman, graduate, American University, Washington, joins WINK-TV as general assignment reporter.

Laverne Barry, public affairs program coordinator for RKO General Television's WOR-TV New York, named public affairs program director for RKO General Television, which includes four stations.


Gerald Bryant, producer of early news on WILK-TV Louisville, Ky., named executive producer of news.

Robert Allen, former news director, WFRV-TV Green Bay, Wis., joins WJXT(TV) Daytona, Ohio, as executive producer of news. Michael Scheneto, from WAYV(AM) Dayton, joins WJXT as assignment editor. Donald Mill, also from WAVI, joins WJXT as news editor.

Dennis Myers, legislative affairs correspondent for Reno (Nev.) Gazette/Journal newspapers, joins KTVN(TV) Reno as Carson-Tahoe (Nev.) bureau chief.

Lindsey Gedge, reporter-producer, WMBD-TV Peoria, Ill., named Springfield, Ill., bureau chief for WMBD-TV and co-owned WCIA(TV) Champaign, Ill. Constance Howard, from WMBD-AM Des Moines, Iowa, joins WJCA as reporter-producer.

Bill Polish, former news director, KEZ(KM) San Jose, Calif., named South Bay bureau chief for KCBS(AM) San Francisco, based in San Jose.
Jim Serra, producer of 11 p.m. news on WTV(TV) Miami, joins KDRTV) St. Louis as producer of 6 p.m. news.

Gordon Rothman, news producer, WKLY-TV Louisville, Ky., joins WTV(TV) Indianapolis as producer of late evening news.

Cinny Kennard, reporter, WNKLAM Norwalk, Conn., joins WANE-TV Fort Wayne, Ind., as weekend anchor-reporter.

Cindy Cooper, director of information office of Minnesota Supreme Court, joins KSTP-TV St. Paul as producer of consumer investigative unit.

Jeff Hirsch, reporter, WBUE-TV Roanoke, Va., joins WLWT(TV) Cincinnati in same capacity.

Dave Rose, from Mutual Broadcasting System, Washington, joins news staff of KOAA-TV Pueblo, Colo.


Christopher Schaub, weekend director at WBZH-TV Boston, named television director, responsible for directing variety of news and public affairs programs.

Dana Whalen, producer-host and anchor, WTIC-AM-FM Hartford, Conn., named assistant news director.

Seth Kemple, former president and general manager of Midwest Television Service, and later with Commodity News Service, Kansas City, Mo., joins WIBW-AM-FM Topeka, Kan., as chief meteorologist.

Paul Cousins, meteorologist, WCHS-TV Portland, Me., joins WVT(TV) New Britain (Hartford), Conn., as chief weathercaster.

Gene Tecbloom, former general assignment and investigative reporter with WCIX(TV) Miami, joins noncommercial WPKW(TV) there as reporter-producer. Marcia Starrels, production assistant with WPB, named associate producer-writer.

Marc Sanbor Woolf, graduate, State University College, New Paltz, N.Y., joins WFXM(AM) Rochester, N.Y., as morning editor and weekend anchor. Kimberly Ayers, reporter and anchor, WDEL(AM) Wilmington, Del., joins WPX as morning co-anchor and reporter.

Jim Forsyth, from KSIN(AM)-KLSS(FM) Mason City, Iowa, joins news team of WWVA(AM) Wheeling, W. Va.


Edna Hendrick, promotion manager, WHBF-AM-FM Rock Island, Ill., named public service director.


John Kenney, general sales manager, WCLD-AM-FM Cleveland, Miss., joins Associated Press as broadcast executive for Arizona and New Mexico, based in Albuquerque. Mike White, formerly with KATU(TV) Portland, Ore., joins AP as broadcast executive for Oregon and Washington, based in Portland.

Promotion and PR


Gayle Maurer, assistant director of public relations, D'Arcy-MacManus & Masius, Bloomfield Hills, Mich., named manager of public relations.

Robert Popa, assistant to chairman of Barkley & Evergreen, Fred Yaffe, Southfield, Mich., named VP-public relations of company's new public relations department.

Arthur Kosatka, former press secretary to Representative John M. Murphy (D-N.Y.), joins National Telecommunications and Information Administration as press officer. He succeeds Richard Harland, who has been assigned to NTIA's Office of Plans and Policy Coordination.

James Valletta, business and financial writer for Pittsburgh Press, joins Rockwell International there as manager of corporate news bureau.

Robert O. Cooper, general manager of Metroplex Communications' WWSK(AM) Miami, named president of new division of Metroplex, Metroplex Marketing, Cincinnati. Company will market promotions for radio.

Dorian Robbins, with Air Time International, New York, named information services coordinator.

Technology

Gilbert Kesser, president of Micro Consultants Inc. (MCI/Quantel), Palo Alto, Calif., elected chairman of board. George A. Grasso, marketing VP, elected to succeed Kesser.


A. Hans Bott, VP-engineering, Broadcast Electronics, Quincy, Ill., joins McMartin Industries, Omaha, as VP and director of engineering.


Jim McDaniel, chief engineer, KETW(TV) Tulsa, Okla., becomes executive VP and chief technician of Community Development Cablevision of Tulsa, new company formed by Tom Belcher, Jack Morris and McDaniel, all former employees of KETW (see page 91).

Jim Kluckner, air personality, KHJ(LAM) Santa Maria, Calif., named chief engineer.

Allied Fields


James Parks, VP-manager of marketing information systems in Northbrook, Ill., office, named Western division marketing manager and Northbrook regional manager for Marketing Research Group USA. Stuart Boulanger, account manager in Nielsen's Northbrook client service, and Richard Orestad, account manager in Menlo Park, Calif., office, elected VP's and account managers of Marketing Research Group USA.

Gary Soulsby, senior engineer in Seattle district office of FCC, named engineer in charge of that office. He succeeds Robert Dietsch, who retired in September.

Deaths

Archbishop Fulton J. Sheen, 84, whose nationwide television program, Life Is Worth Living, was one of most popular series in 1950's, died at his home in New York Dec. 9. His prime-time (Tuesdays, 8 p.m.) program began on old DuMont Television Network in 1952. Although originally un sponsored, the program soon drew advertising and provided strong competition to NBC-TV's Milton Berle show. It won Emmy award first year it was on air. Program shifted to ABC-TV in 1955 and remained there until 1958 when he gave it up. Subsequently two separate series were produced between 1961 and 1968 and syndicated to TV stations. Years earlier in radio, Bishop Sheen conducted Catholic Hour on NBC, starting in 1930.

Cari Miller, 60, Western division sales manager for ITC Entertainment, for past six years, died of emasculation in his sleep at home in Novato, Calif., Dec. 7. He had worked in program marketing 35 years. Survivors include his wife, Constance, and two daughters.
### Exchange and Company

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### BROADCASTING WITH OTHER INTERESTS

A Adams-Russell            20  
A Affiliated Pub.           28 5/8  
A American Family           10  
A Bank of America          11 1/8  
A Charter Co.              32 1/2  
A Chris-Craft               17 1/8  
A Coca-Cola New York       5 3/4  
A Codex                     33 7/8  
A Corp & Securities         41 1/4  
A Fairchild Ind.           40 1/2  
A Fuduq                      17 1/4  
A Gannett Co.              41 1/2  
A General Tire              20 5/8  
O Gray Commun.              35  
O Harte-Hanks               25 5/8  
O Heritage Commun.          10 1/8  
O Johnson-Pilot             36  
O Marvin Josephson         14 1/4  
O Kansas State Net.         27  
O Knight-Ridder              25  
O Lee Enterprises*           22 5/8  
O Liberty                    21 7/8  
O McGraw-Hill                27 5/8  
O Media General             28 7/8  
O Meredith                  35 1/4  
O Multimedia                31  
O New York Times Co.         23 3/8  
O Reeves Telecom             4 5/8  
O Rollins                    28 5/8  
O San Juan Racing            15 1/2  
O Meredith                   36  
O Sonderling                 28 5/8  
O Tech Operations             12  
O Times Mirror Co.           37  
O Turner Broadcasting        19  
O Washington Post            19 1/8  
O Wometco                    22 1/2 

### CABLECASTING

A Acton Corp.                12 7/8  
A Amer.                   17 3/4  
O Athens Commun.                9 5/8  
O Burnup & Bms.               9 3/4  
O Cable Info.*               14  
O Comcast                    21 1/4  
O Contrafragile               5  
O Contrafragile               5  
O General Instrument        47 3/4  
O Genève                     27  
O Tele-Communications       27  
O Telepromotions             22  
O Time Inc.                  45 1/4  
O Tocam                      12 1/2  
O UA-Columbia Cable           37  
O United Cable TV           28 3/4  
O Viacom                      36 7/8  

### PROGRAMMING

A Amer. Int'l. Pies          9 3/4  
A Chuck Bros. Prod.          4 3/4  
A Cinema 5 Ltd.*             4 7/8  
A Columbia Pictures          33 1/2  
A Disney                     42  
A Disney-MGM                 11 3/4  
A Four Star*                 1  
A Gulf & Western            17 5/8  
A MCA                        52 1/4  
A Mexican-American Pies      28 3/4  
A Warner                    49 1/4  
A Warner 1985                18 5/8  

### SERVICE

O BBDIO Inc.                 34  
O Compact Video             8 3/4  
O Comsat                     37 7/8  
O Competitor                21 1/4  
O Foote Cone & Belding       21 7/8  
O Gray Advertising           39 1/2  
O Intergroup Public         32 1/2  
O Microdyne                   25  
O Movielease                 5 1/2  
O MPO Videotronics           4 1/2  
O A. C. Nielsen              24 5/8  
O Ogilvy & Mather            21 7/8  
O Telecommunication          1 1/2  
O Teletron                     1  
O TCP Communications         5 3/4  
O W. J. Thompson             25 5/4  
O Western Union              25 1/4  

### ELECTRONICS/MAUFACTURING

O Ael Industries             7 1/2  
O Ampex                      19 5/8  
O American Indus.            12 1/8  
O CCA Electronics*          1 1/8  
O Cetec                      4 7/8  
O Cohn                       5 1/2  
O Cintex                     15 7/8  
O Delco                      22 5/8  
O Eastman Kodek              4 1/2  
O Elec Missile               2 3/8  
O Farinol                    23 8/8  
O GE Electronic Products     36 3/8  
O Harris Corp.               33 1/4  
O Harvel Industries          6 1/2  
O Int'l Video Corp.           3/4  
O Int'l. Telecasts           25 1/4  
O M/A.Com. Inc.              33 7/8  
O 3M                         50 5/8  
O Motorola                   50 1/8  
O NEG.                       13 3/8  
O Orro Corp.                 5 1/4  
O RCA                        22 5/8  
O RCA Indus.                 18 1/8  
O RSC Industries            3  
O Scientific-Atlanta         38 3/8  
O Sony Corp.                 7 1/4  
O Tektronics              59 3/8  
O Texscan                    8 3/4  
O Teletrol.                 30 7/8  
O Varian Associates          28 1/2  
O Zenith                     9 3/8  

### Standard & Poor's 400

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**Notes:** A-American Stock Exchange B-Boston, M-Midwest, N-New York, P-Pacific, B-Broadcasting. **(bid price shown, supplied by Shearson, Hayden Stone, Washington). P/E ratios are based on earnings per share for previous 12 months as published by Standard & Poor's or as obtained by Broadcasting's own research. Earnings figures are exclusive of extraordinary gain or loss. **Footnotes:** "Stock did not trade on given day price shown is last traded price. **No P/E ratio computed, company registered net loss. **Stock split. + Traded at less than 125 cents."
Added Attractions

BROADCASTING's editors and writers are at work on a number of special reporting assignments scheduled (*) to appear during the next few months. Among the more prominent prospects:

Jan 7  BROADCASTING's annual double issue. The centerpiece: our exclusive report and analysis of the top 100 companies in electronic communications—a club whose membership has changed remarkably both in identity and in magnitude since BROADCASTING's first compilation of the list in 1978. New this year: a recalculation of all company revenue and earnings data to reflect one common reporting year—essentially, from October 1978 through September 1979.

And that's not all. The Jan. 7 issue also will carry a recapitulation of all the major news stories of 1979 along with the year-beginning edition of "Where Things Stand," bringing readers everywhere up to date on the major issues in electronic communications.

Plus, of course, the full budget of news in all the media universes that, holiday season or not, continues to preoccupy our working lives.

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.
Steady as she goes: Brenda Fox of NAB

Brenda, Fox races sailboats because she likes the challenge of "outmaneuvering the other guy, of keeping the boat in balance, of always being on guard, because if you're not, you capsize." And she maintains that same perspective in her personal life as well as in her career. Fox is cautious, while having to live by her wits and think fast. Her job as assistant general counsel of the National Association of Broadcasters—the trade association that speaks for the nation's radio and television media—dictates that she speak right the first time. In her own words, "It leaves no time for second drafts!"

When Fox went to the NAB from the Federal Trade Commission six years ago, she took with her an expertise in advertising matters and a sound understanding of how the regulatory system operates. But she left the government side of the regulatory equation because, she says, she found it very "disturbing and idealistic."

"You had people with good ideas but without any input as to the economic or social effects of their decisions," she says. "I now see the FTC as a social re-engineer. It takes the advertisers to task to make up for failure in other segments of society. It is not the advertisers' role to re-educate society!"

Her expertise is visible in the many areas for which she is responsible at NAB. Fox advises the Code Authority on the appropriateness and legality of certain issues and advertisements. In this regard, she feels that a broadcaster has a "multiple responsibility, in balancing the interests of the audience, the advertiser and himself as a licensee." As counsel for the Code Authority, she works to maintain that balance.

Fox also works with the Broadcast Ratings Council on setting standards by which to judge the rating services.

And recently, she has been most visible in her role as legal print-woman for the children's proceedings before the FTC and the FCC. She considers these proceedings—looking to a ban on advertising to children, and to setting minimum standards for children's educational programming—a "grave" First Amendment threat.

"Broadcasters get damned for a lot of things they are not deserving of," she says. "They must serve diverse interests. They are fundamentally an entertainment medium. It is not the end all to all people ... But when I get concerned is when various groups think they've got a foot in the door [because of government approval] and feel that they should now be making the decision of what programing should be provided. I find that frightening. I don't like all the programs on TV; I may wish there were others. But I dislike all the more the idea that some government body or other entity is going to sit there and say we should have more of this and less of that."

She continued, "Today we have a theory that since broadcasters have so pervasive a reach and the [number and type of] systems are growing, that they should not be protected by the First Amendment. When it was first created, when there were few communications avenues, our forefathers had the good sense to realize that the government has no right to dictate what anyone could say, because they would then be dictating the thought processes of society, which benefits from many inputs."

Fox feels it is her job to protect the First Amendment rights of broadcasters, which she sees as the underlying principle in the children's and other proceedings now before the regulatory agencies and the courts. That task is complicated, she says, by the conflicting signals the NAB, and therefore broadcasters, get from government. "On one hand you have the FCC praising the code, on the other you have the Justice Department citing it for antitrust violations," she says. "You get mixed messages from the various arms and sometimes the same arm of government, and you don't know what kind of footling you're on."

But through it all, Fox faces it with a sense of purpose, laced with a characteristic she herself describes as "moody"—moody when under pressure to do the best job possible because this is what she expects of herself as an attorney, and as a woman. She feels there was a time when she had to prove herself as a woman communications lawyer representing the NAB. Now, she says, she wants only to prove herself as an attorney, if that's all necessary.

Fox has warm words for her boss, Erwin Krasnow, NAB's general counsel, and credits him with much of her success at NAB. "He speaks to you on a one-to-one basis, he wants you to feel solely responsible for a project, and he has invited me to 'resist in making policy decisions.'"

Krasnow returns the compliment: "She takes on responsibility well, she is articulate and has developed a sense of confidence and assertiveness."

Fox acknowledges that there are some people in the industry who may need sensitizing to her role. But she knows she has made it on her own. She doesn't think women should be handed something on a silver platter just because they are women. But, she says, a woman must earn her way—and she must be given the chance of equal footing with men.

"When I was at the FTC I used to say, 'Why don't broadcasters do this or that?' Now I have the advantage of hindsight. I wish, if this was an ideal world, that every regulator first worked at the NAB, so as to better understand the industry."

Fox, whose blue eyes look out from under a head of thick reddish-brown hair, flecked with gray, looks something like actress Lee Grant. Like many of the roles Grant is famous for, Fox is a progressive, professional woman. She is direct, articulate and knowledgeable. And it is this image that has gained her access and acceptability in the industry she counsels.

She is also witty and adventurous, and when she's not racing her 15-foot sailboat with her husband, David, who owns a mortgage and investment firm, she is giving skiing lessons in Pennsylvania where they share a cabin with friends.

When asked about the future, she muses, "I thought when I came to the NAB six years ago, I would leave when I could go no further, when it stopped being fun. I'm still learning, and I'm still having fun!"
Sagacious session

Directors of the National Association of Broadcasters wisely refrained last week from proposing that the FCC establish in its rules a quota for nonentertainment radio programming as a standard for license renewal. Some had argued that a modest quota encompassing no more specific a program category than "nonentertainment" would be better than the guidelines that are now in effect for news, public affairs and "other" nonentertainment programming. Others, who prevailed, saw the endorsement of a quota as a trap that would keep closing tighter as time went on.

At this point it is imprudent to predict how the FCC will come out in its misnamed deregulation of radio. At least one commissioner, Tyrone Brown, has suggested that a renewal standard involving some quantitative measurement of program performance must be retained. It is not improbable that others will vote for the formalization of the present guidelines or something like them into rules, as a condition to the relaxation of other regulation.

If that were to happen, there might be broadcasters who would elect to test the constitutionality of rules directing radio to broadcast certain minimums of specific types of programs. A court appeal, however, would be all but foreclosed if the broadcasters had, in advance, embraced the principle of program quotas.

As has been noted on this page before, the FCC can offer only limited relief from regulation, no matter what the disposition of its members. Its deregulatory options are circumscribed by existing law and the body of court cases built upon it. The FCC may here and there pick away at paper work and the more glaring examples of overregulation, but action on a significant scale will have to come from Congress.

Commercial ETV?

In defiance of most of the advice it has received, including that of senior U.S. senators, an FCC majority is reportedly ready to vote this week for a rulemaking on children's television programming. Among the options to be considered is a requirement that commercial broadcasters carry at least five hours a week of "educational or instructional" programming for preschool children and two and a half hours for those of school age, between 8 a.m. and 8 p.m. on weekdays. If that option remains when the vote is taken, it will mean that the FCC is also ready to defy the courts to call it on a First Amendment violation.

Both NBC and the National Association of Broadcasters have discovered serious flaws in the staff report on which the anticipated rulemaking is to be based. It is also the report on which FCC Chairman Charles D. Ferris has based his unqualified assertion that the "marketplace has failed" to provide adequate educational programming.

It is of course utterly unrealistic to expect commercial television, which presumably is what Ferris meant, to produce instructional television. No one looks to the marketplace to produce public schools.

As has been noted on this page before, the FCC is proceeding here as though the commercial television system were responsible for the function that a previous FCC specifically assigned elsewhere when it reserved 242 channels for educational and instructional television back in 1952. It was clear then, as it is clear to reasonable people now, that the commercial system by nature is unqualified and unmotivated to be a teaching machine.

In the 27 years of its development, the noncommercial system has grown into a different service from the one originally con-templated. In prime time it is competing with the commercial system for audience. Its underwriter credits on the air and in promotional advertising bear the logos of many of the nation's biggest advertisers. If there is a dearth of educational programming for the young, the primary fault lies with the television system that was created to be noncommercial and educational and is now not much of either.

Unarguably, the commercial system's programming for children is primarily entertainment and confined to hours that are unlikely to attract much of an adult audience. It is also true, however, that there has been a measurable improvement in program quality in the time that the FCC staff says nothing happened in children's TV. At least this much may be said for a formal FCC rulemaking: it will give broadcasting a chance to straighten out a record that is now weighted to favor a predetermination that the commercial system has failed.

When the Federal Trade Commission opened its campaign to suppress children's television advertising, a Washington Post editorial writer wondered whether the agency aimed to become a national nanny. Of the FCC, it may be asked now whether it is to become a national schoolmarm.

News in the news

The popular thing to do in Washington last week and at rival network headquarters in New York was to savage NBC News for its interview of an American hostage in Iran. This publication chooses to go against the stream.

If NBC had been less than candid in explaining the conditions under which the interview had been obtained, adverse criticism would have been valid. If anything, however, John Chancellor exceeded journalistic obligations in describing in detail, before the Iranian feed went on the air and immediately after it was over, the concessions that had been made and the discrepancies that were evident between some statements of the hostage and what is known to the U.S. government, George Lewis and Fred Francis, the NBC correspondents on the scene, were additionally meticulous in explaining what was going on. As for the inept reading of the Iranian party line by an unidentified woman on the program, it was too crude a propaganda device to be credible to anyone but a Khomeini disciple.

Manipulation of the media is the constant problem that television journalists face. It must be avoided when there is a possibility that the audience will be misled. In this case, NBC scored a beat—responsibly.

"Excuse me, gentlemen, that's the television station. The radio station is over here."
A LITTLE MORE TIME BEFORE AIR TIME.

Kodak announces a faster processing method for video news film over the widely used Process VNF-1. This new alternate processing procedure can reduce by 8 to 18 minutes the time formerly needed to process 1000 feet of film, depending on your processor speed. Excellent broadcast quality is maintained.

What news director wouldn’t like to move the film deadline as much as 18 minutes closer to air time? Or have those extra minutes to use for editing, screening and rehearsal?

The new Process RVNP (Rapid Video News Process) uses most existing film processing equipment. The procedure is easily implemented by your personnel. To learn more, ask your Kodak Sales and Engineering Representative, or write Eastman Kodak Company, Dept. 640, Rochester, New York 14650.
Sometimes, two heads are better than one.

It takes two to make a radio buy in this business. Katie Coke, media supervisor at John F. Murray Advertising knows this. And, so does Amy Ettelson at McGavren-Guild Radio.

Katie works with her clients at American Home Products to supply market and cost facts, so that the planning group can determine the most effective radio markets for their brands. Amy produces the latest station information, and follows thru to get the spots on the air. Together, the buy gets made.

Both Katie and Amy have a reputation for being reliable, honest, hard-working and aggressive. In short, they're both professionals who know their job and care about what they're doing.

You can't get two better heads than that.

McGAVREN GUILD RADIO
People who know the territory.