New danger to broadcast licensees: Court challenges ‘presumption’ of renewal

WELCOME BACK, KOTTER

Now sold in markets representing more than 60% of all U.S. television homes

Warner Bros. Television Distribution A Warner Communications Company
“Edith, them other guys ain’t even close!”
"All in the Family" vs Prime-Time Network Competition, 1971-78.

### Average Rating

<table>
<thead>
<tr>
<th>Network</th>
<th>Program</th>
<th>Rating</th>
<th>Note</th>
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</thead>
<tbody>
<tr>
<td>CBS</td>
<td>&quot;All in the Family&quot;</td>
<td>29.4</td>
<td></td>
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<tr>
<td>NET X</td>
<td>Other Programming</td>
<td>16.5</td>
<td>78% more than Net X</td>
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<tr>
<td>NET Y</td>
<td>Other Programming</td>
<td>14.8</td>
<td>more than Net Y</td>
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### Average Share

<table>
<thead>
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<th>Network</th>
<th>Program</th>
<th>Share</th>
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<tbody>
<tr>
<td>CBS</td>
<td>&quot;All in the Family&quot;</td>
<td>46</td>
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<tr>
<td>NET X</td>
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<tr>
<td>NET Y</td>
<td>Other Programming</td>
<td>23</td>
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</tbody>
</table>

With television’s first family... length is strength!

---

Tandem Productions’

"All in the Family"

Viacom
"I thought our first book with TM was great. But now we're beating our AM competition 4 to 1."

—Don Bell, Program Director
WSOC-FM, Charlotte

With sharp management and 100,000 watts, WSOC-FM had the potential to be a real winner. To realize that potential, Don Bell chose TM Country.

The results? A 7.2 metro share* and a #2 TSA rating in adults 18+.

To find out how it was done, read on. WSOC-FM has used TM Country since September of 1976. Before that, the station had been programming and taping its own country format.

Don Bell, WSOC Program Director, recommended TM Country because, in his words, "I was impressed that this was a format based on hits. After all, people listen to a contemporary radio station to hear popular music."

Get loyal, long-hour listeners

But there's more to TM Country than just good music. TM Country is a carefully constructed, smooth-flowing format. And TM Country lets you control your programming to keep your station's sound consistent.

The combination of good music, smooth flow and tight control can get longer listening and a larger cumulative audience for your station. That's what TM Country did for WSOC-FM.

But even a great format like TM Country can't do its best without teamwork.

Here's what Don Bell said about the service he's gotten from TM Programming:

Professional consultation
"They're willing to listen. And TM's Country Consultant really knows his music. He's done modern country on the air."

Working together, they fine-tuned the format. "We changed the back-announced sweeps to a segue announce between two hits," said Don. "That gives me eight hits per hour, evenly spaced."

One of the results of this change has been an increase of over 230% in listening by men 18-34 since the Apr./May '77 ARB.

What about your last book? If it wasn't as good as it could have been, maybe TM Country can help. To find out, call TM Programming.

Call collect. Call right now. Ask for Ron Nickell, Vice President. The number is 214-634-8511.

Don Bell
Program Director
WSOC-AM/FM

* Apr./May 1978 ARB

TM Programming
1349 Regal Row
Dallas, Texas 75247
HUMPTY FALLS AGAIN □ The FCC's renewal policy, as articulated in the WESH-TV case and its "clarification," are deposited back on the commission's doorstep by the D.C. appeals court with orders to take another look. PAGE 28.

FEELING THE WAY ON FEES □ The FCC begins an inquiry into how to refund the $60 million in fees the courts have ruled were illegally collected, and then how to get some money back—including a suggestion for spectrum fees or auctions. PAGE 31.

SIGNS OF WEAKNESS □ The new season is barely under way, but the early warning signs of cancellation are hanging over the heads of several shows. PAGE 32.

TOO LITTLE MONEY, TOO MUCH GOVERNMENT □ Public broadcasting troops parade before the Van Deerlin subcommittee to say the rewrite offers insufficient funding and the potential for federal meddling. PAGE 37.

THE HARD LINE □ Members of the Broadcast Financial Management Association indicate at their convention that they're willing to hang tough in trying to get per-use music licenses from ASCAP and BMI. PAGE 40.

THE FATHER OF TWINS □ A citizen group protests to the FCC that something's not quite right when a filing by an FCBA committee and a private company are nearly identical. PAGE 47.

ROSENFIELD REJOINER □ The CBS-TV network president compares the FTC's efforts against sugar advertising to the cigarette-ad ban. He points out that smoking is increasing among the young. PAGE 50.

DATA FOR DOLLARS □ TV executives at a Katz seminar hear retailers say that more and better numbers are the surest means to more investments in television by that segment of the advertiser world. PAGE 50.

WHAT YOU CAN DO □ Engineers tell the D.C. ad community that its cooperation is needed in coping with blanking interval problems. PAGE 51.

BEING DRAMATIC □ CBS Radio tells its affiliates, in convention at Phoenix, that it's starting up a new weeknight drama, Sears Radio Theater. Stations also hear of Olympic plans and added listener and advertiser incentives. PAGE 52.

OLYMPIC EFFORT □ NBC Radio, meanwhile, announces nearly 1,000 hours of programs on the 1980 games. PAGE 54.

OK, MAYBE A LITTLE □ Van Deerlin tells a cable meeting that the revision of rewrite may give CATV a few of the things it's seeking—some federal pre-emption of state regulation and a ban on telco crossownership. PAGE 57.

GIANT STEP □ The FCC certainly gave cable something it wanted last week: No longer will systems have to file certificates on compliance, just notification of start-up and addition of new signals. PAGE 58.

DIGITAL MEDIUM □ FCC looks into the possibility of using line 20 of the TV vertical blanking interval for transmission of program-related material. PAGE 58.

25 YEARS ON THE RISE □ Since the day in 1953 when William Genge came through the doors of Ketchum, MacLeod & Groe, the Pittsburgh agency's billings have grown from $15 million to more than $200 million. Half of that is in broadcasting, and the KM&G president explains why. PAGE 81.
WE SENT 60,000 PEOPLE DOWN THE RIVER SO ATLANTA WOULDN'T BE UP THE CREEK.

For years Atlanta has been one of the fastest-growing cities in the country. Unfortunately, as Atlanta has grown, so have the problems that afflict big cities.

To keep heads cool, WQXI-AM and FM took advantage of the largest river in Georgia: The Chattahoochee.

For 10 years in a row, we've sent thousands of people rowing, paddling and splashing down this historic river in The Ramblin' Raft Race.

This year the largest, most successful outdoor radio promotion in the world brought out almost half a million people of all ages and walks of life to picnic, sunbathe and cheer on the fearless rafters.

While our race lasts only one day, it has led to the Chattahoochee's becoming the most popular river in the world. Over two million people enjoy its recreational benefits every year.

We at WQXI hardly have ourselves to thank for this. The Chattahoochee existed long before we came along.

But we all need to go out of our way in an effort to make life as enjoyable as possible for others. Indifference can lead to hatred. And too many people have drowned in that already.

Charlotte: WBT, WBCY-FM, WBTV, Jeffersonics, Jefferson Productions, Jefferson Data Systems
Richmond: WWBT, Atlanta: WQXI, WQXI-FM. Denver: KIMN, KIMN-FM.
Ferris's choice
White House may be getting ready to name its candidate to replace Margia White on FCC. Word circulating in Washington last week was that Federal Bureau of Investigation background check had begun on Anne P. Jones, general counsel of Federal Home Loan Bank Board, who had been suggested for FCC post by FCC Chairman Charles D. Ferris, friend of Miss Jones since their student days at Boston College Law School ("Closed Circuit," June 12). However, sources caution that FBI check is not necessarily sure sign presidential decision has been made; sometimes, because checks take several weeks, they are begun before President signs off on final order. And White House is concerned about making nomination in time for Senate to vote to confirm before adjournment now scheduled for Oct. 14. Despite FBI check of Miss Jones, new name surfaced in speculation last week—Diana Lady Dougan of Salt Lake City, who has been member of Corporation for Public Broadcasting board for last two years. White House go-between is understood to have asked her if she would be interested in FCC job. Answer reportedly was affirmative.

End run
National spot TV representatives are up in arms over decision of J. Wallace Thompson Co., New York, to place spot TV advertising of Joseph Schlitz Brewing Co., Milwaukee, directly with stations, thereby cutting off reps from commissions on expenditures of about $10 million. Thompson, which performs all broadcast buying for Schlitz, maintains that its network of offices and strong computer capability enable it to buy more efficiently via direct station placement route. Station Representatives Association met with JWT officials but could not get agency to change mind.

Lou Frey Esq.
Come January when new Congress begins, legion of Washington communications attorneys may get prominent new member. Lou Frey (R-Fla.), ranking minority member of House Communications Subcommittee and co-author of Communications Act rewrite, is entertaining offers he says are attractive. Mr. Frey, who says he lost about $30,000 yearly as congressman, leaving him with net worth of just over $100,000, would like to put communications expertise garnered from rewrite to work in marketplace. He mentions international communications as possible area of focus, but says he won't lose touch with broadcasting issues. He plans to keep up presence in rewrite, seeing himself in future role of intermediary between House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) and competing interests. Meantime, with no congressional campaign to distract him (he lost bid for Florida gubernatorial nomination), he plans to immerse himself in bill, saying he will have just as much input in second draft as he did in first.

More programming
Though NBC officials aren't giving out details, their announced but undisclosed new plan for reducing TV "clutter" is said to zero in on promotional material. In essence, all commercial time—network and station—would be limited to nine minutes per prime-time hour, and all promo material would be limited to average of 30 seconds per half-hour. Thus commercial time would not be reduced, but, by NBC's public estimate, threeneetwork total promo time would be cut by about 30 minutes per week. (Broadcasting, Sept. 25).

NBC's isn't only new clutter plan that National Association of Broadcasters TV code review board will have before it at meeting this week. ABC also has come in with new one, like NBC amending earlier version. ABC officials, too, are keeping details silent, but new proposal reportedly calls for reduction of promo time and removal of some existing exemptions in defining nonprogram time. As between ABC and NBC proposals, some insiders say biggest question left is how to count certain types of material used to fill when movies run short.

Icebreaker?
Relations between House and networks are still chilly over issue of TV coverage of House proceedings, after House voted to control it itself. But committee headed by Representative Charles Rose (D-N.C.) to oversee new system is trying to chip away at ice. It wants networks' advice on producing network-quality coverage, hopes to get them to look at set-up in House chamber between House's adjournment and projected start-up of system late next January or February. Meeting is planned with network and public broadcasting representatives this week, but only to talk about how House feed will be distributed to broadcasters. Noncommercial WEFA-TV Washington has agreed to go into chamber this week to advise on camera angles. If networks play along, House advisers can envision opportunities for them to take control of system—during President's state-of-the-union address, for instance, when they usually bring in their own equipment. There's reason to believe networks may one day gain full control, but movement in that direction will be taken in small steps. Mr. Rose says neither side fully understands other at this point. "Both of us need to work on our egos," he remarked.

On the scene
National Association of Black Owned Broadcasters, whose meeting at NAB headquarters last week (see page 32) was latest evidence of increasing black presence in broadcast media, will become even more visible in Washington in future. It is planning to open office there, reasoning capital to be center of universe as far as its members' ambitions are concerned. Staff plans are not set, but association will be looking for executive—probably lawyer—with strong FCC and Capitol Hill contacts.

Last man
TV miniseries may be losing their staunchest advocate—NBC-TV's executive vice president of programs, Paul Klein. It isn't that he doesn't still like long form as quality addition to program mix, it's just that he now says prices have gotten out of hand.

That's definitely switch, since Mr. Klein used to argue—against opinion of many others—that miniseries were no more costly than high-casualty series programming, considering dependable ratings averages they delivered, at least on first run. Now he says NBC pulled out of 10 hours' worth of miniseries commitments this year because inflation—hit producers couldn't bring them in at contracted rates. One producer went so far as to say NBC had "frozen" miniseries development. Mr. Klein's new boss, NBC President Fred Silverman, has always preferred series-oriented programming.

Missionaries
FCC is undertaking new effort to bring public into its deliberations. Commission's Consumer Assistance Office next month will sponsor workshops in four cities around country. (Although plans are not definite, Boston, Atlanta, Los Angeles and Dallas or Houston were cities under consideration.) Principal participants from commission will be CAO's Belle B. O'Brien and Susan Greene, head of task force on children's television programming and advertising. Pending children's television's inquiry will be used as "case study" in workshops.
Radio only

Hardware Wholesalers Inc. □ Materials supplier plans 12-week radio flight starting this month. Dodge & Associates, South Bend, Ind., will schedule spots in 14 markets including Atlanta, Nashville and Omaha. Target: adults, 25 and over.


Bristol-Myers □ Company starts six-week radio flight for Excedrin this week. Foote, Cone & Belding, New York, will buy spots in 14 markets including Baltimore, Detroit and Seattle. Target: women, 18-34.

Elanco □ Agrichemicals division features its Treflan product in four-week radio push starting this week. Creswell, Munsell, Schubert & Zirbel, Cedar Rapids, Iowa, will place spots in about 19 markets including Houston and Nashville. Target: farmers.


Straw Hat □ Pizza restaurants schedule three-month TV campaign beginning next week. Hoefler, Dieterich & Brown, San Francisco, will arrange spots in 10 markets during day and early fringe time. Target: adults, 18-34.

Sony □ Company will spend record $4 million on its Betamax home videotape recorder/player in broadcast and print campaign beginning this fall. Doyle Dane Bernbach, New York, will handle spots on network TV during prime time. Target: adults.

Colgate-Palmolive □ Company purchases participating weekly spot on nationally syndicated television series, For You... Black Woman, for its Fab detergent. William Esty Co., New York, is handling spots for program, telecast in 55 markets including New York, Los Angeles, Chicago and Detroit. Target: black women.

Fruit of the Loom □ Company places three-month TV promotion for its pantyhose starting this month. Keller-Crescent, Evansville, Ind., is arranging spots in 10 markets during news, early and late fringe time. Target: women, 18-49, and working women.

Target □ Store chain begins 11-week TV promotion this month. Hawthorn Group, Edina, Minn., will select spots in 16 markets during day, fringe and prime time. Target: women, 18-49.

Jeep □ Subsidiary of American Motors launches nine-week network and spot-TV campaign this month. Compton Advertising, New York, will buy time in approximately 100 markets during fringe time. Target: men, 18-49.

Seabrook □ Food products group starts eight-week TV buy for its frozen vegetables this week. Tucker Wayne, Atlanta, is handling spots in 16 markets during prime and early news time. Target: adults, 18-34.

Volkswagen □ Car manufacturer launches two-month TV drive starting this week. Doyle Dane Bernbach, New York, will select spots in about 60 markets during fringe time. Target: men, 18-49.

Roper □ Microwave appliances get seven-week TV push starting this week. Ruck Moore & Co., Northfield, Ill., is purchasing spots in 75-100 markets during fringe and daytime. Target: adults, 25-54.

Colgate-Palmolive □ Company features its Axion detergent in six-week TV push beginning this month. Kenyon & Eckhardt, New York, will buy spots in 63 markets during day, late fringe and prime access time. Target: women, 18-49.

Pabst □ Brewery highlights its Pabst Extra-Light beer in six-week TV drive beginning this month. Kenyon & Eckhardt, Chicago, will place spots in 75 markets during prime and late fringe time. Target: men, 18-49.

Wilton □ Division of Pillsbury slates four-week TV promotion for its Wilton supermarket line starting this week. Foote, Cone & Belding, Chicago, will select spots in 19 markets during

Bar reports television-network sales as of Sept. 10

<table>
<thead>
<tr>
<th>Day parts</th>
<th>Total minutes week ended Sept. 10</th>
<th>Total dollars week ended Sept. 10</th>
<th>1976 total dollars year to date</th>
<th>1977 total dollars year to date</th>
<th>% change from 1977</th>
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<tr>
<td>Monday-Friday</td>
<td>141 $1,071,500 5,200</td>
<td>$37,052,500</td>
<td>$32,397,000</td>
<td>14.4</td>
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<td>Sign-on-10 a.m.</td>
<td>1,029 15,568,700 36,700</td>
<td>577,478,200</td>
<td>519,291,900</td>
<td>+11.2</td>
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<td>10 a.m.-6 p.m.</td>
<td>322 11,050,200 11,075</td>
<td>272,434,200</td>
<td>244,074,100</td>
<td>+11.6</td>
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<td>Saturday-Sunday</td>
<td>110 4,125,000 3,689</td>
<td>145,075,600</td>
<td>126,925,200</td>
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<td>Sign-on-8 p.m.</td>
<td>22 1,921,700 763</td>
<td>42,905,800</td>
<td>35,543,300</td>
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<td>Monday-Saturday</td>
<td>424 38,629,000 14,993</td>
<td>1,328,341,100</td>
<td>1,169,716,700</td>
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<td>6 p.m.-7:30 p.m.</td>
<td>11</td>
<td>7,233,000 8,033</td>
<td>175,737,100</td>
<td>161,851,400</td>
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<tr>
<td>7:30 p.m.-7:45 p.m.</td>
<td>252</td>
<td>3,275,000</td>
<td>2,697,500</td>
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<td>8 p.m.-11 p.m.</td>
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<td>11 p.m.-12 a.m.</td>
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<td>3,275,000</td>
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<td>Total</td>
<td>2,300</td>
<td>$79,599,200 80,453</td>
<td>$2,579,024,500</td>
<td>$42,289,809,600</td>
<td>+12.6</td>
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Source: Broadcast Advertisers Reports

Rep appointments

□ WICC(AM) Bridgeport, Conn.: Marv Roslin Inc., New York.

Business Briefly
**DOMINANCE WITH UPPER INCOME VIEWERS**

In the highest income households in the nation, young women give "Laverne & Shirley" a 10 rating point lead over the average sitcom!

<table>
<thead>
<tr>
<th>(Ratings %)</th>
<th>HH</th>
<th>W18-49</th>
<th>W18-34</th>
<th>M18-49</th>
<th>M18-34</th>
<th>TEENS</th>
<th>KIDS</th>
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<tr>
<td><strong>LAVERNE &amp; SHIRLEY</strong></td>
<td>32.6</td>
<td>22.1</td>
<td>23.3</td>
<td>15.3</td>
<td>15.4</td>
<td>24.7</td>
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<td>AVERAGE SITCOM</td>
<td>20.8</td>
<td>13.2</td>
<td>12.6</td>
<td>10.3</td>
<td>9.7</td>
<td>13.1</td>
<td>14.9</td>
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<tr>
<td>THE GIRLS' ADVANTAGE</td>
<td>+57%</td>
<td>+67%</td>
<td>+85%</td>
<td>+49%</td>
<td>+59%</td>
<td>+89%</td>
<td>+144%</td>
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<tr>
<td><strong>LAVERNE &amp; SHIRLEY</strong></td>
<td>32.6</td>
<td>22.1</td>
<td>23.3</td>
<td>15.3</td>
<td>15.4</td>
<td>24.7</td>
<td>36.4</td>
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<tr>
<td>AVERAGE PRIMETIME PROGRAM</td>
<td>19.1</td>
<td>12.0</td>
<td>11.4</td>
<td>10.2</td>
<td>9.2</td>
<td>9.7</td>
<td>10.2</td>
</tr>
<tr>
<td>THE GIRLS' ADVANTAGE</td>
<td>+71%</td>
<td>+84%</td>
<td>+104%</td>
<td>+50%</td>
<td>+67%</td>
<td>+155%</td>
<td>+257%</td>
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Source: NTI NAD HOUSEHOLDS WITH $20,000+ INCOME/February, May, November Average
February 1976 through May 1978

PARAMOUNT TELEVISION
DOMESTIC SYNDICATION
daytime. Target: women, 25-49.

**Kretschmar** □ Hams get six-week TV drive starting this week. The Savan Co, St. Louis, will schedule spots in four markets including Pittsburgh and Kansas City, Mo, during all dayparts. Target: women, 25-49.

**Wild Irish Rose** □ Wine gets five-week TV push beginning this month. Mission Argyle Productions, Los Angeles, will schedule spots in 28 markets during fringe and prime time. Target: adults, 25-54.

**Ralston Purina** □ Dog Chow is subject of five-week TV push beginning next week, Della Femina, Travisano & Partners, New York, will select spots in four markets during fringe time. Target: total women.

**Western N.Y. Apple Growers Association** □ Group starts one-month TV campaign next week. Rumrill-Hoyt, New York, is placing spots in six markets during day, fringe and prime access time. Target: total women.

**Garden** □ Pharmaceutical group features its Bio Slim-T one-a-day vitamin in two two-week TV flights starting this month. A. Eicoff & Co., Chicago, will pick spots in 35 markets during daytime. Target: total adults.


**Standard Brands** □ Food products group focuses on its Reggie candy bar in four-week TV promotion starting this week. Lee King & Partners, Chicago, will place spots in three markets during early fringe time. Target: teenagers and adults, 18-24.

**GAF** □ Company focuses on its Viewmaster product in four-week TV campaign beginning next week. Daniel & Charles, New York, will schedule spots in over 100 markets during children's time. Target: total children.

**Levelor** □ Venetian blind manufacturer slates four-week TV promotion beginning this week. Muller Jordan Herrick, New York, will buy spots in about 20 markets during day and fringe time. Target: women, 18-49.

**Karastan** □ Carpet manufacturer arranges four-week TV push starting this month. Media Basics, New York, will place spots in six markets during day and fringe time. Target: women, 25-54.

**Golden West** □ Mobile homes manufacturer launches three-to-four-week TV flight beginning in mid-October. Estey-Hoover, Newport Beach, Calif., will seek spots in about 11 markets during day, fringe and prime access time. Target: adults 50 and over.

**Stouffer's** □ Frozen foods group prepares three-week TV flight beginning this month for its entree products. Creamer, Pittsburgh, is placing spots in 70 markets during all dayparts. Target: women, 25-54.

**LMDA** □ Lincoln Mercury Dealers Association plans two-to-three-week TV promotion beginning this month and in November. Kenyon & Eckhardt, Dearborn, Mich., will buy spots in about 200 markets during fringe and prime time. Target: men, 18 and over.

**Schick Labs** □ Weight control and smoking centers state two-week TV flight starting this week. SBB Associates, Los Angeles, is handling spots in 16 markets during fringe and prime access time. Target: men and women, 25-54.

**Stouffer's** □ Chemical company features its various products in TV push beginning in mid-October. Bozell & Jacobs, New York, will place spots in 30 markets during prime and news time. Target: total men.

**Celanese** □ Fiber group features its Brinkman carpets in one-week TV promotion beginning this month. Doyle Dane Bernbach, New York, will pick spots in 28 markets during prime and fringe time. Target: women, 18-49.

---

You may never see the world's heaviest feline*...

...but you'll be a fat cat in food sales with WKZO-TV.

Last year, more than $1.1 billion was spent in food stores in the Grand Rapids-Kalamazoo-Battle Creek ADI. That makes it the 31st market in food store sales.**

If you want to reach these hungry consumers, it makes good sense to consider the number one adult television station — WKZO-TV. It's first in Total Adult Viewers from 9 a.m. to midnight, Sunday through Saturday.*** Your Avery-Knodel representative can tell you more about WKZO-TV.

***Source: Arbitron ADI, November, '77

***Source: Nielsen Viewers in Profile, November, '77

*The heaviest domestic cat on record was a nine-year-old tom named "Spice," owned by Mrs. Loren C. Caddell of Ridgefield, Connecticut. He scaled 43 lbs. on June 26, 1974, but has since reduced to 35 lbs. The average weight for an adult cat is 11 lbs.

---

**WKZO-TV**

Channel 3  □ A CBS Affiliate  100,000 WATTS  1006 FT. TOWER  KALAMAZOO-GRAND RAPIDS AND GREATER WESTERN MICHIGAN  Avery-Knodel Television National Representatives

Broadcasting Oct 2 1978
YOUR EARLY-NEWS TEAM NEEDS ANOTHER ANCHOR.

James Garner.

Give him the lead-in spot to your Early News and he'll anchor down loads of young adults for you.

What a performer for Early Fringe—or prime time, late night or any time. He won the 1977 Emmy Award as best actor and THE ROCKFORD FILES won the 1978 Emmy Award as the Outstanding Drama Series. THE ROCKFORD FILES. 113 hours available Fall 1979. MCA TV

Note: Ask to see MCA TV's study on "lead-ins to early news".
datebook

This week


Oct. 1-3 Pacific Northwest Cable Communications Association convention. Outlaw Inn, Kalispell, Mont.

Oct. 2 Deadline for comments for FCC inquiry into fund-raising for educational broadcasting stations (Docket 21136). Replies are due Nov. 1.

Oct. 3-5 Eighth annual conference of Western Educational Society for Telecommunications. Red Lion Inn, Sacramento, Calif. Contact: Doree Steinmann, Sansummes River College, Sacramento 95823.


Oct. 4-5 Ohio Association of Broadcasters fall convention Marriott East, Columbus, Ohio.


Oct. 4-6 National Association of Broadcasters television code board meeting, Harbor Town, Sea Pines Plantation, Hilton Head Island, S.C.

Oct. 4-6 Nevada Broadcasters Association annual convention. Hyatt-Tahoe, Lake Tahoe, Nev.


Oct. 6-7 Florida Association of Broadcasters fall conference and management seminars Tallahassee Hilton.

Oct. 6-7 New Mexico Broadcasters Association financial management seminar. Desert Aire motor hotel, Alamogordo, N.M.

Oct. 6-8 Southern area regional meeting, American Women in Radio and Television, Royal Plaza, Lake Buenas Vista, Fla.


Oct. 8-9 Kentucky CATV Association fall convention. Representative Lionel Van Deerin (D-Calif.) will be banquet speaker. Hyatt Regency hotel, Lexington, Ky.

Also in October

Oct. 11-13 Indiana Association of Broadcasters fall meeting. Brown Country Inn, Nashville, Ind.


Oct. 12-14 National convention of National Association of State Boards of Education. Part of agenda will be focus on "Broadcasters Are Educators, Too." Speakers will include FCC Commissioner Abbott Washburn, NAB Board Chairman Donald Thurlston, Television Information Office Director Roy Danish, U.S. Commissioner of Education Warren L. Boyer and MSF's Bob Keesman, Hershey Motor Lodge and Convention Center, Hershey, Pa.


Oct. 13-15 Northeast area regional meeting, American Women in Radio and Television, Marriott Eastman Conference Center, Rochester, N.Y.


Oct. 15 North Carolina Association of Broadcasters meeting. Radisson Plaza hotel, Charlotte, N.C.


Oct. 16 Deadline for comments on FCC proposal to expand the ascertainment primer for broadcast renewal applicants to require licenses to contact all significant elements and institutions in communities, even if not on primer's community leader checklist.

Datebook


Oct. 29-Nov. 3 Society of Motion Picture & Television Engineers 120th technical conference and equipment exhibit. Americas Hotel, New York.


Nov. 15-18 National convention of Society of Professional Journalists, Sigma Delta Chi, Hyatt House, Birmingham, Ala.


April 20-26, 1979 National JRTV's 15th annual international marketplace for producers and distributors of TV programing, Cannes, France.


June 8-10, 1979 Broadcast Promotion Association 24th annual seminar. Nashville.


Health care abuses. Profit abuses. Bureaucratic fumbles. These and other attacks leveled at nursing homes have always appeared as front page news.

When these stories appear, we are just as outraged at the shame and the scandal. We abhor the tales of unsafe facilities, inadequate diets, patient neglect.

Perhaps, unwittingly, we have built a serious communications gap. A gap between what most critics believe to be the facts and what actually are the facts related to the nursing homes in our nation today.

Nursing home care is a relatively recent development in this country. From the early community-sponsored shelters that served as poor houses, the nursing home was born. Usually a small family-run home that planted the seeds for today's modern facility.

But as human life spans continued to increase, so did the problems of aging and the care for the aged and the chronically ill. So that by the early 1950's, the need to improve conditions and facilities was critical. A major growth took place, not only aided by public awareness, but by the private investment of billions of dollars for land, construction and qualified personnel.

Suddenly, the number of long-term facilities tripled from 6,500 to 25,000.

Suddenly, from 172,000 available beds in 1953, the number of beds became 1.2 million by 1973.

Today, there are 20,000,000 Americans aged 65 and over. But, as many as 600,000 need nursing care and can't get it. Because for all the growth, for all the improvements, the number of Americans needing professional health care has skyrocketed.

Where can these people go? As fast as new, modern, professionally staffed facilities are built, just as quickly the waiting lists multiply. Many remain residents of boarding houses, independent homes, some inadequate, too many unsafe.

The incidents that have stigmatized the entire health care industry are mainly focused on those homes. But these stories mask the progress of the vast majority of AHCA members who provide a wholesome, enriching environment for their residents. We are constantly improving both the social and physical environment; we are working to build individual dignity to its highest level; we are recruiting more qualified full-time specialists, searching for methods to train and re-train doctors and nurses in geriatric care. The nursing home profession has outgrown the county poor farm. Certainly the story of progress in health care is just as valid as the story of abuse. Let's report them both.
Reprints Nov. 15 (Docket 78-237).


Oct. 16-17—Southwest chapter convention of National Religious Broadcasters. Sherraton-Century hotel, Dallas City Information: David Webster, PO Box 1144. Oklahoma City 73101.

Oct. 16-19—Texas Association of Broadcasters engineering (16-17) and management (18-19) conference. Galleria Plaza, Houston.


Oct. 18-19—24th annual broadcast clinic, coordinated by University of Wisconsin-Eau-City. Clinic will include discussions by FCC officials and displays by equipment manufacturers. Madison, Wis.


Oct. 22-24—Fall meeting of New York State Cable Television Association. Kalisher’s Country Club, Monticello, N.Y.

Oct. 23—Deadline for comments on FCC inquiry into broadcasters’ practices involving public service announcement. Questions cover factual issues on provider of PSAs in or should they (Docket 78-251). Replies due Nov. 11.

Oct. 23—Deadline for comments (Nov. 11 or replies) in FCC’s inquiry into whether specific requirements should be imposed regarding airing of PSAs by Clerk, Federal Communications Commission, Washington, D.C., 20554.

Oct. 23-24—South Central regional technical conference of the Society of Cable Television Engineers. Six other conferences will be held at other locations around the country throughout 1978 and 1979. This first meeting will concentrate on CATV construction, Hilton Airport, Nashville.


Oct. 24-26—Second annual “State of the Art” conference of the Kentucky chapter of the Society of Broadcast Engineers. Ramada Inn Bluegrass Center, Louisville, Ky.


Oct. 27-29—Convention of San Francisco chapter of Society of Broadcast Engineers. LeBaron Hotel, San Jose, Calif.

Oct. 29-Nov. 3—Society of Motion Picture & Television Engineers convention. Americana hotel, New York.


November

Nov. 1—Broadcast Town Meeting for public, sponsored by National Association of Broadcasters radio and TV board members. Illinois County Heritage and Art Center, Dullin, Mich.

Nov. 1—Deadline for comments on FCC inquiry into children’s television programming and advertising practices (Docket 19142). Replies due Dec. 15.

Nov. 2-3—Oregon Association of Broadcasters fall conference. Janzian Beach Red Lion, Portland, Ore.

Nov. 2-5—American Advertising Federation Western region conference. Waikiki-Sheraton hotel, Honolulu.

Nov. 3-4—Fifth annual advertising conference of Wisconsin Broadcasters Association. Sponsored by state and clubs, Wisconsin Newspaper Advertising Executives Association and University of Wisconsin-Extension, Whiticin Center, Madison

Nov. 3-5—Ninth annual Loyola Radio Conference, primarily for college and high school station personnel, sponsored by Loyola’s radio stations and communications department. New Marriott hotel and Loyola University of Chicago’s Marquette Center, Chicago. Information: (312) 670-3129.


Nov. 8—National Association of Broadcasters radio code enforcement meeting, sponsored by state and clubs, Wisconsin Broadcasters Association.

Nov. 8—Ohio Association of Broadcasters-Ohio Retail Merchants annual meeting. Neal Van Ellis, NBC, will speak. Columbus Sheraton, Columbus, Ohio.

Nov. 8-10—Satellite Communications Symposium sponsored by Scientific-Atlanta. Emphasis will be given to earth stations and video programming, Atlanta.

Nov. 9-10—National Association of Broadcasters fall conference. Fairmont hotel, New Orleans.

Nov. 9-12—National Association of Farm Broadcasters fall meeting. Kansas City Mo.


Nov. 11—Fall seminar of Radio Television News Directors Association of the Carolinas. Charlotte, N.C.


Nov. 15—Deadline for comments, on FCC’s proposed elimination of multiple ownership rules to public broadcasting stations. Reply comments are due Dec. 15.


Nov. 16—Presentation of awards. U.S. Television Commercials Festival. Deadline for entries is Oct. 1, Chicago.

Nov. 16-18—Arizona Broadcasters Association fall convention and annual meeting. Radisson Resort, Scottsdale, Ariz.

Nov. 17-18—Board of directors meeting, American Women in Radio and Television. Atlanta Hilton.


Nov. 29-30—Western conference of Advertising Research Foundation, Hyatt Regency Los Angeles.


December

Dec. 4-5—National Cable Television Association board meeting. Anaheim, Calif.

Dec. 6-8—Western Cable Television Show. Disneyland hotel, Anaheim, Calif.


Dec. 11—Deadline for comments on FCC inquiry into role of low power television broadcasting, including television translators, in over-all national telecommunications system (Docket 78-253).

January 1979

Jan. 2—Deadline for comments on FCC inquiry on engineering standards for educational broadcasting stations (Docket 20735). Replies are due Feb. 15.

Jan. 6-9—International Winter Consumer Electronics Show sponsored by Electronic Industries Association/Consumer Electronic Group, Las Vegas Convention Center.

Jan. 7-9—California Broadcasters Association midwinter meeting. Vancler VanStawks, National Association of Broadcasters, will speak. Palm Springs Spa hotel, Palm Springs, Calif.

Jan. 8-9—Pacific Telecommunications Conference, featuring technology of communications and economics, social and regulatory aspects of communications, likai hotel, Honolulu.


Jan. 14-21—National Association of Broadcasters joint board meeting. Wailea Beach hotel, Maui, Hawaii.

Jan. 15—Revised date for Federal Trade Commission hearing on children’s advertising. Former date was Nov. 6, San Francisco.

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That's progress

EDITOR: In addition to the section on local news broadcasting which featured an article on Cleveland Broadcasting, Aug. 28, I was also very interested to learn about the proposed sale of WHEC-TV Rochester, N.Y., a Gannett-owned station, to a minority group in Philadelphia. As co-chairman of the Congressional Black Caucus Braintrust on Communications, I am gratified that minority groups appear to be making some headway in this area.—Rep. Representative Louis Stokes (D-Ohio), Washington.

The first may be last

EDITOR: As one of just two states that have no commercial VHF television station—in fact, Delaware does not even have a UHF station—Delaware is dependent upon the Philadelphia stations and the single Salisbury, Md., station for news coverage. Consequently, there is not much television news about Delaware, especially in the populous northern portion of the state covered by the Philadelphia stations.

There are signs that this may be changing. The recent desegregation of the New Castle county schools was widely covered by Philadelphia. However, we in Delaware are hoping that a commercial UHF station will ultimately settle here and provide on-location news coverage. WHYY, channel 12, an educational station licensed to both Wilmington and Philadelphia, does broadcast a fine half-hour news show five days a week.—Pierre S. duPont, governor, Dover, Del.

House-ad opportunity?

EDITOR: I have been in broadcasting for 43 years. This was the first time I ever watched the Emmy awards. I think it was a well-produced program, presented in very good taste. However—and there is always a however—I got to watching the commercials, and it got me to thinking. I really feel that all three networks are selling themselves short.

Instead of having such assorted items as lipsticksticks and batteries and automobiles and the like picking up the tab, why shouldn't the cost of the program be shared equally by all three networks, and use the "commercial" time to sell their own product? ABC, CBS and NBC have huge promotion and advertising budgets, and as costly as the Emmy show is, splitting the cost among the three networks wouldn't make a dent in those budgets.—Cy Newman, WVOVAM, Henderson, Nev.

Golden anniversary

EDITOR: Since Oct. 8, 1928, WRDD(AM) has broadcast sermons from the pulpit of the Immanuel Lutheran Church of Bay City, Mich. We believe this to be the oldest continuous "live" broadcast of a religious program on the air in the United States, perhaps the world. Only once in 50 years has the program been interrupted or failed to broadcast, and that was Dec. 7, 1941—the day the Japanese bombed Pearl Harbor.

Through this long tenure, many things have changed. The services, originally spoken in German, are now delivered in English. The original church was torn down and a new one built in its place. Generations have come and gone. Even the call letters of the station have changed through the years (wsKc 1925-28, wbcM 1928-1978, wrdd 1978-present), but the Immanuel Lutheran program continues to be heard throughout a wide regional area in northeastern Michigan.—Daniel E. Cowell, general manager, WRDD(AM) Bay City, Mich.
Advertising legislation. Senate and House committees have held public hearings on proposed legislation that would either ban or regulate national television advertising. House congres- sional hearings have focused on bills to ban national television advertising. The Senate Commerce Committee has approved legislation that would ban national television advertising. The Senate Judiciary Committee has approved legislation that would regulate national television advertising. The Senate Finance Committee has approved legislation that would tax national television advertising. The Senate Foreign Relations Committee has approved legislation that would prohibit national television advertising.

AM stereo. FCC has received formal notice that the National Association of Broadcasters (NAB) is opposed to the use of AM stereo broadcasting. The NAB has filed a petition with the FCC to require AM stereo broadcasting. The NAB has also filed a petition with the FCC to require FM stereo broadcasting.

Antitrust/networks. The Justice Department has requested that the FCC issue a report on the use of AM stereo broadcasting. The Justice Department has also requested that the FCC issue a report on the use of FM stereo broadcasting.

Copyright. The FCC has issued a report on the use of copyright protection in the broadcasting industry. The report recommends that the FCC issue regulations that would require broadcasters to pay royalties for the use of copyrighted works.

News. The FCC has issued a report on the use of news programs in the broadcasting industry. The report recommends that the FCC issue regulations that would require broadcasters to provide news programs that are independent of the political and economic interests of the broadcasters.

Advertising at 12.30. FTC has issued a report on the use of advertising at 12.30. The report recommends that the FTC issue regulations that would require broadcasters to provide advertising that is not misleading.

Nondirectional microphones. FCC has issued a report on the use of nondirectional microphones in the broadcasting industry. The report recommends that the FCC issue regulations that would require broadcasters to use nondirectional microphones.

Blanking intervals. FCC has issued a report on the use of blanking intervals in the broadcasting industry. The report recommends that the FCC issue regulations that would require broadcasters to provide blanking intervals that are not objectionable.
A show like this doesn't come along every day. Except Monday, Tuesday, Wednesday, Thursday and Friday.
Every day will be different starting Monday, October 2nd.
That's when EVERYDAY, Group W Productions' innovative entertainment series debuts on a blue-chip station lineup.

EVERYDAY is a Monday-through-Friday hour, at home in early fringe, mid-morning or wherever you so choose.

We put it all together at CBS Television City in Hollywood with the production values you're used to seeing in prime time. And qualities that are rare anywhere — the originality of its comedy, the relevance of its ideas, the contemporary musical sound, the spontaneity, the unpredictability, and the sparkle and freshness of its "family."

EVERYDAY is built around a vastly talented group of performers: hosts Stephanie Edwards and John Bennett Perry, along with regulars Anne Bloom, Tom Chapin, Robert Corff, Judy Gibson and Murray Langston.

They're joined by guest stars like Suzanne Somers, Ron Howard, Robert Conrad, John Ritter, Joyce DeWitt, George Carlin and Ringo Starr.

And dozens of special contributors will help keep viewers fit — physically, fiscally and emotionally. Passing along information that touches everyone's everyday life.

EVERYDAY ushers in a new generation of television with extra appeal for 18-49s. And we're delivering 60% of U.S. households for national advertisers (NTI).

EVERYDAY. A true counter-programming alternative from the people who have made being different and being first a tradition.

GROUP W PRODUCTIONS
WESTINGHOUSE BROADCASTING COMPANY
7800 Beverly Blvd., Los Angeles, CA 90036
for which was submitted by Daytime Broadcasters Association (Broadcasting, Sept 4). Mr. Van Deelen said whole bill will undergo repairs before being submitted to subcommittee for mark-up early next year (Broadcasting, Aug. 14).

Crossownership (newspaper-broadcast). Supreme Court has upheld FCC policy grandfathering most such existing crossownerships, disallowing future crossownerships and requiring break-up of "gargantuan" crossownership cases (Broadcasting, June 19). Legislation (H.R. 5577) also has been introduced by Representative Samuel Devine (R-Ohio) to prohibit FCC from considering newspaper crossowner-ship in broadcast license proceedings and to bar divestiture of crossowned media.

Crossownership (television broadcast- ing-cable television). FCC has amended its rules to require divestiture for CATV system owned with TV station that is only commercial station to place city-grade contour over cable community (Broadcasting, March 8, 1976). National Citizens Committee for Broadcasting is seeking appellate court review, arguing rule should be broader. Two system owners involved are appealing on appropriate grounds (Broadcasting, April 26, 1976). Pending before appeals court are petitions by three crossowners for stay of deadline for divestiture.

EEO. Supreme Court, in decision involving Federal Power Commission and its role—or lack of one—in EEO matters, appears to have cast doubt on FCC authority to impose EEO rules on cable systems, although commission last week did promulgate new rules for the industry (see "Top of the Week"). In broadcast EEO area, comments have been filed on proposal to amend form 395, commission's annual employment reporting form, to reflect more accurately job positions in industry (Broadcasting, May 1). As for FCC's internal EEO: It's poor, according to report by Citizens Communications Center, which contended that top jobs are held by white males (Broadcasting, April 3).

Family viewing. Judge Warren Ferguson of U.S. District Court in Los Angeles has ruled that family-viewing self-regulatory concept is unconstitutional (Broadcasting, Nov. 8, 1976) and National Association of Broadcasters could not enforce concept, which was embodied in its television code. ABC, CBS and FCC are appealing basic decision; NBC is fighting only liability for damages to Tandem Productions.

one of plaintiffs in suit against family viewing. Briefs have been filed in those appeals with U.S. Court of Appeals for Ninth Circuit (Broadcasting, July 4, 1977). In light of court decision, NAB dropped its policy of mandatory subscription to TV code, and rewrote code to prohibit broadcast of material that subscribers "determine to be obscene, profane or indecent" (Broadcasting, Sept. 19, 1977).

FCC fees. Commission has embarked on effort to determine how much of $163 million in fees it received between 1970 and 1976 was collected illegally and to make necessary refunds. It is also undertaking task of developing another fee schedule to replace schedules overturned by courts. Original schedule called for refunds to begin last month; that deadline has now slipped to "late fall" (Broadcasting, June 5). Broadcasters' share of fees paid to FCC is estimated at $47.5 million. Still pending before U.S. Court of Claims is request by some 90 parties, including broadcasters, for refund of fees. Commission last week issues notice of inquiry as part of its effort to determine method for making refunds and for developing new fee schedule (see "Top of the Week").

FM quadraphonic. National Quadraphonic Radio Committee (NORC) was formed in 1972 by industry groups. It submitted its conclusions to FCC in 1975 and commission has conducted tests at its laboratory division since then. FCC issued notice of inquiry in June 1977 to study merits of various quadraphonic techniques. Comments were filed late last year (Broadcasting, Dec. 19, 1977); second notice of inquiry was issued last month (Broadcasting, Sept. 18).

Format changes. FCC has concluded inquiry to determine whether it can or should be involved in regulating program formats with order concluding that it can't and shouldn't (Broadcasting, Aug. 2, 1976). Commission said determination should be left to discretion of licensee and to regulation of marketplace. This was contrary to several previous appeals court decisions and expectation is that Supreme Court will ultimately decide issue. Several citizen groups are appealing commission's position (Broadcasting, Sept. 13, 1976).

Indecency. Supreme Court, in what it described as "narrow" ruling, has upheld FCC declaratory ruling that broadcast of George Carlin's "seven dirty words" comedy routine by WBAI-FM New York was indecent (Broadcasting, July 10). Pacifica Foundation, station licensee, supported by major broadcasting organizations, has requested rehearing by high court.

License renewal legislation. House Communications Subcommittee's rewrite of Communications Act, with its provision for indefinite license terms for radio and five-year terms for TV (also becoming indefinite after 10 years), supersedes bills in House seeking to lengthen license terms and make broadcast licenses subject to review against challenges. House subcommittee will continue to deal with renewal issue separately from rewrite. Senate Communications Subcommittee, meantime, shows little interest in issue, although renewal bills broadcasters seek are pending there—including one by Commerce Committee ranking Republican, James Pearson (Kan.), to lengthen license term to five years and require FCC to renew license if station's programing is responsive to the community and if operation of the licensee's station in previous term has been without "serious deficiencies." Issue gained new urgency with appellate-court reversal last week of renewal of WESH-TV Daytona Beach, Fla. (see story this issue).

Minority ownership. Carter administration has announced wide-ranging initiatives to increase participation of minorities in radio and TV sta- tion ownership (Broadcasting, April 24). FCC has adopted policies aimed at assuring minorities path to ownership (Broadcasting, May 22). And Small Business Administration has changed its policy to allow for loans for larger broadcast stations and cable systems, also seen as means of boosting minority ownership. Representative (and broadcaster) Cecil Hefel (D-Hawaii) has introduced legislation to allow SBA to exceed its $500,000 limit in loans to minority interests for purchase of broadcast or cable properties. Bill also incorporates NAB's tax-credit proposal (Broadcasting, Dec. 5, 1977). Group consisting mostly of blacks has filed for what will be first minority-controlled VHF in U.S., WREC-Rochester, N.Y. (Broadcasting, Aug. 28), another all-black station, WEDO-TV, Rhinelander, Wis. (Broadcasting, Sept. 25).

Music licenses. All-Industry Radio Music License Committee and American Society of Composers, Authors and Publishers have agreed, subject to court approval, on new licenses for radio stations' use of ASCAP music, retroactive to March 1, 1977, and extending through Dec. 31, 1982, and expected to save broadcasters $85.5 million to $88 million over full term (Broadcasting, Aug. 21, 28). Committee's negotiations for new Broadcast Music Inc. licenses are temporarily in abeyance. In TV, similar all-industry committee is negoti- ating for new TV-station licenses with ASCAP expects to negotiate later with BMI, meanwhile has conferred informally with Justice Department, which is party to consent decree governing ASCAP's operations. In network TV, ASCAP and BMI have asked Supreme Court to review—and CBS inc. has urged it not to—an- peals court decision siding with CBS in its demand for "per use" licenses as alternative to blanket licenses (Broadcasting, Aug. 28).

Network inquiry. FCC's network inquiry has been in progress for TV, with some 90 parties participating, with Justice Department increased in size, is in place at commission (Broadcasting, July 31). Inquiry is in response to petition by Westinghouse Broadcasting seeking examination of network-affiliate relationships.

Network standings. Prime-time ratings

GREY CUP AVAILABLE

Canadian Football League Championship Live on U.S. Radio Sunday Nov. 26th

1:15 pm to 4:15 pm EST

- 14 60-second Spots Reserved for Affiliates
- No Charge for Feed
- 5 of Last 10 Games Decided in the Final Minute

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Broadcasting Oct 2 1978 22
In its first two weeks on KCOP (9/5-15) KROFFT SUPER STARS is the number one rated show on Nielsen in the 7 station Los Angeles market, and has helped double KCOP's 3-5PM weekday share.

In head-to-head competition with TOM & JERRY cartoons (9/11-15) KROFFT live-action is winning, delivering ratings averaging more than 50% higher than TOM & JERRY.

When the major rating periods begin, KCOP's 3-5pm lineup is bound to be the rising star! The KROFFT SUPER STARS are super special. And KCOP's got 'em 4:30-5PM, Monday-Friday!

GOLD KEY ENTERTAINMENT,

Thank You.

Noncommercial broadcasting rules. FCC has instituted rulemaking and inquiry designed to bring regulatory policies for public broadcasting up to date (Broadcasting, June 12). Inquiry is aimed at helping commission determine standards for who can be noncommercial licensees. Rulemaking proposals concern nonbroadcasting announcements and solicitation of funds, changes in FM table of allocations for educational assignments and extension to noncommercial licensees of limits on ownership. Rulemaking proceeds only now to commercial licensees.

Operator licensing. Comments were filed in January in FCC rulemaking looking to drop requirement for tests for what are now third-class radio operator licenses (Broadcasting, Jan. 9). Rulemaking proposal also calls for dual license structure—one series for routine operation and one for maintenance of various classes of radio stations—for readily obtaining licenses and for new class of license for operation of television transmitters.

Pay cable; pay TV. U.S. Court of Appeals in Washington has overturned FCC rules designed to protect broadcasters against siphoning of sports and movie programming (Broadcasting, March 28, 1977) and Supreme Court has refused FCC request for review. FCC's authority to pre-empt pay-cable rate regulation has been upheld by U.S. Court of Appeals in New York (Broadcasting, April 10). As industry, pay cable reached 1.2 million subscribers on 440 systems in 1977. Pay subscribers repre-

sent about 15% of cable universe and produce $9 million in revenues monthly. There are three over-air pay TV stations currently telecasting: WTVGTV, Newark, N.J., WISC-TV, Corona, Calif., and KWHY-TV, Los Angeles (Broadcasting, July 31).

Payola. FCC investigation into pay-offs to station disk jockeys is currently behind closed doors after commission last year held open hearings into allegations of payola in Washington (Broadcasting, Feb. 21, 1977). Commission says it is looking into similar charges in other cities. In unrelated case, Nat Tamapol and three other Brunswick Record executives won reversal of federal convictions on multicity payola charges. U.S. Appeals Court in Philadelphia has remanded case to district court, however, for new trial on content relating to alleged payola (Broadcasting, Aug. 29, 1977).

Performer royalties. Representative Robert Kastenmeier's (D-Wis.) Judiciary Subcommittee on Courts, Civil Liberties and the Administration of Justice has held two hearings on Representative George Danielson's (D-Calif.) legislation to create performer royalties, which broadcasters and other users of recorded music would have to pay record performers and manufacturers. Report on broadcast radio in May 29. Mr. Kastenmeier indicated he may hold still more, but has acknowledged that legislation's chances for passage are virtually nil, unless Senate shows some interest—which it has not done.

Public broadcasting. Legislation extending authorization for Corporation for Public Broadcasting another three years, through 1983, has passed both houses of Congress. House and Senate bills await resolution in conference committee of differences in funding levels, matching-fund ratios and House's proposed removal of ban on editorials (Broadcasting, Sept. 25). Public broadcasting is also treated in Communications Act rewrite, which proposes elimination of CPB, creation of Public Telecommunications Programming Endowment to support public radio and TV programing. Proposed National Telecommunications Agency would be endowed to fund public telecommunication and interconnection facilities (see story on hearings, this issue).

Shield legislation. Supreme Court's ruling in Stanford Daily case (which holds that police need only search warrant to search newsrooms and private homes and offices, even if occupants are not suspected of crimes) and jailing of New York Times reporter M. A. Farber (for refusal to turn over notes to New York court) have spurred bills in Congress to protect press. After Stanford Daily decision, House Government Operations Committee held hearings and issued report endorsing legislation to restrict police to subpoenas for obtaining information from third parties; subpoenas, unlike search warrants, can be contested in court. Senate Subcommittee on the Constitution has held hearings on similar legislation (Broadcasting, Aug. 28). Following Mr. Farber's release, Representative John J. Robinson, U.S. text has gone to WARC as he completes faculty commitment at University of Virginia Law School. NBC's annual TV violence “index” found declining amounts of hard-action programing (Broadcasting, April 3).

UHF. FCC's May 1975 notice of inquiry on UHF taboos to determine whether restriction on proximity of stations could be reduced is still outstanding (Broadcasting, June 2, 1975). Commission has established task force to draft master plan for use of UHF spectrum and major report sponsored by task force is out (Broadcasting, Sept. 4). National UHF Broadcasters Association has held first membership meeting (Broadcasting, March 18, 1977). Texas Instruments has delivered prototype receiver, built under FCC contract, which is aimed at overcoming UHF taboos (Broadcasting, Feb. 20). Commission has adopted new, tighter noise figure standards aimed at improving reception of UHF pictures (Broadcasting, May 22).

VHF drop-ins. This FCC proceeding, of several years' standing, looks to short-spaced TV assignments in four markets and anticipates possibilities of further rulemakings for drop-ins in other markets (Broadcasting, March 14, 1977). Comments, most of them negative from broadcasters, were filed with commission late last year (Broadcasting, Dec. 19, 1977). Staff is expected to have item ready for commission in December (Broadcasting, Sept. 11).

WARC. U.S. and 152 other member nations of International Telecommunication Union are in what technicians and officials involved regard as home stretch in developing national positions to present to World Administrative Radio Conference in 1979. WARC '79 international spectrum allocations are expected to remain in place for 20 years. Conference, which is scheduled to run for 10 weeks, does not start until Sept. 24, 1979, but each nation's proposals are due to be submitted to ITU by next June 28. Preliminary reports under way for several years. FCC, for instance, already has issued eight notices of inquiry in connection with its responsibility to help prepare U.S. position in cooperation with new National Telecommunications and Information Agency. Named to head U.S. delegation is former FCC Commissioner John Schmitt (R-N.M.) who has come under fire from Senate Communications Subcommittee Chairman Ernest Hollings (D-S.C.) and subcommittee member Harrison Schmitt (R-N.M.), who have charged that it is ill-prepared for 1979 conference (Broadcasting, June 26). Mr. Rosenson until next April will give only part time to WARC as he completes faculty commitment at University of Virginia Law School. ("Closed Circuit," July 31).
The larger picture in corporate advertising

On this page a little more than five years ago I wrote about the viability and desirability of television for corporate advertisers who must deliver their messages widely, quickly and with great impact. At that time, corporate communications was still a relatively uncharted field.

A major portion of corporate advertising was concentrated in print media, with particular emphasis on the business books. Our Corporate Communications Division at J. Walter Thompson Company had by then pioneered the use of television for corporate advertising, and in that "Monday Memo" I predicted that corporate usage most probably would increase.

During the last five years, corporate advertising expenditures have jumped markedly, and so has the use of television by corporate advertisers. According to our figures, corporate advertising has grown 20% faster than national advertising, and television has accounted for much of this growth. Some put the total for all corporate advertising as high as $329 million annually for 1978.

The reasons for the shift toward increased corporate expenditures combine pragmatism and economics. In the first place, a great many more businesses have come to realize that if they don't speak out on their own behalf, no one else will. With the crisis in public confidence that accompanied the late 1960's and early 1970's, we realized that a company's most important asset is its corporate reputation. For companies entering new areas of corporate activity, a strong reputation can help pave the way to outside sources of funding. In addition, the reputation helps a corporation recruit the best talent and maintain high employee morale. And the corporate reputation is important in the marketplace, where it can be the tie-breaking influence for consumers deciding among parity products. In fact, we told the business community that the corporate reputation could mean the difference in any situation where they were seeking acceptance, understanding or assistance.

We also learned that the corporate reputation was a most fragile commodity, vulnerable to attack from the outside and requiring protection and support through a well planned, well coordinated program of corporate communications. The pressures of increasing public scrutiny, increasing regulation at all levels of government, and attacks—often unwarranted—from consumerist groups mandated that corporations reassess their communications.

The common goal is to develop a communications program that will explain clearly the realities of the corporation—its strengths, its objectives, and yes, even its hopes for the future—to the people who can exert an influence. We operate on the principle that the corporate reputation could be built or strengthened in a cumulative fashion through truth and creativity, not cleverness and fantasy. To be truly effective and efficient, these efforts have to be thorough, well designed and properly financed.

For many corporate advertisers, television has proved ideal as the primary medium. It provides an umbrella under which to shelter the other elements of an integrated communications program, as well as offering speed, reach and impact. Additionally, it provides an opportunity for corporations to demonstrate their social responsibility through sponsorship of worthwhile news, public affairs and entertainment programming. In the beginning, we confined ourselves primarily to documentaries. Recently we have moved into sponsorship of lighter programming—sports telecasts and quality entertainment. For example, our client, the Irving Trust Co., sponsored the New Year's Day broadcast from London of the Royal Opera Company's production of "Die Fledermaus." The reaction was so favorable that Irving has plans to sponsor a repeat of the broadcast this year as well as the Royal Ballet's "The Sleeping Beauty Ballet."

Television has been extremely effective in delivering messages to the general viewing public regarding benefits produced by the private enterprise system. In the last three years we have produced nine such commercials (of varying lengths) for Textron Inc. These have been aired during political conventions and campaigns, wildlife documentaries and news programming. Research results show an extraordinary comprehension and acceptance of the messages.

Timeliness and speed of delivery of television proved an important benefit to the American Gas Association, when its member companies faced shortages during the bitterly cold winter of 1977-78. Commercials were produced quickly, urging homeowners to lower their thermostats to 65° F. and to conserve on energy and insulate properly.

And finally, as I alluded to earlier, economics is now a factor in the use of television for corporate advertising. With the cost of a network :30 approaching $100,000, many individual brands can no longer afford the advertising weight they had become accustomed to in past years. As an efficient alternative, advertisers may rely on their reputation and are now using corporate spots as umbrellas for promoting a number of their products, brands or services. We look for this trend to continue in proportion to the rate of television costs' inflation.

During the past five years we have witnessed the growth in importance and acceptability of corporate advertising. More important, we have seen clients and agencies recognize "corporate" as a truly distinct, specialized area of communications.

As we in the Corporate Communications Division look toward the future, we see another major trend developing: the growth of issue-oriented advocacy advertising. The Supreme Court's recent ruling reaffirming the First Amendment rights of corporations (First National Bank of Boston v. Belotti) should encourage many companies to take more public stands on issues affecting their business or industry. At the same time, the current congressional investigations into advocacy advertising contribute to an atmosphere of confusion and anxiety that in effect stifles corporate speech. Nevertheless, we are counseling our clients to speak out on bottom-line issues.

Since I made an accurate prediction five years ago, I will venture another: When it comes to growth in advocacy advertising, you haven't seen anything yet. The vast majority of expenditures for such communications will continue to go to print media. The broadcast media have studiously avoided anything even approaching controversy, and there's little reason to think those policies will change.

Any takers?
"Programming is a reflection of the society we live in."

A. R. Van Cantfort, program manager of WSB-TV, Atlanta, Ga., President, National Association of Television Program Executives, looks at programming from the point of view of a man who speaks both to and for the local audience.

"The program director has got to know his community. If he is a responsible broadcaster, he will. We have a tremendously loyal following, and we earned it. We have a community ascertainment program. Department heads go out and interview community leaders for an hour, one-on-one. They talk about the problems of the community. Every two weeks we have a community affairs luncheon with a group representing a particular problem area. We discuss their problems and how we can help. I make a speech or talk with some community leader about twice a week. There is always feedback. I always wind up with a question-and-answer period. I read every piece of mail that comes to me. The first thing every morning I read the calendar—it lists every call that comes in complaining about a program. These are some of the ways I stay in touch with the community.

"I look at programming as pretty much a reflection of the society we are in. What we are depicting is what is happening. If you are upset by the amount of violence on television, you really ought to be upset about what is happening in society, and not necessarily blame the messenger. Parents have their responsibility not to just automatically say, 'Go watch TV.' Of course, the broadcasters have responsibility, too. And they have to accept that responsibility. Ours is the only industry in the world that has such a strict voluntary code.

"As long as I am program director, we will have a live local show. The people in Atlanta know they can get on our station. We are here to serve the community."

"I won't buy the premise there is nothing good on television. Nowadays the snob thing to say is, 'My kids don't even know TV exists.' I have to say you are wrong, because your kids are missing a lot of good things.

"Film will never go out of our business. It is the staple. We use both film and tape. Much of the choice has to do with which equipment is available. We might wind up on a given day with everything on film, or everything on tape. If we are going to go into the mountains, I am going to take film because it is more reliable. I don't have to worry about power or electricity or the batteries running down.

"If I were just starting out, I would look into the feature area. I would think of becoming a consumer reporter, an ecology reporter or a specialty reporter.

You can't just say, 'I want to work in TV.' Too many people want the same thing. You have to develop a skill or a specialty.

"If the local broadcaster doesn't make his service important to the community, and himself an asset to the community, somewhere along the line someone is apt to ask, 'What do we need him for?' The local broadcaster has got to stay involved with local programming. We need more choices, and we need to encourage the people willing to take chances."

In our publication, "Tele," leading broadcast industry professionals talk about their experience, and we tell you about our latest technical and product developments. If you would like to be on our mailing list, write Eastman Kodak Company, Dept. 640, 343 State Street, Rochester, New York 14650.

Kodak...Official motion picture consultant to the 1980 Olympic Winter Games.
Court upsets FCC's policy on renewals

WESH-TV decision, which held that 'substantial' service could carry the day for incumbents challenged in comparative cases, is reversed; Judge Wilkey says that 'superior' performance is still law of land but may not be conclusive factor; broadcasters may seek legislation

The U.S. Court of Appeals in Washington last week, in an opinion that has set off alarms in the offices of broadcast licensees from coast to coast, caustically criticized the FCC for giving incumbents in comparative renewal proceedings a preference simply because of their incumbency. The Communications Act, the court said, precludes such a preference. Thus, the door to challenges to renewal applicants—which had appeared to be closing—may have been flung wide open.

In the opinion, the court reversed the commission's orders renewing the license of Cowles Broadcasting Inc.'s WESH-TV Daytona Beach, Fla., and denying the competing application of Central Florida Enterprises Inc., and directed the commission to hold further proceedings. The court said the commission's decision was not supported by the record or by applicable law. The decision marks the first time that court has reversed the FCC in a comparative renewal case.

Some broadcasting industry observers were comparing the decision in its impact on broadcasting to the WDDT-TV Boston decision in January 1969. In that case, the commission for the first time denied the renewal of a broadcast license, and granted a competing application—that of Boston Broadcasters Inc. (now WCVB-TV). However, that case was unusual in a number of respects—enough to make it hard to cite as precedent.

What makes the WESH-TV decision particularly significant is that it vacates a commission order that had been hailed by some communications attorneys as going far toward providing the kind of license-renewal protection broadcasters had been seeking from Congress (Broadcasting, Jan. 10, 1977). As a result, the decision can be expected to spark renewed interest on the part of broadcasters in the work of Congress in rewriting the Communications Act.

Indeed, the court, in a footnote, suggests legislation. It says that if comparative renewal hearings are to be treated differently from hearings involving only new applicants, an amendment to the hearing provisions of the Communications Act would probably be required.

And Representative Lionel Van Deerin (D-Calif.), chairman of the House Communications Subcommittee, which is working on the rewrite, says the Cowles decisions "should help" the project. "As long as the law continues to be made in the courts," he said, "broadcasters are vulnerable."

Judge Malcolm R. Wilkey, who wrote the opinion in which Associate Judge Spottswood W. Robinson III and U.S. District Judge Thomas A. Flannery joined, said that to warrant a clear advantage in a comparative hearing, a renewal applicant would have to demonstrate a "superior" record of service (see box, page 29). And even then, he indicated, a challenger might prevail on the basis of such comparative criteria as diversification of media ownership and integration of ownership and management.

How Judge Wilkey reads the law (excerpts from his legal blockbuster). "... the state of administrative practice in commission comparative renewal proceedings is unsatisfactory. Its paradoxical history reveals an ordinarily tacit presumption that the incumbent licensee is to be preferred over competing applicants. ... The federal Communications Act fairly precludes any preference based on incumbency per se ... Despite the apparent statutory assurance of a free-wheeling inquiry into the relative merit of challenger and incumbent licensee, the history of commission practice reveals a strong preference for renewal. Further, until fairly recently, such choices by the commission were routinely affirmed by this court. This general phenomenon has been rationalized into what we have called on occasion "a renewal expectancy." ... The development of commission policy on comparative renewal hearings has now departed sufficiently from the established law, statutory and judicial precedent, that the commission's handling of the facts in this case make embarrassingly clear that the FCC has practically erected a presumption of renewal that is inconsistent with the full hearing requirement of Sec. 309(e) ... We are especially troubled by the possibility that settled principles of administrative practice may be ignored because of the commission's insecurity or unhappiness with the substance of the regulatory regime it is charged to enforce. Nothing would be more demoralizing or unsettling of expectations than for drifting administrative adjudications quietly to erode the statutory mandate of the commission and judicial precedent."

District Judge Thomas A. Flannery, who wrote the opinion in which Associate Judge Spottswood W. Robinson III and U.S. District Judge Thomas A. Flannery joined, said that to warrant a clear advantage in a comparative hearing, a renewal applicant would have to demonstrate a "superior" record of service (see box, page 29). And even then, he indicated, a challenger might prevail on the basis of such comparative criteria as diversification of media ownership and integration of ownership and management.

The level of concern on the part of the broadcasting industry was high last week. Vincent Wasilewski, president of the National Association of Broadcasters, said the decision was "the most disturbing from an industry stability standpoint in a long time, more than WDDT-TV." And a communications lawyer, who seemed to be echoing the thoughts of many of his col-
leagues, said: "This case is an open invitation to groups to form and challenge renewal applicants, on speculation either that the commission will be intimidated or encouraged to grant competing applications or that the grant of a renewal application will be reversed."

One other comparative renewal case is pending before the court—that involving the Tribune Co.'s WPXTV New York. The commission, by a 4-3 vote, renewed the station's license and denied the competing application of Forum Communications Inc. And that case contains some of the same elements as the WESH-TV proceeding, including disputes over WPX's past programing and the station's performance. For that reason, the court may be given on a diversification of ownership of media issue.

Strategy for dealing with the Cowles decision was already being prepared last week. M.C. Whatmore, chairman of the board of the Cowles parent, Cowles Communications Inc., said the decision will be appealed. Commission attorneys were studying the matter, and while they had not yet made a recommendation, there was some feeling that a petition for rehearing by the circuit's full nine-court bench might be wise. One lawyer noted that the court in the Cowles case appears to read the law differently from other panels of the court, as well as the Supreme Court, in other cases. A clarification would help, he said.

The FCC's decision on whether or not to appeal could become as controversial as the earlier question of whether to renew WPX had been. Commissioner Robert E. Lee, who was a member of the minority in the WPX and WESH-TV decisions, said he "encourage the commission to go to the Supreme Court. It's a far-reaching decision. It is the filing of competing applications...I certainly don't like it," he said. On the other hand, Commissioner Joseph Faraghi, who was in the WPX minority but was not on the commission when WESH-TV was decided, not only would accept "graciously" the remand of the WESH-TV decision, but he hopes to persuade the commission to ask the court to defer consideration of the WPX case until the commission has developed a new record in the Cowles proceeding.

Appeals to Congress and the courts are not the only options. Some commission officials say the problems created by the Cowles decision, in terms of leaving licensees virtually vulnerable to challenges at renewal time, are of the commission's own making and that the commission can develop policy, even without legislation, that would restore to licensees a legitimate expectancy of renewal.

One commission official, who takes a less fervent view of the Cowles decision than most communications attorneys—he calls it "relatively significant"—said last week the commission has been "vic-timized by its own"—its unwillingness or inability over the years to develop a policy for governing comparative renewal cases. (Another official said that the commission made decisions on a case-by-case basis, building a "house of cards" that finally collapsed.)

Thus, he said, the commission should move "quickly" to establish a policy on comparative renewal proceedings, one that would contain clear criteria on which to make judgments. What's more, he said, it should be related to the commission's newspaper-broadcast crossownership policy, which speaks of the benefits of diversification of media ownership at the same time that it permits existing crossownerships to continue. (He noted that the commission, when it adopted its crossownership policy, did not relate to the manner in which it handles comparative renewal matters.) And he said the commission should be prepared to adhere to such a policy; while most broadcasters do a good job and deserve renewal, he said, there are some "bad apples." And attempting to protect them, he said, could weaken the renewal system.

The commission, in the WESH-TV case, had attempted to assure renewal applicants a "renewal expectation." In what it called a "clarification" of an earlier action renewing the WESH-TV license, it held that broadcasters could protect themselves against challengers at renewal time by providing "substantial" service—service that is "favorable and substantially above a level of mediocrity that might "just minimally warrant renewal." "Superior" service and "warrant renewal" in the Citizens Communications case, in 1971) had said would assure renewal applicants a "plus of major significance," was not necessary.

That decision, plus earlier ones denying applications by challengers seeking to displace licensees at renewal time, appeared to cause a falling off of such challenges. But Judge Wilkey and his colleagues have now rejected the commission's effort to translate "superior"—with its definition of "far above average"—into the less demanding "substantial."

If the commission believes that "substantial" service will justify renewal "more or less without regard to comparative issues" or that such performance is entitled to "a plus of major significance, it is plainly mistaken," Judge Wilkey wrote. "Lawful renewal expectations are con-

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Two FCC birds, one appeals court stone

The WESH-TV decision overturned last week was a regulatory doubleheader—the basic renewal decision (passed 4-3 with then-Chairman Richard E. Wiley in the minority) and a "clarification" the FCC crafted later to set new policy in dealing with comparative renewal cases (passed 4-1, with Mr. Wiley in the majority).

The commission issued its first decision in the case in 1976 (Broadcasting, July 5, 1976), with Mr. Wiley and former Commissioners Glen O. Robinson and Benjamin L. Hooks dissenting. What troubled all three was the use by the majority (Robert E. Lee, James H. Quello, Abbott Washburn and former Commissioner Charlotte Reid) of the word, "superior," to describe WESH-TV's past performance. The U.S. Court of Appeals in Washington, in the 1971 Citizens Communications Center case, had said a renewal applicant with a "superior" past record would be entitled in a comparative hearing to "a plus of major significance."

In its clarification, the commission said that by "superior" it had not meant to suggest "exceptional when compared to other broadcasters" and "radically" more or "comparative" or "at least permissible," in the absence of a challenge, and where the licensee had performed in a "solid, favorable fashion."

By the time of the "clarification," in January 1977, Mr. Robinson and Mrs. Reid had left the commission. Mr. Hooks was unpersuaded by the rewrite and continued to dissent. But Mr. Wiley said that since he had always considered the station's performance "thoroughly adequate" and worthy of renewal under any rational system, he was able to concur in the new order, "given the majority's clarification of intent." Thus the final vote for renewal was 4-1.

The "clarification" redid some other aspects of the original order. The commission said, for instance, that when it said the challenger, Central Florida Enterprises Inc., had a "clear" preference on the diversification issue, it did not mean to suggest how much weight was to be attached to that finding.

The remoteness from the WESH-TV area of its affiliated media interests reduces the significance of the preference, the commission said. And because it found the record containing no evidence of any danger of concentration, it said the preference given Central was of "little decisional signif-

icance." The court did not accept that repair any more than it did the one on the use of the term "superior."
TOP OF THE WEEK

Phoenix

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fined to the likelihood that an incumbent
will prevail in a fully comparative inquiry.”

What’s more, he breathed new judicial
life into the adjective, “superior,” saying
that “superior” past performance might
be expected to prevail “absent some clear
and strong showing under the comparative
factor.” On the other hand, he said,
“average” performance, “solid” or not,
would not offer much protection. It could
not be expected to warrant renewal or
even be of particular relevance unless it
could be shown that the challenger’s per-
formance would be no more satisfactory,
he said.

Particularly troublesome to multiple
and newspaper owners was the court’s criti-
cism of the commission for its treatment
of the advantage it conceded Central en-
joyed in the areas of diversification of
ownership of media and integration of
ownership and management. (Central,
which is headed by E. William Croty, a
lawyer in Daytona Beach, is composed
principally of area business and profes-
sional people, including two blacks, and
some would work at the station.) These
areas on which multimediaseezees
would be at a disadvantage in most con-
tests in which a challenger is seeking to
enter the ranks of broadcast ownership.

“Simply on the basis of a wholly non-
comparative assessment of Cowles’ past
performance as ‘subsidiary,’ the commis-
sion confirmed Cowles’ ‘renewal expec-
tancy,’” Judge Wilkey wrote. “Even were
we to agree (and we do not agree) with
the commission’s trivialization of each of
Central’s advantages, we still would be
unable to sustain its action here.”

Throughout the opinion, Judge Wilkey, who is considered a conservative
member of the court, expressed criticism
of the manner in which the commission
has approached comparative renewal pro-
ceedings. The “paradoxical history” of
those proceedings, he said at one point,
“reveals an ordinarily tacit presumption
that the incumbent licensee is to be prefer-
ed over competing applicants.” And since
the Communications Act precludes any
preference based solely on incumbency, he
added, “the practical bias arises from the
commission’s discretionary weighting of
legally relevant factors.”

At another point, Judge Wilkey said
flatly that the commission “dislikes the
idea of comparative renewal proceedings
together”—a statement he said was
based on remarks the commission itself
has made—“at least those that accord no
presumptive weight to incumbency per se.”
And he made it plain in observing
that the commission disfavors use” of
its 1965 policy statement on comparative
broadcastings, which calls for the ap-
lication of such criteria as diversification
of ownership of media and integration
of ownership and management. The
court said that although the statement
was designed to deal with new applicants
only, it has governed comparative-renewal
proceedings “more or less by default.”

Judge Wilkey suggests that the commis-
sion may not be solely at fault for the prac-
tice he was criticizing. Until recently, he
said, the commission’s actions renewing
the licenses of incumbents and denying
the applications of challengers “were
routinely affirmed by this court.” The
general phenomenon, he added, “has been
ratified into what we have called on
occasion ‘a renewal expectancy.”

Judge Wilkey and his colleagues,
the commission’s handling of the facts in the
case “makes embarrassingly clear that the
FCC has practically erected a presumption
of renewal that is inconsistent with the full
hearing” required by law.

The court supported that statement
with the following analysis of the commission’s
resolution of the issues in the case:

The commission concluded that
Cowles had moved its main station from
Daytona Beach to Orlando without com-
mension authorization, in violation of the
agency’s rules. But the commission held
that the violation was mitigated by two fac-
tors: The move was not in “deliberate
defiance” of the rules, and Central had
demonstrated that service to Daytona
had suffered as a result of the move. The
commission was directed to reconsider
the weight to assign Cowles’ “plain vio-
lation” of a rule.

Neither the commission nor the ad-
ministrative law judge who conducted the
comparative hearing had made findings
regarding two persons who were principal
officers both of Cowles and each of five
subsidiaries that had pleaded no contest to
mail fraud charges. The court also said it
was “troubled” by Central’s charges that
the inquiry into the mail fraud issue was
curtailed. The court directed the commis-
sion to consider those matters on remand.

In Brief

NBC Chairman Julian Goodman said last week that FCC Chair-
man Charles D. Ferris was “totally erroneous” in implying,
in speech to International Radio and Television Society (BROADCASTING,
Sept. 25), that networks lack adequate commitment to news. Mr. Ferris
had cited coverage in 1976 political year specifically Mr. Goodman,
speaking Thursday at banquet in Houston at which Jack Harris of
KPRC-AM-TV Houston received B’nai B’rith Torch of Liberty Award, said
NBC’s news budget was 34% higher, and NBC-TV carried 100 more
hours of news in 1976 than in 1975, due to political coverage, and
that cost of covering two national political conventions alone came
to $9 million. He said NBC’s news budget for TV and radio networks and sta-
tions “is well over $125 million” annually. Political coverage, he said,
would be even more extensive without Section 315 equal-time law. “For
the chairman of FCC to question the amount of political coverage we
give is to say we are not running fast enough with the shackles the gov-
ernment imposes upon us.”

□

Storer Broadcasting Co. has sold KTQAM (AM) Los Angeles to K-Love
Radio Broadcasting Inc. (Liberman family), owner of KVEM-FM there, for
$8 million cash, subject to FCC approval. KTNQ is a 50 kw fulltime on
1020 kHz, would be operated as Spanish language station under new
owners; it’s now contemporary. Brokers: Ted Hepton Co. and Chapman
Assoc.

□

Combined Communications Corp. and Pulitzer Publishing Co. have
reached agreement in principle to swap CCC’s KTRAM-FM St. Louis,
channel 90, for Pulitzer’s KSDAM (AM) St. Louis, CCC, in addition, will pay
Pulitzer $2 million. Transaction is in connection with CCC’s proposed
merger into Gannett Co. (BROADCASTING, May 15) and will bring it into
compliance with FCC’s one-to-market rule (it will retain KFIR). CCC
has already announced agreement in principle to purchase KCFMW-FM St.
Louis from Commercial Broadcasting for approximately $3 million
(BROADCASTING, Aug. 21). KTM is on 820 kHz with 5 kw fulltime. KBBG is on
98.7 mHz with 115 kw. KSD is on 550 kHz with 5 kw fulltime.

□

NBC-TV affiliation in Minneapolis-St. Paul, free bail after decision
of ch. 5 kstp-tv to join ABC-TV (BROADCASTING, Sept. 4), will go to
Metromedia’s ch. 11 wtdc-tv, now independent, on or about March
15, 1979. Ch. 9 kmsp-tv, which had been ABC affiliate in main market, draws
short straw, will become independent. Ch. 4 wcco-tv is CBS affiliate.
Informed sources speculated that wtdc-tv’s profits will be doubled and
conceivably tripled by move, and that kmsp-tv’s profits would be cut by
half, possibly more.

□

Official prices aren’t being released but Viacom is said to have con-
tracts worth $50 million for 14 markets in which All in the Family has
been sold: Metromedia’s wnew-new York, ktiv-ktnv Los Angeles, kntv-ktv
Houston and wwxw-newport, Ky. (Cincinnati); Field’s kwb-kw in San
Filancisco, wxbs-wbrc-Burlington, N.J., (Philadelphia), and wfl-dc- Chicago; Post-
Newswest’s wxpl-wpmi Miami, wttw-jacksonville, Fla., wted-detroit and
wspa-hartford, Conn.; wcbw-boston; wxtv-b Pittsburgh; and
woda-washington.

□

FCC has begun new effort in enforcing its equal employment oppor-
tunity rules in cable television industry, whose EEO record, com-
mision says, appears less than adequate. FCC last week adopted re-
port and order resolving in its favor suit of whether commission has
necessary authority and laying out program for monitoring cable
systems’ EEO performance and for dealing with violations of rules that
are uncovered. Commission will compare systems’ record of employing

Broadcasting Oct 2 1978

30
Spectrum fee rears its head at the FCC

Commission is considering it in conjunction with proposals to refund illegally collected money of previous years and new means for charging licensees

The FCC has begun an inquiry aimed at helping it develop a scheme for refunding some $60 million in fees it collected illegally between 1970 and 1976 from those it regulates—$13 million is expected to be returned to broadcasters—and at developing a new fee schedule based in part on spectrum use.

What’s more, the commission is asking for comments on a proposal to obtain “fair market value” for spectrum use through spectrum fees or auctions, or some combination of the two—a proposal the commission said would probably generate far more revenues annually than the commission spends. The proposal, however, would require new congressional authority.

The commission, which regards the refund project as a monumental task, hopes to begin returning fees of $20 or more in January. Some 300,000 claims are expected; the dollar total involved is said to be $90 million. That refund job will cost $169,000 and require the services of 67 temporary employees. At some future date, the commission will begin phase two of the process, refunding fees of $20 or less. That could involve as many as 10 million claims and about $80 million.

According to a table of “preliminary estimates” released with the notice, broadcasters paid $48 million in fees during the years involved, and will be entitled to refunds of some $33 million. (Most of the refunds involve two fees. The commission expects to give back $23.1 million of the $24.9 million it received in assignment and transfer fees, $9.1 million of the $10.3 million in television annual fees.) Common carriers would get back some $22.6 million of $32 million paid. Safety and Special Radio Services licensees would receive $826, $20 of $3.8 million, and of $4.4 million paid in fees to the Chief Engineer’s Office, $2.8 million would be returned. Fees collected illegally from cable television operators were refunded under an earlier court order.

Although the court opinions have been read as stating that the fees should be based on costs of services performed and the value received by the recipient, the commission is planning to base refunds on costs—direct and indirect—only; General Counsel Robert Bruce told the commission last week that determining value to the recipient in connection with refunds would be “impossible.” But developing a method for determining that will figure into proposals for a future schedule.

In implementing the refund plan, the commission proposes to set up a board of employees who could work under informal procedures to consider appeals or denial of refunds, and it has instructed the staff to hold a public meeting early in October to discuss the program with anyone interested. Comments on the refund program proposals are due by Nov. 8.

The commission has not developed plans for a new schedule to the point where it can suggest the fees that would be charged. But it is working on a plan that involves a two-part schedule reflecting costs and value to the recipient. The direct costs of providing a service would be divided among the recipients, while the indirect costs—overhead, for instance—would be distributed in accordance with the “value conferred.”

As an example of how the plan might work, the commission said the value conferred on a commercial broadcaster could be measured by the size of the audience the station is technically capable of reaching.

The commission said the plan raises a number of questions, such as whether licensees should be charged both for the use of spectrum and for the direct cost of processing their applications, what commission costs should be included among those covered by the fee and whether any classes of licensees should be exempt from paying FCC costs, or be permitted to pay fees that do not cover the costs.

The spectrum use plan is a new one at the commission. But it seems not as bold as we the one to obtain, through spectrum fees or auction for lease or rent, “fair market value” for spectrum use—a plan the commission could not adopt without new legislative authority. The broadcast service

Minorities and women against labor pool statistics it will obtain from states. Where serious discrepancies are found, commission has number of options, ranging from requesting additional information from system to issuing orders to cease discrimination and levying forfeitures. Ten persons were made available for Cable Television Bureau’s new enforcement office as result of elimination of certification of compliance process (see page 58) and will be available for EEO policing work.

ABC Inc. Chairman Leonard H. Goldenson and President Elton H. Rule will lead company team, including Roone Arledge, president of news and sports, and Washington bureau chief George Watson in groundbreaking for $20 million ABC News building in Washington on Wednesday Oct. 4. Ten-story structure, at 1717 DeSales Street N.W., is said to be largest ever built solely for use as broadcast news facility (“Closed Circuit,” May 22).

FCC Commissioner Tyrone Brown will speak at luncheon of Federal Communications Bar Association on Oct. 12, Army Navy Club, Washington.

WBBM-AM Chicago beat out print media competition to win National Press Club’s top award for reporting. Station wins in TV category for best individual story—report by Susan Anderson, of station’s “Factfinder” unit, on slum landlords.

Federal Trade Commission’s Tracy Westen, deputy director of Bureau of Consumer Protection, said in Detroit speech last week that FTC should not examine issue advertising, which argues companies’ positions on current issues of public importance. Solutions to problems involving that kind of corporate free speech—which could result in one-sided discussions of issues rather than balanced debate—must come from the states or Congress, not from regulatory agencies, he said.

Speeches by ambassadors from Nigeria and Organization of African Unity as well as local dignitaries marked opening of nation’s second black-owned cable TV system in Columbus yesterday (Oct. 1). Operated by KBLE Ohio Inc. (attorney William J. Johnson, president), system offers 32 channels, including one pay (HBO). With 22 miles of cable in place, it plans to build 191 altogether, ultimately passing 41,000 homes in Columbus’s metro areas. First black-owned system was established in Gary, Ind., in 1973.

House Ways and Means Committee passed amendment last week that would put pressure on Canada to change its tax law prohibiting Canadian advertisers from taking tax deductions for ads placed on U.S. broadcast stations and print media. Ways and Means bill would give Canada exemption it seeks from American tax law limiting two number of foreign trips for which American business men can take deductions. But amendment by Representative Barber Conable (R-N.Y.), who represents Buffalo, would remove exemption in six months if Canada doesn’t show willingness to negotiate change in its advertising tax policy. Unfortunately for U.S. border broadcasters, bill is given slim chance of passing in few remaining days of this Congress.

FCC has extended deadlines for comments in children’s television programming and advertising inquiry from Nov. 1 to Jan. 15, 1979; for replies, from Dec. 15 to March 1, 1979.

Competing applicants for KRLA(AM) Pasadena, Calif. (Los Angeles), signed merger agreement last week (“Closed Circuit,” Sept. 25). If approved by FCC, deal would end 14-year contest for 50 kW day, 10 kW night facility on 1110 kHz. Bob Hope’s Western Broadcasting Co. becomes 40% stockholder, could be 100% owner in three years; Voice in Pasadena would have 25%; Goodson-Todman and Pasadena Broadcasting, 15% each, and Charles W. Jobbins 5%.
probably would not be involved in auctions; the commission said auctions might involve the multipoint distribution service, and radio common carrier and business radio channels.

Comments on the proposals for new fee schedules are due Jan. 8, 1979.

**New season house of cards is getting shaky**

After first few weeks, ad executives and analysts see many new shows in trouble with replacements expected shortly

TV oddsmakers looked at the early ratings results of the new prime-time season last week and saw vultures circling shows on all three commercial networks.

A canvass of advertising agency executives and Wall Street analysts found them generally satisfied that their pre-season predictions were bearing out, which spells trouble for the majority of new shows and not a few old ones.

And although the observers caution that the competition needs a few weeks yet to settle, many expect program shuffling and cancellations of the more obvious failures to begin at any time.

"Out of the word I get," said Anthony Hoffman, broadcast analyst for Bache Halsey Stuart Shields. "There's lots of rumors around that changes will be made immediately," added Jack Otter, vice president and director of network programming for SCS&H. "And there should be.

If the handicappers were surprised at anything, it was the degree of ABC-TV's dominance. NBC-TV is seen as the network needing help most and getting it least. Some believe NBC will keep itself in the running for second place with CBS-TV by continuing to rely, until its replacement series are ready, on movies and events, as it did during its premiere week (see page 52). Others disagree, saying the third-place network will run out of high-powered long forms and assume an uncomfortable holding pattern.

Here are the networks' most-mentioned trouble spots and some of the ratings they pulled last week.

ABC's Monday lead-off hour, delayed by football on the West Coast, is seen as shaky: "Welcome Back, Kotter" [all from a 31-share premiere special to a 25 share last week, Operation Petticoat — "a terrible loser," in Mr. Hoffman's and others' view—premiered with a 20. Some observers believe, however, that that marginal strength may have had something to do with an unexpected decline of CBS's competition at 8-8:30 p.m. NYT, WKRQ in Cincinnati. Last week it dropped to a 25 share after a 32 share premiere the previous week. CBS's People, which also premiered with a 32, fell to a 26 last week at 8:30-9 p.m. NBC's Little House on the Prairie coasted along with a 41.

The strategy of offering viewers adult alternatives to ABC's Happy Days and Laverne and Shirley is not yet paying off, and handicappers and TV critics don't think it will. CBS's Paper Chase pulled an 18 share last week, one point off its premiere, while NBC's Grandpa Goes to Washington scored a 24, a one-point gain.

There are mostly unfavorable predictions on Wednesday for CBS's new In the Beginning at 8:30-9 p.m.—it fell off a point last week from its premiere to a 25 share—and for NBC's Dick Clark's Live Wednesday at 8-9 p.m. which pulled a 28 share last week, a point up from its premiere.

"Thursday is a disaster for NBC," in the opinion of Lou Dorkin, senior vice president and director of network programming for Dancer Fitzgerald Sample, and everybody seems to agree with him. The network's lead-off hour, Project UFO, has been hurt by the huge success of ABC's Mork and Mindy at 8-8:30 p.m. and W.E.B. at 10-11 p.m. is one of the least-liked and lowest-rated new shows of the season (local overnight ratings last week in New York, Chicago and Los Angeles showed no improvement over its previous sub-20 shares). Those weaknesses for NBC are seen as leaving the network's old reliable, Quincy, "hammocked between nothing, hanging high and dry," at 9-10 p.m., as Herb Jacobs, president of Telcom Associates, puts it.

Handicappers, however, feel that ABC's ratings will have shown a significant decline in the show's audience this season.

Friday is a carbon copy of the Thursday dilemma for NBC, the handicappers say. Waverly Wonders and Who's Watching the Kids at 8-9 p.m. are faltering. Observers expect Rockford Files to be stranded at 9-10 p.m., since The Eddie Capra Mysteries, NBC's normally better odds on survival than is W.E.B.

The tables are turned on Saturday: NBC's CHiPs is expected to take the lead-off hour while ABC has problems with Carter Country and Apple Pie. CBS's Rhoda and Good Times are holding the middle ground at 8-9 p.m., but American Girls is given almost no chance by the experts. That expected failure may take Dallas at 10-11 p.m. with it, several observers said.

On Sunday, Battlestar Galactica's sudden drop from a 45-share, three-hour premiere on Sept. 17 to a 36 share on Sept. 24 caused Mr. Hoffman to wonder if a gradual falling-off trend for the show, predicted by the agencies in a survey. Mr. Hoffman took this summer, might have already begun. Even if so, the show is expected to retain low-to-mid 30's shares. The fact that ABC's Mary is still out.

ABC's 28-share draw with the first of its Sunday night prime-time football games, part of its new National Football League contract, caused much agreement with ABC's evaluation of its network's strength and where to go to get it. Herbert Wilkins, president of Syndicated Communications Inc., said it simply: "You must sell your industry." If the NABOB delegates were breathing easier about the prospects of buying into broadcasting, they were nevertheless realistic about the difficulties they still face once on the inside. Foremost among them: that the station must get advertising to survive.

Three initial advertising presentations—by Larry Cole of Ogilvy & Mather, New York; Robert Beatty of Ross Roy Inc., Detroit and Joan Yonker of Henry J. Kaufman & Associates, Washington—were positive. "You have a strong case to make," one said. "Black radio is a strong medium," said Mr. Cole. But one broadcaster said his station was No. 1 overall in the market and he still didn't get advertising. If that's
A Real Knockout!

Sport Special
of the month

Now cleared in 91 Markets representing over 70% of U.S. TV Households.

35 ABC affiliates—18 CBS affiliates—12 NBC affiliates—26 indies

A co-production of Trans World International and Hughes Television Network

Call your Paramount Domestic Syndication Salesman for details
true, Mr. Beatty said, "it's racism, "there's no doubt about it." At another point Eugene Jackson, head of the National Black Network, said black stations were not considered by advertisers to be part of the broadcasting community, but as exceptions to be dealt with separately.

In an audience measurement session, Lew Alpert, vice president of Burke Marketing Research Inc., noted two problems in measuring black radio audiences: difficulties of getting a proper measurement of blacks in an area and the qualities of these audiences. He and representatives of other firms defended their methods and results, although admitted black measurements might not be totally accurate.

When Rupert Ridgeway of Arbitron said current trends indicate blacks are listening less to black-formatted stations, Mr. Jackson said they should say what a black format is. "The way many blacks apparently are listening, even though white-owned, is still black-oriented music," he said.

Representative William Clay (D-Mo.), head of the Black Caucus, a luncheon speaker, said it is a crime against the black consumer that although blacks spend millions on goods, those monies are not re-invested in black-owned media with equitable advertising purchases. Speaking of plans to rewrite the Communications Act, he said the people would not allow a bill that "flouts the public trust and ignores the public's interest" to be passed. "I will introduce, if necessary, more amendments than anybody would care to count to stop any giveaway of the airwaves," he said.

Storer offers to help others into the broadcast club

Long-time group owner pledges $1 million to help finance minority acquisitions under SBA plan, but first wants FCC clearance from any multiple-ownership problems

Storer Broadcasting Co., which has been in the ranks of broadcast owners for more than half a century, has developed a plan to help minorities join those ranks. It would make available $1 million that, under Small Business Administration regulations, could be transformed into a $5-million fund from which minorities could obtain financing to acquire broadcast properties.

But first, Storer wants clearance from the FCC. The company is asking the commission for a declaratory ruling on the issue of whether the plan would place it in violation of the multiple ownership rules. Storer owns seven TV stations, four AM's and three FM's.

The commission in recent months has been loath to issue declaratory rulings advising broadcasters on how the agency would react in the event of certain actions by licensees. However, as Storer notes in its motion for a declaratory ruling, both the Carter administration and the commission have urged and adopted policies aimed at increasing minority ownership of broadcast properties.

Storer says its plan is structured in a manner that would insure compliance with the commission's multiple ownership rules by insulating Storer from any equity or control positions in the stations acquired under the program.

Storer would make $1 million available to a minority small-business investment company (MSBIC) which it would create and which could then secure from SBA another $4 million for a total of $5 million. That money, Storer said, could be loaned to minority broadcast entrepreneurs who are "able to bridge the gap between station sale prices and available conventional financing." Storer indicated that, in order to make possible "a large number of acquisitions," the funds would be used principally to "bridge the gap" rather than to meet the full purchase price of radio and television stations.

Not only would Storer make funds available, but it would do so, it said, "at lower rates of interest" than could be obtained through normal channels.

The motion stresses that the plan is designed to make sure that Storer would acquire no attribution interests in stations financed wholly or partially by the MSBIC.

As outlined by Storer:

- It would create a new corporation—Minority Broadcast Ventures (MBV)—which would serve as a conduit for funds to the MSBIC. (In return for its $1 million, Storer would receive a note for $333,333 and $666,666 in nonvoting preferred stock. This would be in accord with SBA regulations requiring companies purchasing equity interests in MSBIC's to have a 2-1 ratio of net worth to borrowed capital.) Neither the MSBIC nor Storer would acquire equity interest in the borrowers' stations.
- In the event of default, no equity interest would revert to the MSBIC or to Storer, and Storer would not benefit from the operation of the stations aided by the MSBIC loans.
- Storer would not control the stations involved, but it would "hold itself out for such professional and technical advice as they might seek."
- And loans would not be made for the purchase of stations in cities served by Storer stations, nor would loans be made to officers, directors, employees or owners of 1% or more of stock in Storer or any sales representative company serving its stations.

Storer said it would control MBV through 60% of stock ownership and representation on the board of directors (unidentified outsiders would be issued 40% of the stock at no cost). But neither Storer nor MBV would control the MSBIC; MBV would hold 49% of the voting stock and elect two of its five directors while 51% would be issued at no cost to outsiders, who would elect the other three.
HAPPY FIRST ANNIVERSARY
TO STATIONS AIRING
“CONNECTION”*

In only 52 weeks, your acceptance of “CONNECTION” demonstrates that this weekly 30-minute magazine format series is solid, professionally produced religious radio programming. Many thanks for providing this community service to your listeners.

United Methodist Communications, Producer

United Methodist

Other stations interested in an audition tape and more information, may write
Lee Parkison, Marketing Coordinator, 1525 McGavock Street, Nashville, TN 37203 or
CALL COLLECT: 615/327-0911

*FORMAT: Short segments of talk interspersed with contemporary music.
Persons from all parts of the country talk about their faith and how it touches the lives of others.
Also includes dramatic vignettes and commentaries.
There's a lot more to us than meets the ear!

Stoner Broadcasting? There's a good chance you've never heard of us. We're not known for making a lot of noise in the industry. We go about our business. The business of serving the public. With news, information, music. You won't find us in Los Angeles or New York City. Instead, look for our stations in cities like Cedar Rapids, Iowa, or Des Moines. In Huntington, West Virginia, Binghamton, New York or Knoxville, Tennessee (pending FCC approval). Look for our stations in solid American communities, the very heart of our country.

And you won't find our stations playing one type of music, either. We run the gamut, from country or beautiful music to album rock. Formats that fit the needs of the communities we're in.

Stoner Broadcasting has a solid record of growth, commitment and service, to our communities, to our employees.

For example, every Stoner station is involved in a training program that is unique in the industry. A program where an intern learns all facets of the radio business. In addition, all seven of our station managers have been promoted from within the organization. Not from outside. Stoner Broadcasting, a solid track record in earnings, for the stations, for the employees.

And, we're growing. By the early 1980's we expect to have the full 14 stations in our roster. We're moving ahead. We're looking for stations. But, just as important, we're looking for people. People who are ready to take on responsibilities. To help us grow. People in sales, programming, management. People who would like to move . . . from within.

People who would like to be in the right place at the right time. If you want to work for more than just a radio station, drop a line to Glenn Bell, President, Stoner Broadcasting, 3900 N.E. Broadway, Des Moines, Iowa, 50317. (All correspondence will be confidential.)

The Stoner Broadcasting System, there's a lot more to us than meets the ear.
Public broadcasting gets in its licks at the rewrite

Even the would-be beneficiary of license fees doesn’t like idea; even less does the medium like proposals for putting authority over it in hands of federal agency.

Too little money and too much regulation were the two most frequently repeated complaints about the public broadcasting chapter of the Communications Act rewrite in hearings last week.

Witnesses from the public broadcasting community, with a few exceptions, opposed the rewrite’s proposed license fee as a means of providing the funds public broadcasting needs for programming. And there was uniform opposition to giving the bill’s National Telecommunications Agency, proposed as a new executive branch agency, authority over funding of public broadcasting facilities and station interconnection.

Among those objecting to NTA’s role in public broadcasting was the head of the current National Telecommunications and Information Administration, Henry Geller, who said it is NTIA’s opinion that direct government involvement in station operations and interconnection systems is “fundamentally wrong.” True, he said, NTA would have no role in the funding of programs, but the latter would still be within the agency’s reach. Using the facilities program, the NTA “could easily apply the pressure of the purse to stations producing or carrying programs which displeased the agency or the incumbent administration,” he said.

Henry Loomis, who left the presidency of the Corporation for Public Broadcasting three weeks ago, argued for the retention of CPB, which would be abolished in the rewrite, saying to remove the insulation it now provides between government and stations “doesn’t just permit the government camel to stick its nose under the tent; it tempts the camel to take over the whole tent.”

Representatives of CPB and the Public Broadcasting Service shared that view. In a joint statement, PBS Chairman Newton Minow and President Lawrence Grossman asked the question: “With the experience of the Nixon takeover attempt of public broadcasting which was spearheaded by the Office of Telecommunications Policy, what is the justification for creating a new OTP—and this time a super-OTP with $100 million at its disposal—and giving that federal agency powers of life or death over station operations and program distribution?”

Some in the hearings before the House Communications Subcommittee found other potential dangers to the First Amendment rights of public broadcasters. Messrs. Minow and Grossman singled out a provision in the bill prohibiting stations that receive operating funds from NTA from accepting contributions for specific programs and from giving sponsorship identification on the air. They contended those provisions would “wipe out” such programs as Sesame Street, MacNeil Lehrer Report, Masterpiece Theater and The National Geographic Specials. “Why this severe limitation on public television’s journalistic freedom, and its ability to fund major programs?” they asked.

When they introduced the bill last June, the rewrite’s framers expressed concern about public broadcasting becoming over-commercialized in the frequent mentions of industry donors to programs. The same complaint was raised again last week by William Fore, chief executive of the Communications Commission of the National Council of Churches, who said public broadcasting’s dependence on corporate underwriting has made the service “much too bland.” It is “perfectly clear,” he said, “that when a certain oil company wants a certain kind of program, this is heard not only in the public broadcasting community, but in the creative community.”

Fred Friendly, a consultant with the Ford Foundation and a normally staunch defender of public broadcasting’s record, agreed on that point. “Underwriting has become a form of semicommercial,” he said. But he added that he doesn’t agree with the bill’s solution. His would be to simply say in the legislation “that we are...
not creating a semicommercial system.”

Mr. Fore’s answer, on the other hand, is to get the funds public broadcasting needs from commercial broadcasting. Specifically, he would tax commercial broadcast revenues at the rate of 4% a year, which, he said, would yield $425 million in 1984. Although public broadcasting would have to share that money with programs for rural telecommunications and minority broadcast ownership, Mr. Fore estimates that with funds privately raised, it would have $875 million to spend in 1984—about $225 million more than it would have under the funding arrangement currently in effect.

Mr. Fore’s tax on broadcasting would be in addition to the license fee proposed in the legislation, which he would deduct solely to paying the costs of communications regulation.

The Ford Foundation’s McGeorge Bundy, on the other hand, supported the bill’s approach of dedicating part of the license fee to public broadcasting. “Without the spectrum use fee this package of carrots and sticks will fall apart,” he said.

But while most others supported the creation of a fee, few agreed that it should be spent on public broadcasting programming. FCC Commissioner Abbott Washburn called the fee concept “a quagmire,” and argued public broadcasting funds should not be “shackled to a mechanical percentage of fee-revenues.” “The history of the achievements of public broadcasters,” he said, “has earned them the right to their own authorizations and appropriations free from unrelated entanglements.”

The PBS chiefs said the fee proposal is worth consideration, but they worried that it might result in public broadcasting being forced to take on all commercial broadcasting’s public interest responsibilities. And it would also put public broadcasting in competition with minority broadcasters and rural telecommunications programs for the funds, they said.

James B. Cardwell, vice president and treasurer of CPB, said the fee proposal does not respond to public broadcasting’s need for long-range financial stability because it doesn’t specify public broadcasting’s share.

Henry Geller, who testified before joining the government that the fee concept might be a good way to insulate public broadcasting from government intrusion, has changed his mind. The sole purpose of the fee, he said, should be to encourage more efficient use of the electromagnetic spectrum.

On another provision, Mr. Cardwell urged the subcommittee not to establish fixed percentages for allocating funds within public broadcasting. Needs within the various segments of the community change, he said, and allocation should be flexible.

In general, the public broadcasting witnesses argued for the status quo in public broadcasting regulation. Mr. Friendly said that despite hard times in the first 10 years, public broadcasting has made “remarkable” progress, especially when compared to commercial broadcasting. “The miracle is that public broadcasting is as good as it is, and the shame is that commercial television is the embarrassment to the people within it that it has become,” he said.

While it seeks to deregulate much of the broadcasting marketplace, he wondered, “why does the bill single out public broadcasting for increased regulation?”

Arguing against the Public Telecommunications Programing Endowment that would replace CPB, PBS said that there is no mechanism in the bill for regular consultation with the stations. “Whatever the rough spots,” Messrs. Minow and Grossman said, “The CPB-PBS-NPR [National Public Broadcasting’s] relationship is now working reasonably well.”

Witnesses outside the public broadcasting hierarchy disagreed with the last statement. DeeDee Halleck, president of the Association of Independent Video and Film Makers, New York, charged that the operation of CPB “has resulted in an almost stagnant level of programming.” She endorsed the creation of an endowment whose sole function would be to encourage American talent. “The dependence on British programming we have seen in the past few years is an insult to the growing numbers of Americans now engaged in some aspect of the arts,” she said.

Arguing on a similar theme was Julie Mort, an independent film producer. “If public television is to succeed,” she testified, “the bureaucratic tendencies which reside in the stations and the central organizations must be counteracted.” She urged that funds be set aside specifically for independent program producers.

John Jay Iselin, president and general manager of noncommercial WNED-TV New York, also applauded the endowment proposal, seeing in it, he said, an effort to make programming the central concern of public broadcasting. “In our own debates, we frequently forget that viewers do not really care about CPB or PBS or NPR,” he said. “The public’s identification with public broadcasting is with the idea of programming.”

It is important that production decisions about that programing be completely insulated from government, however, added Jack G. McBride, secretary and general manager of the Nebraska Educational Television Commission. Mr. McBride said the endowment’s role should be restricted to making program grants. With the money in the producer’s hands, the endowment should have no further contact with scripts or rough cuts of programs, he said.

And they promised things will get better. CPB Chairman Lillie Herndon testified that the CPB board has under way a comprehensive review of its operations of the past 10 years, which will yield a report early in 1979 that should enable CPB “to put itself in a position to contribute significantly to change, not just react to it.”

Public broadcasting’s main problem, she and Mr. Cardwell said, is still too little money. They and others look forward to

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WOMEN CAN'T BE RUSHED

She's a person who cares, and because she does, she takes time doing the things that please her. So don't try and rush her. You also can't rush her into loving certain TV shows. Women need time to get turned on.

We found this to be true with Medical Center. The numbers show it's basically a woman's program. And because it is, it needs time to catch on. The numbers also show that once you've got her, she stays loyal.

When you make your daytime programming plans, remember Medical Center. Remember, too, it needs time to catch on. Because women can't be rushed.

MEDICAL CENTER

MGM TELEVISION

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BFM to get tough on music money

At special meeting during annual conference, financial group supports move to take ASCAP, BMI to court if need be to replace blanket music-license agreement

TV broadcasting financial executives were reported last week to have shown widespread support for a hard-nosed approach to current efforts to get a new form of music license from the American Society of Composers, Authors and Publishers and Broadcast Music Inc.

Their reaction came in and after a special closed meeting during the 18th annual conference of the Broadcast Financial Management Association, held Sept. 17-20 at Las Vegas. Robert Steinberg of Meredith Broadcasting, New York, chairman of BFM's music-license committee and a member of the All-Industry Television Stations Music License Committee, told the meeting that the all-industry group had put ASCAP and BMI on notice that it will go to court, if necessary, to get a new form of license (Broadcasting, April 17).

Mr. Steinberg said the all-industry committee considers the blanket music licenses that ASCAP and BMI offer, and that most broadcasters have traditionally used, to be in violation of the antitrust laws. The committee told both licensing organizations, Mr. Steinberg said, that it may file suit to prevent continued use of the blanket form. But it also indicated a willingness, he said, to negotiate on some formula other than the blanket basis.

Other sources said the all-industry group had told both ASCAP and BMI that the appeals court decision upholding CBS's bid for a per-use license—a decision that ASCAP and BMI have asked the U.S. Supreme Court to review (Broadcasting, Aug. 28)—means that alternatives to the blanket license must be explored. One objective of the committee was said to be the exclusion of nonnetwork prerecorded programs—such as syndicated programming—from station license payments.

Both ASCAP and BMI sources said last week they have indicated a willingness to continue their respective discussions with the all-industry group. These have been going on for several months. Both the ASCAP and BMI licenses expired last Dec. 31 but have been extended to permit negotiations to continue.

In light of the 150 TV financial executives at the special meeting during the BFM conference were said to have shown "strong support" for the committee's position.

They also were said to have indicated general approval of a new and simplified blanket-license agreement for radio stations, and a liberalized radio per-program agreement, with ASCAP by the All-Industry Radio Music License Committee (Broadcasting, Aug. 21, 28).

The meeting was a highlight of the four-day BFM conference, which attracted a record attendance of 1,005—630 members, 275 spouses and 100 exhibitors.

The team members for NAB's committees

National Association of Broadcasters President Vincent Wasilewski and NAB Chairman Donald Thurston of WNMN-AM-FM North Adams, Mass., jointly announced the composition of 17 NAB committees for the 1978-79 term. Those units and their make-ups:

Executive—Mr. Thurston, chairman; Thomas E. Boiger, WMTV(TV) Madison, Wis. (TV board chairman); Peter B. Kenney, NBC, Washington; Robert K. King, Capital Cities Communications, Philadelphia (TV board vice chairman); Walter E. May, WPKE(AM)-WDHR(FM) Pixleyve, Ky. (radio board chairman); Carl V. Venters Jr., Durham Life Broadcasting Service, Raleigh, N.C. (radio board vice chairman); Mr. Wasilewski, and Wilson C. Wern, Multimedia, Greenville, S.C. (immediate past chairman).


Congressional Liaison—Eugene S. Cowen, ABC, Washington, and Jerry Lee, WDRV(FM) Phila-

phia, co-chairman; Edward O. Frits, stations, Indiana, Miss.; W. Frank Hardee, State Telecasting Co., Columbia, S.C.; Mike Shapiro, WFAA-TV Dallas; Adrian L. White, KOPC-AM-FM Pocahontas, Ark., and J. T. Whillock, WLB(N)M) Lebanon, Ky.

Convention—Mr. King and Mr. Venters, co-chairmen; Mr. McConnell, Stanley W. McKenzie, KWEW-

AM-FM-Seguin, Tex.; Frank W. McLaurin, KSRO(AM) Santa Rosa, Calif.; Mr. Shapiro, Bill Sims, Wycum Corp., Laramie, Wyo.; Mark Smith, KLAS-

TV Las Vegas; Leonard A. Swanson, WIC-TV Pittsburgh; Cullie M. Tarleton, Jefferson Pilot Broadcasting, Charlotte, N.C., and Charles E. Wright, WBYS-

AM-FM Canion, Ill.

Engineering Advisory—Robert W. Flanders, McGraw-Hill Broadcasting, Indianapolis, chairman; Mr. Arries; Charles F. Abel, KFM(AM) San Diego; Ralph F. Batt, WGN Continental Broadcasting, Chicago; William E. Garrison, Multimedia Broadcasting, Greenville, S.C.; Albin R. Hiisstrom, KOOL-AM-

Engineering Conference—Gerald C. Vanderstoel, WOOD-AM-FM Grand Rapids, Mich.; Robert J. Butler, NBC, New York; Edward H. Herlhy, Golden West Broadcasters, Los Angeles; Eldon Kanago, KKC-AM-FM Spencer, Iowa; Robert O. Niles, Capital City Communications; Washington; Mr. Parker; Mr. Pointer; Mr. Shapiro; Leonard A. Spragg, Storer Broadcasting; Miami Beach, Robert Wehrman, Cox Broadcasting; Atlanta; Mr. Wilselowski, and Mr. Wright.


Inter-Association Liaison—Michael O. Lartea, WOOD-AM-FM Grand Rapids, Mich.; Mr. Swan, co-chairman; Mr. Fritts, and Mark Smith.


Membership—Virginia Pate Wetter, WASA(AM) Haver de Grace, Md., woman member; Eugene B. Dodson, Gaylord Broadcasting, Tampa, Fla.; Mr. Harden; C. Edward Little, Mobile Broadcast System, Arlington, Va.; Mr. McConnell; Pat Murphy, KCR(AM) Enid, Okla.; Roy Redmon, WFTM-AM-AM FM Maysville, Ky.; Ted Smith, KUOA(AM) Pendleton, Ore.; Marion Stephenson, NBC, New York; and Sherrill Taylor, CBS, New York.

Metro Market Radio—Jack G. Thayer, NBC Radio, New York, chairman; Willie D. Davis, KKEC(AM) Los Angeles, chairmen; Richard Harris, Westinghouse Broadcasting, New York; William James, WJR-AM-FM Detroit, Gary Stevens, Double Day Broadcasting, Minneapolis; Mr. Tarleton, and Jack Willis, KHEP-AM Phoenix, Ariz.

Public Affairs—William F. O'Shaughnessy, WVOX(AM) New Rochelle, N.Y., chairman; Mr. Bengson; Bruce Johnson, St. George Broadcasting, Walsport, Conn.; William F. Turner, Forward Communication of Iowa City, and Ms. Stephenson.


Research—Mr. Kops, chairman; Thomas Coffin, NBC, New York; Richard D. Dudley, Forward Communications, Wausau, Wis.; Jay Elliasberg, CBS, Broadcast Group, New York; Mr. Jackson; Harold L. Neal Jr. ABC Radio, New York; Paul Sonkin, ABC-TV, New York; Mr. Swan, and Walter M. Windsor, WFTY-TV Orlando, Fla.

Small Market Radio—Mr. Fritts, chairman; Roy Mapell, KMLM(AM) Gillette, Wyo.; Robert M. McEnery, KTR(AM) Rolla, Mo.; Mr. Reid; Edward Sparkman, WKCI(AM)-WSGS(FM) Hazard, Ky.; C. Thornton, WEMP(AM)-WESM(FM) Martinsburg, W. Va., and Thomas L. Young, president and general manager, KVMU(AM) Napa, Calif.

Television Information—Peter Storer, Storer Broadcasting; Miami Beach, chairman; Mr. Arries; Mr. Bolger, Ms. Bronman; Mr. King; Philip J. Lombardo, Comtechian Broadcasting, New York; Gene P. Matter, CBS Broadcast Group, New York; Ellis Moore, ABC, New York; and M. S. Rukjersey Jr., NBC, New York.

FCBA spreading word on communications law to minority students

A program to stimulate interest in communications law careers among minority law students has been established by the Federal Communications Bar Association.

The Minority Legal Internship Program will also make available work-study experience designed to increase minority participation in communications law.

To be eligible for the program, a student must be a minority student enrolled in an accredited law school, hired as a law clerk (part or full-time) by a law firm, corporation, association, congressional committee, government agency, etc. dealing with communications law and regularly attend special communications law seminars.

The two-hour seminars are at the National Association of Broadcasters building

NAB packs bags for fall meetings

Talkers from the FCC and Hill, sessions for managers and engineers at conferences beginning next week in Boston

Speeches by FCC commissioners and members of the House Communications Subcommittee are among the highlights of the National Association of Broadcasters annual fall conferences, scheduled for six cities across the country.


The FCC commissioners scheduled to address special luncheon sessions are Joseph Fogarty (Boston and San Francisco), Margita White (Atlanta), James Quello (Chicago), Tyrone Brown (Denver) and Robert E. Lee (New Orleans). Not yet set are the Communications Subcommittee members who will speak, but sessions with them will include open discussion.

The six conferences will follow the same schedule with separate sessions for radio and TV managers and engineers, radio, engineering and television.

The radio sessions will cover such topics as "People Management," sales and satellites.

Television seminar subjects, will include sales, children's TV, community affairs programming and cable TV.

Radio and TV engineering workshops will explore TV blanking; TV and AM stereo; ENG subcarriers; audio processing; test techniques, and an FCC session.

Joint sessions will include a seminar about newsmaking staffing conducted by the Radio Television News Directors Association and a roundtable discussion with NAB executives.

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- **BATTLE** in just 13 brief weeks (May 15 to Aug. 15) sold in 75 markets including 44 of the top 50 — representing 74% of U.S. TV homes.

- **BATTLE** sold from one end of Canada to the other in 22 markets representing 85% of Canadian TV homes.

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- The series includes factual information about our universe and the many galaxies in deep space.

- Don't lose the "BATTLE"! Buy now while the 85 episodes are still available in your market!
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BOSTON—WLVI
DETROIT—WKBG
SAN FRANCISCO—KBHK
CLEVELAND—WUAB
WASHINGTON, D.C.—WTG
PITTSBURGH—WTAE
DALLAS/FT. WORTH—KTVT
ST. LOUIS—KPLR
HOUSTON—KRIV
ATLANTA—WANX
MINN./ST. PAUL—KSTP
TAMPA/ST. PETERSBURG—WTG
BALTIMORE—WBAL
INDIANAPOLIS—WTTV
CINCINNATI—WVL
KANSAS CITY—KBMA
HART./NEW HAVEN—WTNH
MILWAUKEE—WIVT
SACRAMENTO—KTXL
DENVER—KOAA
NASHVILLE—WNGE
BUFFALO—WKBW
COLUMBUS, OH.—WCMH
PROVIDENCE—WJAR
PHOENIX—KPHO
NEW ORLEANS—WJUE
CHARLOTTE—WCCB
SAN DIEGO—KMB
GREENVILLE/SPARTANBURG—WFBC
OKLAHOMA CITY—KOKC
ORLANDO—WDBO
CHAS./HUNT.—WOWK
GRAND RAPIDS—WZZM
SAN ANTONIO—KML
ALBANY—WALT
LOUISVILLE—WDRB
SCRANTON—WDAU
HARRISBURG/ YORK—WLYH
SHREVEPORT—KXAL
WICHITA—KAKE
MOBILE/PENSACOLA—WFM
GREEN BAY—WLUK
JACKSONVILLE—WTLV
ROANOKE—WSLS
YOUNGSTOWN—WFMB
SOUTH BEND—WNDU
FRESNO—KNPR
FT. WAYNE—WPTA
BATON ROUGE—WAFB
EVANSVILLE—WTVB
TUCSON—KOLD
SPRINGFIELD, MA.—WWLP
HUNTSVILLE—WHMT
GREENVILLE/WASH.—WHTN
MADISON—WMTV
BEAUMONT—KJAC
CHARLESTON, S.C.—WQAD
JOPLIN/PI T.—WQAM
AUGUSTA—WBJF
LANSING—WILX
WILMINGTON, N.C.—WWAY
SAVANNAH—WTOC
WICHITA FALLS—KFDX
LA CRUZ/ EAU CL.—WEGU
LAS VEGAS—KSHO

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HAMILTON
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WINDSOR
KINGSTON
BARRIE
PETERBOROUGH
MONTREAL—CFCC
VANCOUVER—CKVU
WINNIPEG—CKMD
EDMONTON—CTTV
CALGARY—CFAC
MONCTON—CKCW
ST. JOHN—CKLT
HALIFAX—CICH
SUDBURY—CKSO
SYDNEY—CJCB
REGINA—CKCK
ST. JOHNS, NFLD.—CJON
SASKATOON—CFCG

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in Washington and will be taught by members of the Federal Communications Bar Association.

The 1979 summer association program seminars are Mondays, June 11 to Aug. 6. Erwin Krasnow, NAB senior vice president and general counsel, is handling correspondence about the program.

A bit more sunshine

The National Association of Broadcasters says the FCC should make available to the public “abbreviated versions” of staff reports in advance of commission’s “sunshine” meetings.

NAB’s Erwin Krasnow, general counsel and senior vice president, and James J. Popham, assistant general counsel, said in a letter to FCC Chairman Charles D. Ferris that the public is at a disadvantage at FCC meetings. While commissioners are provided with staff reports on issues to be discussed well in advance, members of the public “are not given adequate summary,” either in advance or at meetings, the NAB attorneys said.

Generally, staff members offer a brief summary as introduction to discussion. Consequently, the NAB letter said, those who attend meetings cannot understand the discussion. Accordingly, the letter suggested either that the commission place abbreviated versions of reports in the public record when reports are distributed to commissioners or—at minimum—that summaries be released 24 hours before meetings or on the same day.

Exception. Messages by legally qualified candidates appearing on broadcasts under equal time rule would be exempt from personal attack rule and fairness doctrine in FCC proposal. Rulemaking proceeding (comments due Dec. 15, replies Jan. 16) results from NBC request for ruling in case involving candidate who, in paid political announcement, personally attacked private individual not associated with another candidate.

NAB minority help. National Association of Broadcasters has established minority legal fellowship program which will allow one graduating or recently graduated minority law school student to spend one year in NAB legal department. At end of year, NAB will help fellow find job in broadcasting, government or communications-related industry. Salary is $17,500. Applications are being accepted up to Nov. 15 for fellowship beginning September 1979.

Harriman FM case goes back to the commission

The U.S. Court of Appeals in Washington rebuked the FCC in reversing its decision denying a construction permit for an FM station in Harriman, Tenn., to Folkways
Synchronize and correct!

Now stop blanking width expansion with the NEC FS-15 FE*

THE PROBLEM
With the advent of ENG, expanded blanking has become more prevalent. The F.C.C. has taken action, and placed a six month modified moratorium on violation citations. During this interim they are hopeful that technology can correct picture distortion caused by excessive horizontal and vertical blanking widths. Time is running out. Will you be ready?

THE SOLUTION
NEC, digital pioneers and developers of the Emmy winning Frame Synchronizer and DVE System, announce the FS-15 FE. Included are all the features of the FS-15 Frame Synchronizer, plus fixed expansion capability. As the incoming picture is digitized, it is automatically expanded to compensate for blanking width shrinkage. Expansion increments of 1 to 7% may be selected for accurate video vs. blanking adjustment. Get the full picture today. For complete information call 800-323-6656.

In Illinois, call (312) 640-3792.

*N Patent applied for.
Broadcasting Co., and remanded the case to the commission for further proceedings.

The court held that the commission erred in its refusal to permit Folkways, owned by Kenneth J. Crosthwait, to amend its application to remedy a defective survey to ascertain community needs. The FCC had rejected Folkways’ argument that the commission’s grant of permission to the applicant in another case to amend its ascertainment survey was grounds for granting Folkways’ petition.

The court, which directed the commission to consider the applicability of that other decision, said this was not the first time it had had to remind the commission that “agency action cannot stand when it is so inconsistent with its precedents as to constitute arbitrary treatment amounting to an abuse of discretion.”

**Smith to EEOC from FCC**

President Carter has nominated the FCC’s associate general counsel, Clay J. Smith Jr., to be a member of the Equal Employment Opportunity Commission for a term that expires on July 1, 1982. Mr. Smith joined the commission in 1974 as deputy chief of the Cable Television Bureau. He was named to the general counsel office job two years later.

Mr. Smith, 36, received his BA degree from Creighton University in 1964, a JD from Howard University School of Law (where he has served as an adjunct professor) in 1967, and an LLM in 1970 and SJD in 1977 from George Washington University School of Law.

**More on fairness**

In late-filed comments, COM pushes its ‘right of access’ plan; is opposed by UCC and Springfield Television

Among comments filed after the Sept. 1 deadline in the FCC’s look at two proposals involving the fairness doctrine were those of the Committee for Open Media, originator of one of the proposals.

Most broadcasters and broadcast organizations objected strongly to the COM “right of access” proposal (BROADCASTING, Sept. 1) in which television stations would provide an hour a week to the public, half on a first-come-first-served basis and half through representative spokesmen.

They also objected, almost as strongly, to the “10-issue” proposal offered by Henry Geller, assistant secretary for communication and information, Commerce Department. It would require stations to list annually the 10 issues they choose for most coverage and describe offers for responses and representative programming.

In its comments, COM emphasized it is asking for a three-year experiment of a voluntary system, although it said it would support a mandatory program.

The existing fairness doctrine is a “paternalistic, unenforced, content-oriented system which involves the government directly in the content decisions of a broadcast station,” COM said.

On the other hand, Springfield Television Corp. said the COM proposal would turn into a monopoly for a few well-organized groups, and that those left out would turn to the commission for relief and draw it into a position of continuous surveillance of the stations’ access programs.

COM said its plan seeks to facilitate “less licensee discrimination and less censorship of vital discussion.” It said licensees “are trustees for the public; they are not necessarily representatives of various segments of the public.” The public’s interest is best served, COM said, when its members and their representatives discuss issues themselves.

On that point, in another late filing, the Office of Communication of the United Church of Christ said the COM proposal shifts the burden of selecting and presenting balanced discussion of controversial issues of public importance from the licensee to the public—“Licensee judgment would be replaced by a queue.” Public advocates of causes, the church said, are by inclination “poor guardians of

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access to the air," and listeners and viewers must depend on broadcasters to present discussion of controversial issues in an equitable manner.

The fairness doctrine "sounds far better than it works," COM said. Only once, it said, has the commission refused license renewal on fairness doctrine grounds and only once has it found violation under the doctrine's affirmative obligation.

Along with news and other public affairs programming, COM said its access system would offer a better chance for the public to hear various sides of controversial issues because of the spot format. Also, it said there would be more partisan voices and issues.

COM said it has found that where access spots are offered, lines are not unduly long and discussion is more likely to be timely than where no access time is offered.

Springfield said where access was offered on CATV systems, it was monopolized by certain organized and vocal groups which had concerns that were "esoteric and hardly reflective of general community interests or standards."

Another late filing came from Phil Jacklin, COM's founder, who, speaking individually, said he wanted to present a "broad analysis of policy options" and not speak on the single access proposals. He said the commission should do what is necessary to design its own access system, test it and once proved, make it mandatory for all broadcasters.

Charles D. Ferris, asked that the commission look into the circumstances surrounding the submission of the virtually identical comments.

They do not stop there. Noting that not all FCBA members are private attorneys—some represent citizen groups—they said the commission should adopt a policy designed "to deal with this problem."

(The FCBA-GTE Service Corp. situation is not unique. It is not unusual to find identical, or virtually identical, comments filed in behalf of two or more parties by a law firm representing all of them.)

They would require any association of attorneys that presents its views to the commission to file with the agency a statement of the processes by which the organization adopts its views, identifying by name and office the persons who played a decision-making role. They would also require the associations to file with their comments a list of persons who prepared or adopted them, and to list any of the individuals' affiliations that would be affected by the commission action being considered.

One reason the FCBA and GTE Service Corp. comments were virtually identical, is that the same person prepared them. Vincent Gallogly, who is employed by the company, is a member of the FCBA Practise and Procedure Committee—Nonbroadcast, which was responsible for preparing FCBA's comments in the inquiry.

Lloyd Young was chairman of the com-

Who did this?

Public interest law center finds nearly identical comments in ex parte proceeding coming from different parties, tells Ferris there should be requirement that bar associations that file with the commission identify the people and processes behind pleadings

A public interest law institute based at Georgetown University Law Center says the Federal Communications Bar Association and other associations of attorneys should be required to identify the persons having a decision-making role in presenting their views to the FCC.

The Institute For Public Interest Law Representation expressed the need for such a requirement after finding that comments filed by the FCBA and by the GTE Service Corp. in the commission's inquiry concerning ex parte contacts were virtually identical. The similarities extended not only to their conclusions—both filings opposed the adoption of new rules and the retention of the strict interim policy that was established in the notice—but to much of the language.

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committee in February, when it reached a consensus as to the arguments to be made in the pleading. He said the drafting job was assigned to Mr. Gallogly, who prepared a draft which the committee, and ultimately the association's executive committee, approved with only minor changes. "There was no disagreement that the draft reflected the consensus," Mr. Young said.

He also said he did not know about the GTE Service Corp. filing until he read the institute's letter.

To Mr. Gallogly, it was simply a matter of preparing sets of comments for two parties with essentially the same views. He said the two sets of comments were prepared "simultaneously" and left his desk "at the same time"—one set to the FCBA and the other to officials of GTE Service Corp.

Both sets, Mr. Gallogly noted, were approved. "The real question," he said, "is if the comments represent the views of the parties. And they do."

The FCBA executive committee met last week to consider the matter, and decided to file an "appropriate response," as R. Russell Eagan, FCBA president, put it. "We want to set the record straight, and avoid the creation of any false impressions." As did Mr. Young, he said the comments FCBA filed were approved by Mr. Young's committee and the executive committee. And, with the apparent exception of Mr. Gallogly, no one knew the two sets of comments were virtually identical.

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**Proposed**

- **KZAP(FM)** Sacramento, Calif.: Sold by The New Day Broadcasting Co. to KLUK Inc. for $1.4 million. Seller is principally owned by Dorothy Fickes, who has no other broadcast interests. Buyer is owned by Peer Pedersen and Howard C. Warren (30% each), Richard Phalen (26%) and William Phalen (14%). Buyers own KMGX(FM) Las Vegas and KMKG(AM)/KROQ(FM) Tucson, Ariz. KZAP is on 98.5 MHz with 50 kW and antenna 250 feet above average terrain. Broker: William A. Exline Inc.

- **WTNT(AM)/WLWW(FM)** Tallahassee, Fla.: Sold by Walter-Weeks Broadcasting Co. to Robert Ingstad for $1 million. Seller also owns WMFJ(AM)/WQXO(FM) Daytona Beach, WSPB-AM/FM Sarasota and WNO-AM/FM West Palm Beach, all Florida. Buyer owns KGRZ(AM) Missoula, Mont.; KKO(AM) Minot, N.D.; KKL(AM)/KKJH(AM) Rapid City, S.D., and KGFX(AM) Pierre, S.D. WTNT is on 1270 kHz with 5 kW full time. WLWW is on 94.9 MHz with 51 kW and antenna 210 feet above average terrain. Broker: Cecil L. Richards Inc.

- **KAAT(AM)** Denver: Sold by Radio Colorado Corp. to Leo Payne Broadcasting Inc. for $850,000. Seller is owned by John Gayer, who owns 85% of KPNF(AM) Shenandoah, Iowa, and with his wife, Dorothy, 40% of KBCR-AM/FM Steamboat Springs, Colo. Buyer is owned by Leo Payne (90%) and John R. Lego (10%). Mr. Payne owns Colorado auto dealerships. Mr. Lego is former general manager at KERE(AM) Denver. KAAT is on 1090 kHz with 50 kW full time.

- **KVSP(AM)** Santa Fe, N.M.: Sold by New Mexico Broadcasting to Fiesta Communications Corp. for $410,000. Seller is principally owned by Goldie Hebenstreit, board chairman, who has no other broadcast interests. Buyer is owned by Wycom Corp. (51%) and Alfredo R. Sena (49%). Wycom owns KYGO(AM)/KLW(AM) Sheridan, KUGRA(AM) Green River, KODI(AM) Cody and KJOK(AM)/KJUD(AM) Laramie, all Wyoming, and KPSA(AM) Alamogordo, N.M. William R. Sims is president and principal owner. Mr. Sena is general manager at KVSP. KVSP is on 1260 kHz with 1 kW full time.

- **WTBO(AM)** Warwick, N.Y.: Sold by Warwick Broadcasting Corp. to Stutt Communications Corp. for $400,000. Seller is principally owned by Edward N. Klein, president, who is president and part owner of Warwick Cable TV Corp. He has no other broadcast interests. Buyer is owned by James W. Sturr Jr., Chester, N.Y., bank vice president who has no other broadcast interests. WTBO is 250 w daytimer on 1110 kHz.

- **WGPA(AM)** Bethlehem, Pa.: Sold by The Holt Broadcasting Corp. of Pennsylvania to Chadwick Broadcasting Corp. for $400,000. Seller, principally owned by Arthur H. Holt, president, owns WZZO(AM) Bethlehem. Buyer is equally owned by Henry G. Chadwick and his wife, Mary. Mr. Chadwick is former general sales manager at WFIL-TV Philadelphia. Neither he nor his wife has other broadcast interests. WGPA is 250 w daytimer on 1100 kHz.

- **WIPS(AM)** Ticonderoga, N.Y.: Sold by Moisenger Communications Inc. to John Colagrande and Augustine M. Cavaley for $150,000. Seller is owned by John K. Moisenger, who has no other broadcast interests. Mr. Colagrande, former operations manager at WWOM(AM) Albany, N.Y., is news director at wips. Mr. Cavaley is vice president and general manager at WWOM. WIPS is 1 kw daytimer on 1250 kHz. Broker: Keith W. Horton Co.

- **WMLF(AM)** Monticello, Fla.: Sold by Townsend Broadcasting Corp. to Monticello Broadcasting Co. for $100,000. Seller is principally owned by H. L. Townsend, president, who owns WTPB(AM) Parsons, WBRY(AM) Woodbury and WSEV-AM.
FM Sevierville, all Tennessee. Buyer is owned by Mike Piscille, producer at non-commercial WSER(TV) Pensacola, Fla., and J. Lefson Westmoreland, Pensacola attorney. Neither has other broadcast interests. WMFL is 1 kw daytimer on 1090 kHz. Broker: Chapman Associates.

Approved

■ WPCH-TV Pittsburgh: Sold by Pittsburgh Telecasting Inc. to Meredith Broadcasting for $11.5 million plus additional $500,000 if closing occurs prior to Dec. 31. Seller is wholly owned by Sitip Realty, Pittsburgh, which, in turn, is owned by Pittsburgh Outdoor Advertising Inc. Henry Posner Jr. is principal owner of advertising firm. Buyer, major group broadcaster, is subsidiary of Meredith Corp., Des Moines, Iowa, publisher of Better Homes & Gardens, Successful Farming, and consumer books. Meredith owns KPHO-TV Phoenix; WGST(AM)-WPCH(FM) Atlanta; WNEM-TV Bay City, Mich.; KCMO-AM-TW-KCEZ(FM) Kansas City, Mo.; WOW(AM)-KEZO(FM) Omaha, and WTVH(TV) Syracuse, N.Y. WPCH-TV is channel 53 independent with 2,338 kw visual, 191 kw aural and antenna 1,024 feet above average terrain.

■ WADO(AM) New York: Sold by Charter Broadcasting Inc. to Wilson Communications Inc. for $6.5 million. Seller is subsidiary of publicly traded Charter Co., which acquired original owner, Bartell Media Corp., and parent, Downe Communications Inc., late last year. Charter's broadcasting division owns WDBQ(FM) Detroit, WMXJ(FM) Miami (now in license-renewal hearing and conditionally sold to minority group [BROADCASTING, Aug. 28]), WQKY(AM) Milwaukee, KSLQ(AM) St. Louis, and KCBO(AM) San Diego. Charter also publishes The Ladies Home Journal, Sport, American Home, Redbook, Women's World and Discount Merchandiser magazines. Buyer is owned by Nelson G. Lavergne (30%), Hugh W. Downe (25%), Premier Maldonado (20%), Manuel F. Silverio (15%) and Ben Morales (10%). Mr. Lavergne is vice president, general manager of station. Mr. Downe is New York business consultant. Mr. Maldonado owns San Juan, Puerto Rico, advertising firm of which Mr. Silverio is financial director. Mr. Morales is WADO sales manager. None has other broadcast interests.

Buying group was reorganized after earlier purchase of same station fell through after transfer application was caught in FCC delay caused by investigation of another Bartell station (BROADCASTING, June 27, 1977). George Wilson, former Bartell vice president, was original principal in buying group but sold to others after involvement in FCC case concerning WMXJ(FM) Miami. WADO is on 1280 kHz with 5 kw full time.

■ WDBC(AM)-WBNF(FM) Escanaba, Mich.: Sold by KVZ Inc. to Delta Broadcasting Co. for $600,000 plus assumption of $235,000 in notes. This and sale of KHAK-FM Cedar Rapids, Iowa (see following item) were contingent upon transfer of control of Communications Properties Inc. from estate of Hart N. Cardozo Jr. (83.3%) to KVZ Inc., which is owned by former officers of Communications Properties: Philip T. Kelly, president (8.5% before transfer and 49.9% after); Richard C. Voight, vice president (4.22% before, 25.8% after), and James L. Zimmerman, vice president (3.97% before, 24.3% after). KVZ will retain WDBQ(AM)-KIWi(FM) Dubuque, Iowa; KATE(AM)-KCP(FM) Albert Lea, Minn.; KFGO(AM) Fargo, N.D.; WNFL(AM) Green Bay, Wis., and applications for new FM's in Fargo and Green Bay. Buyer, Delta Broadcasting, is joint venture of Midwest Wireless and Blackacre Ltd. Midwest is owned by Jack E. Kaufman (80%) and Robert L. Haslow (20%), partners in WKKI(AM) Celina, Ohio. Mr. Kaufman is part owner of WBM(GFM)-WBHI(FM) West Branch, Mich. Blackacre is principally owned by James R. Cooke and his wife, Betty. Mr. Cooke is communications lawyer in Washington and partner in Arlington, Va., investment firm where his wife is employed. Neither has other broadcast interests. WDBC is on 680 kw with 10 kw daytime and 1 kw night. WBNF is on 104.7 mhz with 100 kw and antenna 350 feet above average terrain.

■ KHAK-AM-FM Cedar Rapids, Iowa: Sold by KVZ Inc. (which also sold WDBC(AM)-WBNF(FM) Escanaba, Mich. See preceding item) to Storer Broadcasting Co. for $575,000 plus $100,000 in noncompetition and consulting agreements. Storer, principally owned by trusts for Thomas H. and Ruth H. Storer, owns KSO(AM)-KGQO(FM) Des Moines, Iowa; WNB(AM)-WOYT(FM) Binghamton, N.Y., and has sold, subject to FCC approval, WZ(AM) Louisville, Ky. KHAK is 1 kw daytimer at 1360 kHz. KHAK-FM is on 98.1 mhz with 6.8 kw and antenna 210 feet above average terrain.

Still working on a deal: Rust Craft and Ziff Corp.

Rust Craft Greeting Cards Inc. last week scheduled its annual shareholders meeting for Oct. 5, but was still trying to meet a Nov. 9 deadline for a special meeting of shareholders to consider the controversial $80.8-million acquisition offer by Ziff Corp.

Ziff had increased its second, $30-a-share offer for Rust Craft stock to $30.30 a share, conditioned on Rust Craft's holding a special stockholders meeting by Nov. 9 to vote on the merger (BROADCASTING, Aug. 28). Officials of Rust Craft, a group TV and radio station owner with diversified interests, said last week they were trying to meet the Nov. 9 deadline but were not sure they could. The projected acquisition, already approved by the FCC, has been held up by two Rust Craft stockholder-directors, Jack and Myles Berkman, who contend Ziff's offers are too low.

MAJOR MARKET

Class A FM

Price—$1,300,000 including real estate. Terms available to qualified buyer.

Call: Bruce Houston

A Confidential Service to Owners & Qualified Buyers.
“WANTED”

A solution looking for a problem

CBS’s Rosenfield, in speech to Washington Ad Club, says FTC proposal to ban ads to children uses questionable research; he points to rise in smoking after cigarette ban to question value of sugared food prohibition

James H. Rosenfield, president of the CBS-TV network last week denounced the Federal Trade Commission staff’s proposal to restrict advertising to children as the work—and shoddily based work, at that—of regulators who would “protect” the American people from themselves, at the expense of children’s programming.

In developing its case against children’s advertising, Mr. Rosenfield said in a speech to the Washington Advertising Club, the FTC staff relied on questionable research and ignored findings that contradicted its conclusions.

“When you get all the way to the bottom of this,” he said, “what you have is a particular estimate of human nature and a particular view of how it should be dealt with. It says that humankind is weak and does not know what is good for it. That may well be true—all. But the rub is the proposition that goes with this: You don’t know what’s good for you—but I do! And therefore I must protect you from yourself—by removing certain things from your path.

“The curious thing is that many of the claims being made about television [by the FTC staff] are so unrelated to common sense and based on such sketchy evidence that they strike the advertising professional as coming from a dream world. He must support his claims and defend his copy before one tough tribunal after another—his own lawyers and company experts to begin with; those of the media (particularly television), those of various regulatory bodies and, ultimately, before the consumer, the user of his product.”

When the FTC expects its proposed restrictions to reduce the consumption of sugared foods, Mr. Rosenfield said, it forgets what happens when broadcast advertising of cigarettes was banned: “The presumed greatest beneficiaries of that move were to be the oncoming generation of smokers. So where do we find the greatest increase in cigarette consumption today? Among teen-agers, of course—most of whom probably never saw a cigarette commercial on television.”

Even if sugared foods are harmful—“which is not at all clear”—the harm is in the product, not in the advertising, he asserted.

In contending that many young children do not understand that advertising is intended to sell, he said, the FTC staff ignored its own research evidence that substantial numbers of children do understand. “In any case,” he added, “those children too young to understand the purpose of advertising will not be making the family’s buying decisions.”

In arguing that TV turns children into “highly successful naggers” of their parents, he said, the staff cited a study conducted among a skimpy sample of 41 children and their parents—but ignored a finding in that same study showing that 80% of the request made by these 41 children were for products rarely if ever advertised to them on television than for products whose advertising does appear in children’s programs.”

As for parents’ “helplessness” against their children’s viewing habits, he observed: “Quite a scenario—Rabid children, driven by deceptive commercials, compelling defenseless parents to feed them harmful foods.”

CBS, he said, treats children “seriously and honestly and with special consideration.” He ticked off some of the children’s programs, saying “we are delighted to be challenged on our record in this area—if only we could get some of our critics to look at it.”

He noted that the FCC a few years ago rejected a similar ban on advertising on children’s television, acknowledging that “without advertising, broadcasting would not exist.”

“When you get all the way to the bottom of this,” he said, “what you have is a particular estimate of human nature and a particular view of how it should be dealt with. It says that humankind is weak and does not know what is good for it. That may well be true—all. But the rub is the proposition that goes with this: You don’t know what’s good for you—but I do! And therefore I must protect you from yourself—by removing certain things from your path.

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Mr. Miller exhorted the audience of 80 TV station executives to support Sears, Roebuck in its effort to persuade Arbitron to include newspaper readership data in its TV rating reports. He said that "the mechanics are available for Arbitron to obtain newspaper data and through its Arbitron Information on Demand (AID) research system to supply otherwise not available reach and frequency information which Sears very much needs for making media-mix decisions."

Mr. Miller claimed that at present the company's zone and group merchandise managers and their agencies do not have data available to make valid comparisons of reach among media in Sears's various marketing zones. The addition of the newspaper data, he said, would help Sears's advertising decision-makers to "better pinpoint media effectiveness in reaching target audiences."

He noted that broadcasters should support the Sears proposal, adding he felt the data "might prove favorable to television in determining retailers' media-mix decisions."

In the question-and-answer period, Peter Goulazian, vice president of the Katz Marketing Division, indicated that the consensus among Katz-represented TV stations is to support the Sears position and said that Katz already has informed Arbitron of its stance.

"We believe that this data will conclusively show that television—and for that matter, radio—can deliver more effective reach and frequency than most retailers currently are willing to accord broadcast media."

Ms. Sciaky of Gimbels said the way to increase use of TV and radio is to provide retailers with objective surveys prepared by outside agencies rather than by stations. She referred specifically to the Orion Broadcasting Katz Agency study as an example of independent research that is valuable to retail advertising.

(The Orion Broadcasting/Katz Agency project profiled women shoppers, 18-64, in eight Iowa counties surrounding Cedar Rapids, Iowa. It investigated women's shopping habits and attitudes to determine where they shop, why they shop there and how best to reach them.)

Ms. Sciaky pointed out that "heavy newspaper use is a habit with retailers" and said broadcasters "must become as entrenched as newspapers in advertising departments by presenting proof-positive to buyers." In this connection, she urged that TV work closely with store buyers and educate them on broadcast operations.

"The facts show that retail advertising needs to change," Ms. Sciaky asserted. "The market has changed. Heavy dollars spent in print are wasted. Print just doesn't have enough reach for today's market. I'd like to see my broadcast budget tripled."

The value of the Katz PROBE computerized systems was underlined in talks by Hudson Shubert of KTVY(TV) Oklahoma City, Wayne Croasdell of WESI-TV Daytona Beach, Fla., and Ken George of KOVR(TV) Sacramento, Calif. They pointed out that PROBE has been helpful in building sales by showing clients how to maximize their advertising within a set budget by using a media mix to reach the most customers in the proper geographic areas at the best frequency.

**Watch out for Selcom.**

Engineers seek help from ad community on blanking problems

Pass on the word to production houses, they're told at D.C. meeting

A technical problem, usually the province of television engineers, was taken to the advertising community for assistance during a meeting last week of the Washington Advertising Club. The growing number of TV commercials with vertical and horizontal blanking intervals that exceed FCC specifications (Broadcasting, Aug. 21, 28) was the subject of a workshop moderated by Ralph Thompson, chief engineer at WDVM-TV Washington, who was assisted by engineers from other Washington stations: WTTG, WRC-TV, WDCA-TV and WILA-TV. Washington broadcasters are especially concerned because the FCC is constantly monitoring their stations, Mr. Thompson said.

Programming with excessive blanking widths has lately become an issue in the broadcasting community, Mr. Thompson explained, because of the proliferation of...
material produced on three-quarter-inch ENG equipment. Each piece of equipment in the process (cameras, time base correction etc.) can add blanking space resulting in reduction in the size of the TV picture. And each time a tape is dubbed, Mr. Thompson explained, the blanking is increased. Since many pieces of equipment are factory adjusted to the upper limits there is no room for additions during, say, the editing process.

The panel explained blanking and went on to urge the people at ad agencies to tell production houses that they should be paying careful attention to the specs on the spots produced and to see that the copy finally sent to stations is within tolerance.

"Once the picture size is reduced," Mr. Thompson said, "there's no way to get the material back." The only solution is to expand the picture to fill the screen, resulting in a loss of sharpness in the center.

The FCC has relaxed the limits slightly until next June to give broadcasters time to study the problem and come up with solutions. But, according to Mr. Thompson, agencies and producers should not view the extension as a solution. Every effort should be made, he said, to supply spots meeting the limits.

A broadcaster group formed to deal with the matter, the Broadcasters Ad Hoc Committee on Television Blanking Widths, is meeting weekly to study operational problems and may come up with a list of equipment causing most of the problems and offer some solutions.

Rethinking, FCC is re-examining its rule banning networks from serving as national spot reps for affiliated stations. It adopted notice of proposed rulemaking asking whether rule should be changed for specialized networks. Commission also waived present rule for one year for Spanish International Network. SIN had proposed Notice of Inquiry consideration with request for five-year waiver.

Other side of the matter, on heels of Federal Trade Commission's ordering corrective advertising for Anacin (BROADCASTING, Sept. 25) comes report on impact of FTC and Federal Drug Administration efforts to control language used in advertising over-counter medicines. "Regulated Advertising and the Process of Self-Regulation," by Clemson University professor Bruce Yandle, published by The Proprietary Association, Washington, says federal restrictions may so inhibit advertising that messages provide less information than consumers need to make intelligent judgments about products.

Ogilvy sets RC. Royal Crown Cola Co., Chicago, has named Ogilvy & Mather, New York and Chicago, as agency for its soft drink account, previously at Leo Burnett Co., Chicago. Account bills more than $13 million, virtually all of it in broadcast. RC Cola will be handled out of O&M's Chicago office and Diet Rite out of New York.

CBS, NBC vie for second best to ABC's first

Latest premiere week's ratings:

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<th>Network</th>
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<td>ABC</td>
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The prime-time premiere weeks of CBS-TV and NBC-TV ended with the two networks in a virtual tie for second place in the ratings averages (NBC by a nose), but in terms of new series introductions, CBS took the lead. (See box on facing page.)

ABC-TV remained on top in both respects, scoring a 20.9 average for the week of Sept. 18-24 to NBC's 17.4 and CBS's 17.3. ABC had 13 of the top 20 shows to CBS's five and NBC's two.

NBC stayed in contention by scheduling movies on five nights of the week and pulling fair to good audiences with them. (20 share, 30 and 33 shares for "Airport '77" on Tuesday and Wednesday, (BROADCASTING, Sept. 25) a 30 share for "Burnt Offerings" on Saturday and a 37 for "The Other Side of the Mountain" on Sunday.

The network's series didn't do as well. Of the 18 new shows aired by all three networks during the week, 825 in the top 35, six belonged to NBC, three to CBS and one to ABC (see table).

Some of ABC's new programs did settle a bit after their initial outings the previous week; Galactica, for example, pulled a 42 share with its three-hour premiere, then came in with the 17 share in second outing. But with one exception all of ABC's new programs still won their time periods, a feat accomplished by none of the other networks' new shows.

The exception for ABC was Apple Pie, which premiered at 8:30-9 p.m. NYT Saturday with a 24 share, two points down from its lead-in. Carver Country. Both programs were third in the time periods.

NBC's CHiPs, the only hold-over from the network's crop of new shows last fall, won it with a 37 share. CBS premiered Rhoda with a 27 share at 8-8:30 p.m. and Good Times with a 29 at 8:30-9 p.m. ABC won the rest of the night handily with Love Boat and Fantasy Island, leaving CBS's American Girls with a 19 share and Dallas with a 23.

NBC came in a distant third on each of the two nights it did not have movies. On Thursday, the network premiered its new line-up of Project UFO, Quincy and W.E.B., pulling 18, 26 and 20 shares, respectively. The Waltons led off CBS's night with a two-hour, 35-share season premiere, followed by Barnaby Jones's 36 share, which topped Mork and Mindy's 41 share. What's Happening's 37, Barney Miller's 35, Soap's 33 and Family's 36.

On Friday, NBC premiered Waiverly Wonders and Who's Watching the Kids in the 8-9 p.m. lead-off hour. They scored 22 and 18 shares, behind Donny and Marie's 35 share on ABC and Wonder Woman's 29 on CBS. CBS's "The Bad News Bears" took the rest of the evening for ABC with a 42 share. While CBS married off The Incredible Hulk in a two-hour, 28-share season premiere, NBC's Quincy and Eddie Capra Mysteries were pulling 26 and 21 shares.

CBS had its best luck with People (a 32 share), Mary (31), WKRP in Cincinnati (32) and KZ (31) and its worst with In the Beginning (26), Paper Chase (19) and American Girls (19). Dick Clark's Live Wednesday was NBC's top-rated new entry, followed by Grandpa Goes to Washington, The Eddie Capra Mysteries, Waverly Wonders, W.E.B, and Who's Watching the Kids. ABC scored highest with Taxi (enjoying Three's Company's lead-in on Tuesday), followed by Mork and Mindy, Vega$, Galactica and Apple Pie.

Another big drama for CBS Radio

Affiliates learn of Sears plan to sponsor five-nights-a-week hour; return to the days of old; pre-war ownership and control; more news coming

Advertiser-produced and sponsored westerns, adventures, romances, horror stories and comedies, long-time staples of the vintage years of radio, will make their return Feb. 5 when the CBS Radio network launches the weeknightly Sears Radio Theater.

The announcement of the one-year commitment (130 originals, 130 repeats) came last week during the CBS Radio network affiliates' 21st biennial convention at the Arizona Biltmore in Phoenix attended by more than 400 broadcasters. Affiliates also were informed of programming and commercial schedule revamped as well as plans for Olympics coverage.

Production for the Sears Radio Theater will be entirely in the hands of Sears, Roebuck & Co., which has hired Elliot Lewis as executive producer. The plays and a theme song will be original.

Among the writers/producers working with Mr. Lewis are Norman Corwin, Procter & Gamble's Anser Oboler. Production already has begun and a Hollywood soundstage will be used for the broadcasts.

Gar Ingraham, Sears vice president for retail sales, who made the announcement with Sam Cook Digges, CBS Radio president, said Vincent Price and Andy Griffith already have been signed for two of the five host roles and verbal commitments have come from others. The response from every actress and actor we've spoken with—from stage, television and film—has been enthusiastic," Mr. Ingraham said.

Sears plans to mail advance program...
schedules to its 22 million credit-card holders and use newspaper advertising to promote local call letters and frequencies. Local Sears stores will have the opportunity to further advertise through the minutes being left to the stations to sell commercials.

CBS Radio, following its hourly newscasts, will send two nightly feeds of the network: 7:08-7:58 and 9:08-9:58. Four minutes will be given to local spots and Sears will take six minutes within the play itself.

Neither CBS Radio nor Sears would reveal the budget for advertising and production, but Mr. Digges said the deal involves "several million dollars." It appeared to be among the biggest, if not the biggest, in recent network radio history.

In informal remarks, Mr. Digges explained that "with the success of the CBS Mystery Theater (on more than 220 stations), which will celebrate its fifth anniversary in January, we have learned that there is a large and enthusiastic audience for radio drama."

When asked, Mr. Digges said that he "felt for years that we could have block programming back," adding enthusiastically, "God knows what [Sears Radio Theater] could lead to." Right now, however, Mr. Digges said there was "nothing else on the front burner."

Affiliates will be encouraged to run the plays during the 7 p.m. hour or 9 p.m. However, in those cases where sports programming might conflict or stronger affiliated stations are needed, delays will be arranged. McCann-Erickson is handling Sears advertising.

While CBS Radio will be beefing up its weekday drama, news programming will be added to weekend schedules. Richard M. Brescia, vice president and general manager of the network, told affiliates of the CBS News Weekend Report, 20-part "instant" specials that will be fed down the line when it is judged that news events warrant such coverage.

The Weekend Report, with each segment expected to run about four minutes, is in addition to the six Weekend Specials, also 20-parters, already scheduled for 1979: "Superbowl XIII," (Jan. 20-21); "Your Taxes '79" (Feb. 24-25); "The Movies '79" (March 31-April 1); "The Masters: Golf's Finest Tradition" (April 7-8); "The Wonderful World of Baseball" (Sept. 29-30), and "Meet the Cook for the Holidays" (Dec. 8-9).

Weekend Specials, CBS Radio fare since 1972, no longer will pre-empt regularly scheduled programming. Weekend Report also will not be a source of pre-emption.

On the Olympic front, Mr. Brescia outlined plans for 728 broadcasts beginning in January 1979 and running through the Aug. 3, 1980, closing ceremonies (for NBC Radio's plans, see page 54). Joining CBS Radio sports reporters Pat Summerall, Brent Musburger, Win Elliot, Jim Kelly and Ron Weber will be former Olympic gold medalists Pat McCormick (diving) and Parry O'Brien (shotput).

Mr. Brescia explained that his net-

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**Watch out for Selcom.**

John Wilson
Vice President/Manager
Atlanta

Selcom, Inc., Radio Representatives
1221 Avenue of the Americas
New York, N.Y. 10020 (212) 730-0202
work's coverage would increase progressively through the Olympic trials and Pan American games, following to the Lake Placid, N.Y., winter Olympics and then the Moscow games. The Olympics, a weekend series, is to begin Jan. 27, and in early 1979, another series, "Olympic Trials," will debut. During August 1979, CBS Radio plans coverage from Puerto Rico of The Pan American Games, and other pre-Olympic activities will be taken care of in Countdown to the Games, scheduled six weeks before the Lake Placid events commence Feb. 13 and six weeks prior to the Moscow opener July 19.

National advertisers, Mr. Brescia said, will have commercial sponsorship available for the coverage, with local distributors being offered tie-ins.

In other areas as well, Mr. Brescia presented the affiliates with a programming package he said will make them "even more competitive for both listeners' ears and advertisers' dollars" that involves streamlining several features to allow more local coverage and commercials as well as making local commercial time in 18 weekend shows available for the first time.

Over-all, CBS Radio will be cutting six-minute shows to four-and-a-half minutes, nine-minute features will drop to six. And within those programs where CBS Radio currently has two national commercial minutes, it will be returning 30 seconds to local stations. Shortened will be morning and afternoon drive features: First Line Report, Sports World Roundup, Newsbreak and Walter Cronkite Reporting.

Among the programs with scheduling changes in store will be Mike Wallace at Large, from weekdays to twice on both Saturdays and Sundays. Mr. Brescia characterized the Wallace move as "an important part of our process to intensify the sound of our weekends."

CBS also is making a weekend sports drive, Mr. Brescia explained, noting for example, that Win Elliot's Sports Central USA will move to the afternoon and be broadcast five times a day, at 25 minutes past the hour.

In other sports scheduling, Mr. Brescia discussed expanded golf and tennis coverage including more tournaments and Golf Tips and Tennis Tips (all with local commercial availability).

And in addition to the new Sears Radio Theater, affiliates were informed of the return of Harry Reasoner's "The Reasoner Report" Monday through Friday and the new weekday Health, Science and You with Charles Crawford.

The CBS Radio affiliates continued a tradition during an awards ceremony honoring stations that have been in that network fold for 30 years. Receiving golden microphones and bringing membership in the "30-year club" up to 65 were WKRG(AM) Mobile, Ala.; KBOW(AM) Butte, Mont., and KFIR(AM) Fairbanks, Alaska.

**NBC Radio will set the pace for Olympic coverage**

Nearly 1,000 special programs will be carried before and during the 1980 games

Under the umbrella title Olympic Odyssey, NBC Radio has scheduled 984 programs covering the action before and during the 1980 Olympic Games from Moscow ("Closed Circuit," July 10). The series, ranging from the games themselves to personal profiles of potential Olympians, begins Jan. 2, 1979, and continues for more than a year and a half until the Olympics' closing ceremonies Aug. 3, 1980.

"Never before has a radio network been so fully committed in covering an event of this magnitude," said Richard P. Verne, NBC Radio executive vice president. He explained that it will cost "several million dollars" for radio coverage.

And as with NBC's television coverage, the Olympic Odyssey effort is being taken as a way not only to bolster audience for those interested in the games, but also to build the network's sports reputation thereafter.

NBC Radio will be proceeding with a three-phase coverage effort. From Jan. 2

Public promotion

PBS kicks off largest ad campaign in its history with $2 million for print and broadcast push of its 'world of difference'

The largest advertising campaign in the history of the Public Broadcasting Service began yesterday (Oct. 1). It is promoting its fall campaign (BROADCASTING, Sept. 18) with more than $2 million in Corporation for Public Broadcasting and local station matching funds.

In the past, most public TV series and specials have been advertised on a per-program basis, with funds provided by corporate underwriters. This year 117 public stations and CPB are sharing the financing of the expensive advertising effort that will continue through December.

Advertisements will run in local editions of TV Guide, newspapers and broadcast media—almost all placed locally. PBS asked stations to spend two-thirds of their advertising funds on national shows and one-third on local programming. The initial advertising theme is: "There's a world of difference on public TV." PBS is coordinating the campaign and its agency, Pearlman/Rowe Inc., New York, is producing the advertisements.

Among the first programs to be advertised are a documentary on opium traffic, a feature film—"Pumping Iron"—on muscle building and a live New York City Opera performance of a Rossini work featuring Beverly Sills. Creative aspects of the campaign are handled by Pearlman/Rowe, which is headed by Gil Pearlman, an executive long associated with public broadcasting promotion, and Gerry Rowe, who was NBC’s vice president in charge of advertising and promotion until he joined Mr. Pearman last January. Jack Heller, who has been director of print advertising design for NBC, has resigned to supervise design activities for the agency.

325(b) or not to be

Another battle erupts at FCC over programing sent to Mexico that’s beamed back to states

A company affiliated with a Tijuana, Mexico, radio station has given the FCC an opportunity to clarify its position on a law requiring a permit to deliver programing to Mexico for broadcast back to the United States.

Pacific Radio International Inc., as U.S. sales representative for XHRM(FM) Tijuana, has filed with the FCC for a permit under Section 325(b) of the Communications Act to transport programing to Mexico. A group of San Diego broadcasters organized as the Committee for Equality in Radio Frequencies (CERF) has filed a petition to deny.

Keith Putbrese, attorney for Pacific Radio, said the request for a permit was filed as a cautionary measure since Pacific Radio does not believe one is necessary to
Now available for syndication:

37 weekends of World Championship Tennis!

Schedule the big 3 in WCT-TV!

1979 will be the richest year in World Championship Tennis tournament history and the biggest year in WCT-TV! Nearly $750,000 in prize money in these three big TV events alone—and they're yours for programming now—40 hours of top tennis action featuring the biggest stars in the game.

1 The $320,000 Challenge Cup
Fourteen 1-hour telecasts featuring some of the best known players in world competition. The eight man round-robin leads into the 2-hour final. Play starts in January and continues through April. Last year's winner: Jimmy Connors.

2 The $200,000 Tournament of Champions
Sixteen top professionals, each a champion in a previous year's event, meet in single elimination competition. It's an all-star TV series of fourteen 1-hour matches and a 2-hour championship final. That's 15 weekends of top tennis excitement! Last year's winner: Bjorn Borg.

3 The $200,000 WCT Dallas Finals
The culmination of the entire WCT year. Six 1-hour telecasts and a 2-hour final featuring the most dazzling names in international tennis.

Winners of the previous three finals:
Vitas Gerulaitis, Jimmy Connors, Bjorn Borg.

Get it all with this WCT TV schedule—
the most famous names in tennis... playing in world-famous, top money tournaments.
Exclusive on the WCT Television Network.

To add WCT tennis to your programming, contact:

AIR TIME INTERNATIONAL INC.
Dick Gold/Steve Mathis
2029 Century Park East
Los Angeles, California 90067
(213) 552-9777

World Championship Tennis
Jon Doyle, Director of Television
405 Park Avenue, New York 10022
(212) 688-2191
transport taped programming (the CERF petition contended the programming would be sent by wire to Mexico, but Mr. Putrese said it would be delivered on tapes). Wording of the law makes that distinction important. One interpretation is that taped programming requires no permit, only that sent by wire. Another is that a permit is required in both instances. Both sides claim precedents, and facts in the history of the dispute are muddled enough to give each of them hope the FCC will see it his way.

Mr. Putrese said Pacific Radio filed for the permit because it wanted to make sure it was in compliance. The station, he said, already has an audience and advertising sales in San Diego. Nothing is changing, he said, except that Pacific will become involved with the station. The only real question, Mr. Putrese said, is whether 325(b) applies to the situation at all.

CERF believes there are more questions, and it asks that the petition be denied, or designated for hearing. Its attorney, Mark Fowler, said the Pacific Radio relationship with the Mexican station is unclear, that it appears to be more of a joint venture. That, he said, would mean that a license issued for a permit because Pacific Radio would have more than the minimum percentage allowed for alien involvement. Also, he said Pacific Radio said the XHRM format would be 63% Spanish and English “inspirational and talk” and 37% English “black contemporary” music, but that FCC regulations require a more detailed accounting of format.

CERF has always maintained the 325(b) permit was required in these instancess and vowed to fight them when applied for. It is involved in ongoing battles with other Tijuana stations. “If we are to be keepers of the gate,” Mr. Fowler said, “we want to know what’s going through.” He said they weren’t going to “sit around idly.”

Program Briefs

Westwood’s sixth. Radio barter syndicator, Westwood One, Los Angeles, is planning January launch of The Great American Radio Show, two-hour weekly countdown of top-20 rock and jazz selections. Artist interviews and vignettes also will be included in radio series with Mike Harrison as host/producer.

Animated sci-fi. Battle of the Planets, produced and distributed by Sandy Frank Film Syndication, has been sold in 75 U.S. and 22 Canadian markets. Eighty-five-episode TV package is designed primarily for afternoon or access stripping.

QM quits. Quinn Martin, chairman of QM Productions, announced agreement in principle for sale of company to its vice chairman and chief executive officer, Allan Yasni, and its president and chief operating officer, Merrill H. Karpr. Mr. Martin, who will become exclusive consultant to 18-year-old independent company, plans to devote his attentions to theatrical film production.

Van Deering says, reluctantly, that cable will get some of what it seeks in revision of rewrite

He tells Atlanta meeting that next version will have provisions limiting state regulation, imposing some federal rules and hints there may also be ban on telco crossownership; Hollings willing to go even farther

The next draft of the Communications Act rewrite will likely grant cable television’s wish for some regulation at the federal level, but the chief writer, Representative Lionel Van Deering (D-Calif.) has some “trepidations” about such a change.

The House Communications Subcommittee chairman told the Southern Cable Television Association in Atlanta last week: “I am not ready to admit that we were wrong in our approach—but I willingly admit to overestimating the courage of your industry. Perhaps self-confidence would be a better term.”

The rewrite affects cable in two significant ways—both loudly protested by the industry. First, it eliminates all federal regulation of cable, a provision Mr. Van Deering said was intended to release cable from what he considers “immoderate and unnecessary” regulation and to allow operators to devote more time and money to serving their customers.

Second, the bill would remove bans on crossownership of cable and telephone systems, which he said would allow telephone companies to offer broadband services in rural and urban areas where cable cannot afford to build.

The congressman indicated some sympathy, however, with cable’s complaints that if federal regulation is eliminated, states and local regulatory authorities might try to reinstate FCC signal carriage and access rules that the industry says hamper its growth. He said after his speech that the next rewrite will probably have a provision barring states from establishing restrictions on pay cable, leapfrogging and distant signals. It might also establish a federal standard on the number of access channels cable systems should provide. But the number would be a minimum standard, which states could augment.

Following recurrent cable complaints that the elimination of the crossownership ban would bring AT&T into the business, Mr. Van Deering also hinted that the next bill will limit telephone’s entry to those areas where cable cannot provide service. He but mocked cable’s “David and Goliath” arguments against permitting telephone competition, pointing out that three of the largest cable multiple-system operators, Times-Mirror, Warner Communications, and Time Inc. rank 16th, 17th and 18th respectively among the biggest companies in electronic communications (according to Broadcasting’s top-100 listing, June 26). And he turned cable’s arguments against AT&T’s monopoly back on itself. “Your own industry has developed on a noncompetitive, monopolistic basis in each area you serve,” he said, “thus denying cable subscribers the protection afforded consumers who have a choice among alternative suppliers of service.”

Mr. Van Deering said he and the rewrite’s co-author, Lou Frey (R-Fla.), anticipated the kind of reaction they received to the rewrite from the communications community. “For the most part, we were congratulated for our courage,” he said. But following the praise were criticisms of specific provisions that were perceived as being against the best interests of the particular industry involved—the industry’s interests, I might add, were more often than not equated with the public interest.”

In cable’s case the industry apparently made some good points, and although Mr. Van Deering is willing to make changes cable wants, “I do so reluctantly,” he said. He warned the cable operators that putting the federal government back in the business of cable regulation might lead to renewed demands from “your present and

Watch out for Selcom.

Andy Rainey, Vice President Research/Sales Promotion Director
New York

Selcom, Inc., Radio Representatives
1221 Avenue of the Americas
New York, N.Y. 10020 (212) 730-0202

Broadcasting Oct 2 1978 57
future competitors’—demands for ownership restrictions, exclusivity provisions, limits on signal carriage, strict EEO enforcement “and, of course, applying common commercial practices to cable television.” He said, “It troubles me that by opening the door to federal regulation of cable we may be closing the door to the unfettered growth of your industry.”

The same convention heard Ernest Hollings (D-S.C.), the Senate Communications Subcommittee Chairman, revive his call for a federal mandate for cable television. The senator indicated he will introduce next year a cable bill that he had held back earlier this year in deference to the rewrite. He told the cable operators that he disagrees with the rewrite’s elimination of federal cable regulation. The industry provides an interstate service and should be treated as a national medium, he said.

It isn’t known now what the Hollings cable bill will say, but among the points in his speech was a reference to the “bureaucratic absurdity” of the FCC’s signal carriage rules—especially, he said, in rural areas and in a state such as Delaware where the rules apply despite the absence of local commercial TV service.

The Senator indicated one of his major concerns is the promotion of broadband TV systems in rural areas. He offered two major proposals: one, the elimination for rural areas of the FCC’s rules barring crossownership of translators, cable and telephone systems; and two, the establishment of a federal government framework to fund and plan rural telecommunications expansion. He would make the National Telecommunications and Information Administration the chief planner and coordinator; the Rural Electrification Administration would handle the funds—about $30 million to $40 million, he estimated; and the FCC, as expert on community needs, would advise. Presumably the proposal will be incorporated in Mr. Hollings’ new cable bill.

While effusive in his compliments for Representative Van Deelen, Mr. Hollings begged off comment on the over-all rewrite, saying, “How it will be revised and who will be supporting it will largely determine its fate in the 96th Congress [the one beginning next year].”

Certificates of compliance laid to rest

FCC takes giant deregulatory step; systems will merely file notices when they start up or add stations

The FCC has taken another step down the road to deregulation of cable television, eliminating the process by which cable systems, since 1972, have been required to obtain certificates of compliance from the commission. Now the only requirement will be that cable systems, when they begin operating or add new signals, file a brief registration statement.

The commission, which only three months ago initiated the rulemaking leading to last week’s action, feels that the certification process is no longer necessary. The process required that the commission staff check each cable system’s proposals and its local franchise for compliance with the rules, and provided a forum for resolution of complaints lodged by broadcasters. Until the process was completed, the system could not begin operation.

Under the new procedure, a cable system can begin operating or can add signals as soon as it files a registration statement that identifies the system, gives its location and lists the signals to be carried. A separate filing will be required for each community served.

The commission believes that the new forfeiture authority Congress has given it (systems may be fined up to $20,000 for rule violations), the copyright act amendment imposing copyright liability on cable systems, and the reduction in the number of cable rules, as well as what the commission feels is the generally high level of compliance with them warrant abandonment of the certification process.

The commission noted that systems will be operating at their own risk under the new set-up. They will be subject to fines and to cease-and-desist orders if they violate commission rules.

Broadcasters concerned about the initiation of cable television service may request special relief, including an immediate stay. But commission officials made it clear that such a stay would be issued only in the face of strong evidence of the likelihood of serious harm to the station.

The elimination of the certification process will permit the resignment of some 20 staff jobs. (The certification division, which once had 35 employees, now has 17.) Some will be absorbed by the Common Carrier Bureau, to help discharge the commission’s new responsibility—given it by Congress—of overseeing cable-utility company pole-attachment agreements. And some—perhaps 10—will be retained by the bureau in a new enforcement office, which among other things will be used to help implement a new cable television equal employment opportunity program that was adopted last week (see “Top of the Week”).

Only one aspect of the proposal to eliminate the certification process caused any controversy among the commissioners—the action would deny public broadcasting stations the right they have now, along with commercial stations, to block the inauguration of service simply by objecting.

Commissioner Abbot Washburn expressed concern that public television stations would be hurt in their effort to develop audiences—and raise funds needed to match federal grants—if they were denied the right to an automatic stay. “I’m concerned about public television a hell of a lot more than I am about cable subscribers getting ‘X’ number of signals,” he said.

FCC will take a look at uses for TV line 20

Picking up on NBC proposal, commission starts rulemaking to investigate digital-signal possibilities for that portion of vertical blanking interval

The FCC has begun a rulemaking to consider permitting transmission of program-related signals with several potential uses within the vertical blanking interval of standard television signals.

Initiative for the rulemaking came from a proposal by NBC—supported by ABC, CBS, the Public Broadcasting Service and others—which asked that line 20 of the vertical blanking interval be used to transmit a digital source of information. NBC said potential uses of the proposed signal are verification of network service transmitted, faster and more accurate program ratings, and automatic logging and operation of cable television nonduplication switching equipment.

NBC’s was not the first proposal for program-related signal transmission to be brought before the commission, which has previously ruled that such transmissions are in the public interest. NBC had suggested as an alternative to rulemaking that the commission implement the proposal by order. The commission said, however, a rulemaking was necessary since the proposal involves a new utilization of the limited vertical blanking interval space that remains available.

The FCC said the proceeding would provide an opportunity to comment on potential benefits and uses of the signal, the impact of the proposal on current and future use of the vertical blanking interval spectrum and the possible existence of other technologies that might produce the same benefits more effectively and reliably.

Comments are due by Nov. 8, replies by Nov. 28.

New York broadcasters paint bleak picture on radiation limits

The radiation limits proposed by the New York City Board of Health (Broadcasting, Aug. 7) would so “radically” reduce broadcast coverage there that the area’s economy would suffer “incalculable damage,” many people would have to alter their lifestyles and many would move away, while “thousands” who work in broadcasting would lose their jobs.

This assessment was offered by the TV Broadcasters All Industry Committee, composed of commercial and noncommercial TV stations in the city, in comments filed with the board of health. Vir-
Moving ever so carefully to market: MCA/Philips Disco-Vision

Introduction set for year-end in test markets; library of 200-300 pieces is expected

MCA and Philips Corp. continue to gear up for the domestic introduction late this year of their video-disk system, but both companies are keeping quiet about many of their specific plans.

The joint “Disco-Vision” marketing arrangement, in which MCA is to supply the program disks and Philips the player, is set to kick off gradually in a few unnamed test markets. An official announcement is to be made 30 days before the project is launched, but the companies are now downplaying the Christmas buying season as a factor in their timing.

The player will bear the label of and be distributed by Magnavox, a Philips subsidiary, and is to sell in the $500 range, according to Norman Glenn, senior vice president of programs and marketing for MCA. Mr. Glenn said he plans to have a library of 200-300 disks available, about half of them carrying feature films and the rest various how-to, educational and cultural subjects. Film titles include earlier classics such as “Frankenstein,” “Dracula” and Charlie Chaplin’s comedies, and such recent hits as “Jaws,” “The Sting,” “American Graffiti,” “Slapshot” and “Animal House.” Besides MCA/Universal titles, Mr. Glenn said other companies, including publishing houses, will also supply product.

Feature films are to sell for about $15, while other programs such as Julia Child cooking lessons, National Football League games and Jacques Cousteau documentaries will go for $6-$10, Mr. Glenn said, with opera and other programs of more limited appeal selling at slightly higher prices.

MCA and Philips will not reveal the number of players to be made available in the regional test markets, although some reports indicate 20,000 or so. Presumably the readings of consumer preferences gained in those markets will be as important to the project as immediate sales.

“When you face a long-term market development,” said Philips Vice President Robert T. Cavanagh, “you do it very carefully.”

Indeed, the Disco-Vision system was first demonstrated at least six years ago, and some sources familiar with the history of it and other disk systems say they’ll believe a marketing announcement when they see product in the stores.

Because of the care being exercised in Disco-Vision’s introduction, Mr. Cavanagh declines to give sales projections. He did say that when the disk market reaches “maturity,” it is hoped that one disk player will be sold for every three color TV sets sold. He wouldn’t venture a guess as to when maturity will be reached.

The players are to be manufactured by Magnavox in Tennessee, the disks by MCA near Los Angeles. Mr. Cavanagh said “there will be no problem in plant capacity if it takes off,” a happy problem that plagued consumer video-tape recorders last Christmas.

Stephenson: satellites the key to radio future

NBC Radio executive outlines wider program horizons possible through new network technology

Radio may be “just a few years” away from “another golden age,” Marion Stephenson, the NBC Radio Group’s vice president for radio and industry relations, said in a keynote address prepared for delivery Friday at the annual convention of the Massachusetts Broadcasters Association.

“Through the magic of satellites and the ground station dishes that will dot the landscape,” she said, networks will be able to provide a tremendous variety of programming for stations all over the country—24 hours a day, seven days a week, should it be desired.

“There will be many options for station use—to insert their local news, information, weather, traffic, public-service programming, emergency announcements—all those inputs that the public wants and should have. We will be able to take ad-
Nobody does it better!

The Miss USA State Pageant Network

Brought to you by the same people who annually produce the Miss USA and Miss Universe network telecasts.

We’re using the same expertise responsible for the highly successful Miss USA and Miss Universe Pageants and turning it loose on a network of regional shows. That’s the 1979 “Miss USA State Pageant Network.”

Here’s our first success story — “The 1979 Miss Texas USA Pageant.” You’ve got to have BIG ratings in Texas.

Air Date: August 21st — Live

<table>
<thead>
<tr>
<th>Stations</th>
<th>Market</th>
<th>NY Time</th>
<th>Rating</th>
<th>Share</th>
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<tr>
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<td>Dallas/Fort Worth</td>
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<td>13</td>
<td>24</td>
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<td>KHOU</td>
<td>Houston</td>
<td>9:30-11:00 PM</td>
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<td>39</td>
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<tr>
<td>KDBC</td>
<td>El Paso</td>
<td>9:30-11:00 PM</td>
<td>27</td>
<td>46</td>
</tr>
</tbody>
</table>

Other stations in the Texas Network included KENS (San Antonio), KAMR (Amarillo), KCEN (Waco/Temple), KCBD (Lubbock), KAUZ (Wichita Falls), KOSA (Odessa/Midland), KTVV (Austin), KZTV (Corpus Christi), KVTV (Laredo), KCTU (San Angelo).

Here are some of the State Pageants we plan to produce in the coming months:

- North Carolina (December)
- Arkansas (January)
- Florida (January)
- Ohio (January)
- California (February)
- Georgia (April)
- Virginia (April)
- Massachusetts (March)
- Pennsylvania (March)
- New York (March)
- Maryland (April)
- Illinois (March)

For more information, contact.

Pam Rosser
Miss Universe, Inc.
640 Fifth Avenue
New York, N.Y. 10019
(212) 757-9396
vant of satellites much sooner than television, and satellites undoubtedly will have a much greater impact on our special medium of radio.

"It is beyond the ability of our imaginations to properly assess the tremendous potentials that almost are within our grasp."

Ms. Stephenson said that the Communications Act rewrite in its present form: "Through deregulation and the elimination of composite-week reports, radio would not be required to do any newscasts, local or otherwise. If this were to take place, many young adults 18-34 would be less likely to tune in to the outside world virtually only through radio—would be unaware of what was going on in the world around them."

Booming business in London town

International Broadcasting Convention posts record crowd of broadcasters and equipment exhibitors; announces move of 1980 gathering to Brighton

Attendance far exceeded pre-estimates of the sponsors of last week's International Broadcasting Convention. The handsome, supermodern Wembley Conference Center in suburban London, where the IBC moved its meeting this year after outgrowing the central-city headquarters of the past five meetings, still proved no match for the more than 4,000 attendees and the 94 exhibitors who converged there.

By the second day of the conference, officials confirmed reports that the already popular show had grown too popular for its London home and that the next meeting, in 1980, will be held at the British seaside resort of Brighton—where, according to one convention official, the Metropole Convention Center "can offer sufficient space for yet another great increase in attendance."

That is, indeed, what the IBC had on its hands last week. The pre-convention goal of 3,000 participants was exceeded by the morning of the first day (the meeting did not officially commence until 2 o'clock that afternoon), and by Tuesday afternoon officials counted 4,385 at the registration desk. Ninety-four companies exhibited their wares to conference delegates. At the last IBC, in 1976, attendance reached just above 2,600, with 72 exhibitors.

The move to Brighton was to have been announced at the conclusion of the five-day meeting. The conference sponsors, stressing that they were not necessarily dissatisfied with the facilities offered at Wembley (almost a full hour away from central London where many of the attendees were staying), said that the move to Brighton was kept in, in part, by the unavailability of the Wembley hall in the early autumn of 1980, the traditional time for the IBC. But their decision was being read in some circles as a tacit admission that complaints made by some of the exhibitors concerning cramped space and awkward traffic flow had been well-founded.

One exhibitor said that the IBC was also following the example of the International Television Symposium, held at Montreux, Switzerland, and moving itself to a location away from the "distractions" of a major city.

As had been expected, there were relatively few new products being offered. Some equipment, such as Hitachi Denshi Ltd.'s SK-90 electronic news-gathering systems, for example, were first viewed last spring in Las Vegas at the National Association of Broadcasters convention.

Vital Industries of Atlanta demonstrated its new Squeezoom switching system and its attendant Program Switcher Automation System (PSAS) for what company President Nubar Donoyan said was the first time. (The systems were introduced to American TV viewers, however, during recent network telecasts of the Miss America Pageant and the Emmy Awards presentations).

And International Tapetronics Corp. introduced, through its British distributor, F.W.O. Bauch Ltd., a new line of audio tape cartridge machines designed especially for the technologically "much more demanding" European broadcasters, who, an ITC spokesman said, have tended to be much less enthusiastic over the performance of cartridge equipment than their American counterparts. The new generation of ITC machines, he said, should be ready for overseas delivery by the first quarter of 1979, perhaps as early as February, and will be introduced to the U.S. market at next year's NAB in Dallas.

There was also considerable interest last week in the sophisticated digital switching systems offered by a number of the convention's exhibitors. In addition to the Squeezoom, Pye TV Ltd., Thomson-CSF, the Grass Valley Group subsidiary Tektronics Ltd., and American Data, through its British distributor, Crow of Reading Ltd., also displayed advanced switching systems.

Newest wrinkle in delivery of pay TV

Queens, N.Y., operation sends out HBO service to individual homes via MDS to roof-top antenna arrays

Transmissions directly to private homes offer the next "target of opportunity" for pay-TV marketers using multipoint distribution services (MDS), in the opinion of Al Simon, president of Orth-O-Vision Inc., and he says he has a 300-homes start on it.

That's the number of private homes Mr. Simon said Orth-O-Vision has signed for installation in the New York borough of Queens, where the firm has been providing pay-TV programming to apartment houses via MDS since 1974. He started hooking up private homes in early summer, he said, and the number of subscribers keeps growing.

The company charges the homes $100 each for installation and $13.95 a month for programming, which is the Home Box Office service. The company's 4,000 apartment-house subscribers, he said, pay $25 for installation and $11 a month for the programming.

The receiving units used for homes are not the conventional dishes but may be any one of three new configurations. One, he said, is shaped like a pyramid but is hollow. Another he described as a two-to-three-foot-long pole with round disks, and the third as "like a pennant but round," about three feet long and tapering from five to three inches in diameter.

He said they eventually would be developed into an addressable system, with each home capable of being turned on and off from a remote location, making possible a pay-per-program service.

Mr. Simon told an annual seminar of the Common Carrier Association for Telecommunications last month that individual homes represent the next step forward in the development of MDS pay-TV services, both in cities and in isolated rural areas, and that other companies are developing this market in at least a dozen cities.
<table>
<thead>
<tr>
<th>Last week week</th>
<th>Title □ Artist</th>
<th>Label</th>
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<tbody>
<tr>
<td>1</td>
<td>Boogie Oogie Oogie</td>
<td>Capitol</td>
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<td>2</td>
<td>Hot Blooded</td>
<td>Atlantic</td>
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<td>3</td>
<td>Three Times a Lady</td>
<td>Commodores</td>
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<td>4</td>
<td>Summer Nights</td>
<td>John Travolta/Olivia Newton-John</td>
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<td>5</td>
<td>Hopelessly Devoted</td>
<td>To Your Olivia Newton-John</td>
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<td>6</td>
<td>Reminiscing</td>
<td>Little River Band</td>
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<td>7</td>
<td>Don't Look Back</td>
<td>Boston</td>
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<td>8</td>
<td>Hot Child in the City</td>
<td>Nick Gilder</td>
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<td>9</td>
<td>Grease</td>
<td>Frankie Valli</td>
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<tr>
<td>10</td>
<td>Kiss You All Over</td>
<td>Exile</td>
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<tr>
<td>11</td>
<td>You Needed Me</td>
<td>Ann Murray</td>
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<td>12</td>
<td>Whenever I Call You</td>
<td>&quot;Friend&quot; Kenny Loggins</td>
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<td>13</td>
<td>Shame</td>
<td>Evelyn &quot;Champagne&quot; King</td>
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<td>19</td>
<td>Get Offa Foxy</td>
<td>TK</td>
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<td>15</td>
<td>Fool If You Think It's Over</td>
<td>Chris Rea</td>
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<td>14</td>
<td>You and I</td>
<td>Rick James</td>
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<td>17</td>
<td>Right Down the Line</td>
<td>Gerry Rafferty</td>
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<td>24</td>
<td>Who Are You Who</td>
<td>Andy Gibb</td>
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<td>20</td>
<td>Hollywood Night</td>
<td>Bob Seger</td>
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<td>21</td>
<td>Got to Have Loving</td>
<td>Don Ray</td>
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<td>22</td>
<td>Miss You</td>
<td>Rolling Stones</td>
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<td>23</td>
<td>Magnet and Steel</td>
<td>Walter Egan</td>
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<td>31</td>
<td>How Much I Feel</td>
<td>Ambrosia</td>
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<td>25</td>
<td>Love Will Find a Way</td>
<td>Pablo Cruise</td>
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<td>26</td>
<td>MacArthur Park</td>
<td>Donna Summer</td>
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<tr>
<td>28</td>
<td>Beast of Burden</td>
<td>Rolling Stones</td>
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<td>28</td>
<td>You Never Done It Like That</td>
<td>Captain and Tennille</td>
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<td>39</td>
<td>Josie</td>
<td>Stealy Dan</td>
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<td>30</td>
<td>Double Vision</td>
<td>Foreigner</td>
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<td>37</td>
<td>Ready to Take a Chance Again</td>
<td>Barry Manilow</td>
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<td>32</td>
<td>Back in the U.S.A.</td>
<td>Linda Ronstadt</td>
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<td>38</td>
<td>Love is in the Air</td>
<td>John Paul Young</td>
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<td>39</td>
<td>Talking in Your Sleep</td>
<td>Crystal Gayle</td>
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<td>35</td>
<td>It's a Laugh</td>
<td>Daryl Hall &amp; John Oates</td>
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<tr>
<td>40</td>
<td>Come Together</td>
<td>Aerosmith</td>
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<tr>
<td>33</td>
<td>She's Always a Woman</td>
<td>Billy Joel</td>
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<td>34</td>
<td>Macho Man</td>
<td>Village People</td>
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<td>27</td>
<td>Life's Been Good</td>
<td>Joe Walsh</td>
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<tr>
<td>40</td>
<td>I Love the Nightlife</td>
<td>Alicia Bridges</td>
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<td>25</td>
<td>Got to Get You Into My Life</td>
<td>Earth, Wind and Fire</td>
</tr>
<tr>
<td>36</td>
<td>Last Dance</td>
<td>Donna Summer</td>
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<tr>
<td>43</td>
<td>Paradise by the Dashboard Light</td>
<td>Meatloaf</td>
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<tr>
<td>44</td>
<td>Just What I Needed</td>
<td>The Cars</td>
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<td>45</td>
<td>Close the Door</td>
<td>Teddy Pendergrass</td>
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<td>46</td>
<td>I Just Wanna Stop</td>
<td>Gino Vannelli</td>
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<td>47</td>
<td>Took the Last Train</td>
<td>David Gates</td>
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<td>-48</td>
<td>Sharing the Night Together</td>
<td>Dr. Hook</td>
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<tr>
<td>49</td>
<td>Oh Darling</td>
<td>Robin Gibb</td>
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<tr>
<td>-50</td>
<td>Alive Again</td>
<td>Chicago</td>
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</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Last week week</th>
<th>Title □ Artist</th>
<th>Label</th>
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<tbody>
<tr>
<td>1</td>
<td>I've Always Been Crazy</td>
<td>Waylon Jennings</td>
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<tr>
<td>2</td>
<td>Heartbreaker</td>
<td>Dolly Parton</td>
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<tr>
<td>3</td>
<td>Who Am I Sayin'</td>
<td>Statler Bros</td>
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<td>4</td>
<td>Let's Take the Long Way Around</td>
<td>the World</td>
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<td>5</td>
<td>Ain't No California</td>
<td>Mel Tillis</td>
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<tr>
<td>6</td>
<td>If the World Ran Out of Love</td>
<td>Brown &amp; Cornell</td>
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<tr>
<td>7</td>
<td>Do It Again Tonight</td>
<td>Larry Gatlin</td>
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<tr>
<td>8</td>
<td>Hello Mexico</td>
<td>Johnny Duncan</td>
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<td>9</td>
<td>Easy From Now On</td>
<td>Emmylou Harris</td>
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<td>10</td>
<td>Penny Arcade</td>
<td>Crisly Lane</td>
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<tr>
<td>11</td>
<td>Womanhood</td>
<td>Tanny Wynette</td>
</tr>
<tr>
<td>-12</td>
<td>Here Comes the Hurt Again</td>
<td>Mickey Gilley</td>
</tr>
<tr>
<td>13</td>
<td>Tear Time</td>
<td>Dave &amp; Sugar</td>
</tr>
<tr>
<td>14</td>
<td>With Love</td>
<td>Rex Allen</td>
</tr>
<tr>
<td>15</td>
<td>It's Been a Great Afternoon</td>
<td>Marie Haggard</td>
</tr>
<tr>
<td>16</td>
<td>Hopelessly Devoted</td>
<td>To You Olivia Newton-John</td>
</tr>
<tr>
<td>17</td>
<td>If You've Got Ten Minutes</td>
<td>Joe Stampley</td>
</tr>
<tr>
<td>-18</td>
<td>Little Things Mean a Lot</td>
<td>Margo Smith</td>
</tr>
<tr>
<td>-19</td>
<td>Cryin' Again</td>
<td>Oak Ridge Boys</td>
</tr>
<tr>
<td>20</td>
<td>Caribbean</td>
<td>Sonny James</td>
</tr>
<tr>
<td>21</td>
<td>Boogie Grass Band</td>
<td>Conway Twitty</td>
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<tr>
<td>22</td>
<td>No Sleep Tonight</td>
<td>Randy Barlow</td>
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<tr>
<td>23</td>
<td>Blue Skies</td>
<td>Willie Nelson</td>
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<tr>
<td>24</td>
<td>Rake and Ramblin' Man</td>
<td>Don Williams</td>
</tr>
<tr>
<td>25</td>
<td>Rose Colored Glasses</td>
<td>John Conlee</td>
</tr>
</tbody>
</table>

Chicago returns. Alive Again (Columbia) by Chicago enters "Playlist" at #50 this week. It's cut from Hot Street, the group's first album since the death last January of lead guitarist Terry Kath, who has been replaced by Donny Dacus. The song has been added by CKLW (Windsor, Ont. (Detroit), KFRC (San Francisco) and WRMU (Boston), where Richard Woodward says: "It's real good Chicago music. It's probably the best they've put out in a couple of years. Considering the loss of an important member, it's a very strong album." Under the wire, Just missing "Playlist" at #52 is Change of Heart (Arista) by Eric Carmen, who holds to his credit such hits as Never Gonna Fall in Love Again and All By Myself. Jeff Garber of WGGG (Cleveland says "it's a typical Eric Carmen hit-sounding record. It's very commercial and the production is just excellent." One Nation Under a Groove (Warner Bros.) by Funkadelic is in the top five at WPGC-FM Washington and CKWU and misses "Playlist" at #54. Curt Hansen of WXYW (New Haven, Conn., calls it "black teeny-bopper into white teeny-bopper crossover. It's good for image in an R&B market. And WQL's Mr. Garber calls it "a smash record, leaning heavily with black appeal. But the appeal becomes white as soon as it's exposed." Coming up, At Stewart's Time Passages (Arista), the title cut from his new album, is being well received. "It's another Year of the Cat," says Alan Edwards of WPRO-FM Providence, R.I., "but it's a little more classy—superb production, good instrumental riffs and nice sax. It's destined to be a number one record." Paul Davis' Sweet Life (Bang), already an established hit in the South, is now picking up adds in other markets, including KJAM (Seattle and WFLA (Tampa).
Media

Gene C. Robinson, station manager and general sales manager, WMAB-TV Peoria, Ill., appointed VP-general manager of WMAB-AM-TV and co-owned WZKW/FM there.

Sandy Goldberg, VP-general manager, WLQR(FM) Toledo, Ohio, named VP-regional manager of WLQR and co-owned WLQI(FM) Cincinnati.

William M. Olaga, VP, KTRM(AM)-KIEL(FM) Beaumont, Tex., elected president of licensee, Central Broadcasting Corp., and general manager of its WBV(AM)-WRIA(FM) Richmond, Ind. He succeeds Lester G. Spencer, who retires.

Thomas D. Boock, general manager, WCHA(AM)-WKZ(FM) Chambersburg, Pa., elected VP of licensee, Chambersburg Broadcasting Co.

George Barber, general manager, WTRL(AM) Bradenton, Fla., joins WQSA(AM) Sarasota, Fla., as VP-station manager.

Christopher T. Gallu, general sales manager, WFBRI/FMAMI-WBKK(AM) Baltimore, joins WNOX(AM) Knoxville, as general manager.

Brad Murray, program director, WSCI(AM) Sandy Creek, N.Y., appointed general manager.


Bill McMahon, sales manager, KIRO(AM) Seattle, named station manager.

Bruce Andis, graduate, Indiana School of Business, Bloomington, joins WKTA(FM) Greencastle, Ind., as assistant general manager and news director.

M. F. Kerchner, VP-general manager, WBNW-FM Orlando, Fla., named VP-operations of Roun-
vsville Enterprises' seven radio stations, including WBNW-FM, where he will continue to be based.

Marcia Fortune, from program department of WTMJ-TV Milwaukee, appointed operations manager.

William D. (Butch) Brannum, from WKG(AM) Knoxville, Tenn., joins WKOI(AM)-WKPZ(FM) Nashville as operations manager.

Edward P. Weber, director of advertising and press information, WDIV TV Detroit (formerly WDS-TV), named director of creative services for group station owner, Field Communications, San Francisco.

Donald R. Quayle, consultant for long-range planning, noncommercial WETA-TV Washington, appointed VP for planning and special projects.

Appointments, noncommercial WYES-TV New Orleans: Peggy Scott, producer assistant, named public information specialist; Phil Evans, interim project director, named project director; Rodney Gibson, production technician, named production supervisor; Nancy Weldon, reporter and assistant news producer, WAYS-TV Baton Rouge, joins WYES-TV as assistant project director and reporter; and Susanne J. Bornkessel, from office of consumer affairs in mayor's office, New Orleans, named membership manager in station's department of development.

Rasina Narine, director of business and personnel, noncommercial KOCZ-TV Huntington Beach, Calif., joins WHYY Inc., Philadelphia, as VP-finance and business affairs, responsible for noncommercial WHYY-TV Wilmington, Del. (Philadelphia) and WUHY-FM Philadelphia.

Terry Miller, from F. R. Lazarus Co., Columbus, Ohio, joins WTVN-TV there as assistant business manager.


Broadcast Advertising

Dan Heagy, creative director, D'Arcy-Mac-Manus & Masius, St. Louis, elected VP.

James E. Pinkin, corporate director, financial planning, Faberge Inc., New York, joins Benton & Bowles, New York, as senior VP-treasurer.


Claude Caylor, associate media director, Tracy-Locke Advertising and Public Relations, Dallas, joins Sieve Associates, division of Young & Rubicam in Cincinnati, as VP-media director.

Brian McCarthy, associate creative director, D'Arcy-MacManus & Masius, San Francisco, joins Cunningham & Walsh there in same capacity.

Eugene S. Hahnel, VP-account supervisor, Kenrick Advertising, St. Louis, retires.

Nancy Petrin, assistant buyer, Century Media Corp., New York, named media buyer.


Barton A. Cummings, chairman of executive committee of Compton Advertising Inc., New York, elected chairman of National Advertising Review Council, which is policy-making body for advertising industry self-regulation program and elects chairman and members of National Advertising Review Board.

Gordon French, TV station marketing consultant, joins H-R Television, New York, as VP-research and marketing. Don Caparis, sales manager.

Honoring heritage. During National Hispanic Week, the White House held a Sunday brunch for more than 600 Hispanic leaders from across the country. Among them was WWAQ-TV New York weekend anchor and reporter, Felipe Luciano, shown here with Rosalynn Carter.
manager at H-R Television's Los Angeles office, named sales manager in New York of firm's TV—White Division.

Archa O. Knowlton, director of media services, General Foods Corp., New York, joins Viit Media InternationaJ there as executive VP of client services.

Named VP's, Bolton Broadcasting Ltd., national sales representative, New York: Robin Adrian, West Coast; Ron Cochran, Eastern sales manager, New York, and Irwin Siegel, manager of Midwest sales, Chicago.

William A. Morrison, national sales manager, KTXL-TV, Sacramento, Calif., appointed director of sales development and research. Bob Paredes, regional sales manager there, succeeds Mr. Morrison.

Bruce A. Barrett, account executive, KSTUTV Salt Lake City, appointed national sales manager. Jens Lund, account executive there, named local sales manager.

Jeff Trumper, station manager, KFPR-FM Des Moines, Iowa, joins WINS-FM St. Louis as general sales manager.

Charles Guy, sales manager, WGAY-AM-FM, Washington, retires after 14 years with station.

Ward E. McCleary, regional account executive.

WHERE HAS SINTRONIC BEEN FOR THE PAST 15 YEARS? WELL, FOR ONE THING...

...there's a 10kW Sintronic AM transmitter in the Sahara Desert country of Hiti. There are Sintronic AM, FM, and shortwave transmitters in 35 countries. (And now there's a brand new line of Sintronic FM transmitters!)

Sintronic Corp., 212 Welch Pool Road, Lionville, PA 19353. (215) 363-0444.


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Roadrunner. Jim McCallum, general sales manager at KNX-TV Los Angeles, finished the Santa Monica Marathon in three hours, five minutes, coming in 89th out of a field of 2,000. Mr. McCallum is an avid marathoner who runs in eight to 10 long-distance races a year.

News and Public Affairs


Earl Casey, news manager, WDIV-TV Detroit, joins WDIV-TV Washington in same capacity.


George Nice, operations manager, WLMJ Milwaukee, Del., joins WCXW-AM Philadelphia as director of news and public affairs.

David Gelber, field producer in Chicago bureau of ABC News, joins WCVB-TV Boston as assistant news director.

Bunny Reasch, anchorman and co-host of weekly magazine show, WSN-TV Milwaukee, named assistant news director.

Jay Ricci, weekend anchor and producer, WTTG-TV Grand Rapids, Mich., assumes additional duties as news producer on three weekdays.

Thomas H. Lindner, news dispatcher and sports writer, WCCO-TV Minneapolis, joins WOIO-Duluth, Minn., and co-owned WIRI-TV Hibbing, Minn., as news producer and reporter.

Ken Chapin, weather reporter for both stations, assumes additional duties as public service director.

Christine Harris, consumer and general assignment reporter, WAVY-TV Louisville, Ky., named co-anchor. Ron Regan, anchor, WSFA-TV Huntington, W. Va., joins WAVY as Indiana bureau reporter.

Betsy Ashton, reporter, WJLA-TV Washington, named weekend anchor.

Bob Hughes, anchor, KTVK-TV Mesa (Phoenix), joins WTVY-TV Durham, N.C., in same capacity. Bob Kaplan, reporter, WTVY-TV Miami, joins WTVY as news producer. Cheryl Toney, weather reporter, WRLT-TV Columbus, Ga., named weekday weather reporter for WTVY.

Marla DeCarlo, field producer, WABC-TV New York, joins WAFF-TV Huntsville, Ala., as reporter. Tony Trolano, from WTVN-TV Nashville, joins WJZ as reporter and photographer. Glenn Bracken, from KTHV-TV Little Rock, Ark., joins WAFF as weather reporter.

Russ Coleman, photography, WANE-TV Fort Wayne, Ind., joins KMOV-TV Houston as photographer and editor. Edward Clegg, photographer, editor and lab technician, WOAB-TV Orlando, Fla., joins KMOV-TV as news photographer.

Bob McAllister, news director, WFBC-AM-FM Greenville, S.C., joins WISIAMI-AM Columbus, S.C., in same capacity.

Paul A. Lester, in news department of WDBC-AM-FM Port Jervis, N.Y., named news director.

Ron Harbaugh, weekend anchor and reporter, KARD-TV Wichita, Kan., named news director, KSALIAMI-AM Salina, Kan.

David Hartman, from WHOLAMI Balcon Rouge, joins WSGD-AM New Orleans as co-anchor.

Jay W. Bradbury, radio news service editor, California Medical Association, joins KGDLAM San Bernardino, Calif., and co-owned KBBQ-FM Lake Arrowhead, Calif., as newscaster.

Scott Cortelyou, operations manager and news director, WDRU-AMI Durham, N.C., named reporter, KIMM-AMI Denver.


Penny Pinsker, director of public service and community affairs, WOR-AMI New York, named community affairs director, WPTM(FM) Lake Success, N.Y.

Elizabeth Clancy Hoehne, anchor, KRNA(TV) Iowa City, named community affairs director.


Mike Wallace, correspondent/co-editor, 60 Minutes, CBS News, received Thomas Hart Benton Award Sept. 29 for "excellence in investigative reporting" and "willingness to go against sometimes popular attitudes in seeking the truth." Award is presented by Thomas Hart Benton Associates and Kansas City Art Institute.

Promotion and PR


Eileen Marin Kissler, research project director, Glenn, Bozell & Jacobs Public Relations, New York, named associate research director for Dallas office.

Wilton Smith, publicist for MCA-Television Universal, joins ICPR public relations as account executive in New York.

Linda Price, director of creative services, WFTUJAMI-WAAF(FM) Worceser, Mass., named promotion manager for co-owned WZNF(FM) Bridgeport, Conn.

Kathy Calhoun, from Private Stock Records, New York, joins WNEI-AM there as promotion director.

Cable

Henry Hellbrunn, AP chief of bureau at Newark, N.J., named executive in charge of AP cable television services throughout U.S., based in New York.

Charles Hamilton, director of broadcasting for Disciples of Christ, appointed director of community development for Teleprompter Corp., New York. Marcus Poole, graduate, Case Western Reserve University Law School, Cleveland, named assistant director of franchises for Teleprompter.

Dr. Gerry Jordan, consultant, Board of Cooperative Educational Services, Yorktown Heights, New York, joins Warner Cable-Quebec division, Columbus, Ohio, as director, educational development.
Fred Furnish, manager of General Electric Cablevision Corp.'s Decatur, Ill., system, named manager of central operations responsible for Anderson, Decatur and Peoria systems, all Illinois. Paul F. Schonenwolf, Midwest regional manager, named manager of Eastern operations. Mr. Schonenwolf will also serve as manager of marketing and pay-TV operations for all General Electric Cablevision systems.

Jerry R. Pilcher, purchasing agent for Summit Communications, Winston-Salem, N.C., named manager of Summit Cable Services of Statesville, N.C.

Gerald L. Bahr, VP-engineering, Cox-owned Mission Cable TV, San Diego, joins Cox Cable there as chief engineer of company's Trans Video operating division.

William Robbins, secretary-treasurer of Fezer Television Corp. and Fezer Broadcasting Co., Kalamazoo, Mich., given additional duties as administrator of Fezer Cablevision.

Arthur Kaiser named associate director of advanced television development. All were researchers at center.

William A. Pink, manager of television products, Conrac Division of Conrac Corp., Covina, Calif., joins Thomson-CSF Laboratories, Stamford, Conn., as VP-director of marketing.

Joe Brier, chief engineer for Windsor Total Video, named VP engineering, New York.

Wade O. Hansen Jr., VP-marketing for Test Inc., Van Nuys, Calif., joins RCA Commercial Communications Services Division, as manager of West Coast creative services, based in Van Nuys.

Carl Doug Buterbaugh, Western regional sales manager, Dynair, San Diego, joins Grass Valley Group, Sherman Oaks, Calif., as district sales manager.

Donald Lyang, head of industrial engineering group, GTE Lenkurt, San Carlos, Calif., appointed manager of industrial engineering.

Tom Creighton, Eastern regional sales manager for TFI Inc., joins Ampro Broadcasting, Feasterville, Pa., as sales manager.

Kenneth Erickson, assistant chief engineer, KETV-TV Omaha, joins WQAD-TV Moline, Ill., as chief engineer.

Tim Anderson, chief engineer, WEZF/WEFM Richmond, Va., joins co-owned WZBS/WMDO New Orleans in same capacity. Kevin McCarthy, assistant chief engineer, WRLA/AM Richmond, succeeds Mr. Anderson at WZBS.

Bill Pulliam, supervisor of radio engineering, WTAI/AM Norfolk, Va., elected chairman of Tidewater chapter of Society of Broadcast Engineers.

Appointments, CBS Technology Center, Stamford, Conn. Robert A. Castrignano named director of advanced television technology. Abraham A. Goldberg named associate director for advanced television research, and

For the Record

As compiled by Broadcasting based on filings, authorizations, petitions and other actions announced by the FCC during the period Sept. 18 through Sept. 22.

New Stations

TV applications

- West Palm Beach, Fla.—Wilshire Corp. seeks ch. 53; ERP 822 kw vis., 164 kw aur. Haat 478 ft.; ant. height above ground 499 ft. Address: RO Palm Beach 33480. Estimated construction cost $715,000; first-year operating cost $250,000; revenue $965,000. Legal counsel Midley & Reddy, Washington; consulting engineer Harold Munz Jr. Principals: John B. Stetsion Co. (50%); Bernard J. Harris and Kenneth Funks (25% each). Both are real estate developers; Mr. Harris owned, until 1967, WQX-T-A at West Palm Beach. None has current broadcast interests. Ann. Sept. 15.


FM applications


Other actions

- Dadeville, Ala.—Returned as unacceptable for filing application by Fidelity Broadcasting Inc. for new AM on 1450 kHz. Action Sept. 12.

- Harvey, N.D.—Returned as unacceptable for filing application by Shamrock Communications Inc. for new AM on 1540 kHz. Action Sept. 5.

- Fredericksburg, Va.—Returned as unacceptable for filing application by Sisco Communications Inc. for new AM on 1290 kHz. Action Sept. 5.

Ownership Changes

Applications

- KAAT(AM) Denver, Colo. (AM: 1090 kHz, 50 kw U) — Seeks assignment of license from Radio Colorado Corp. of Leo Payne Broadcasting Inc. for $85,000. Seller: Mr. Payne (100%); by John Gayer, who owns 85% of KFNF(AM) Shemethoah, Iowa, and with his wife, Dorothy, 40% of KBCR-AM-FM Steamboat Springs, Colo. Buyer: owned by Leo Payne (90%) and John R. Lago (10%). Mr. Payne owns auto dealership. Mr. Lago has had extensive broadcast experience, most recently as general manager at KER(AM) Denver. Ann. Sept. 5.

- KLLR(AM) Walker, Minn. (AM: 1600 khz, 1 kw D) — Seeks assignment of license from Edward De La Hunt Jr. to Stagg Broadcasting for $64,000. Seller: Mr. De La Hunt is co-owner of KPRM-AM-FM Park Rapids and KEUG-AM-FM Fosston, Minn. Buyer: owned by Donald P. Steigerwald (Paul Sugg) his wife, Verna and his brother, Donald. Paul Steigerwald is operations manager, staff announcer at WCCO(AM)-KQIC(FM) Minneapolis. His wife is housewife. Donald Steigerwald is manager and staff announcer at KTLM(AM)-KQIC(FM) Willmar, Minn.

- KVSF(AM) Santa Fe, N.M. (AM: 1260 khz, 1 kw U) — Seeks assignment of license from New Mexico Broadcasting Co. for $410,000. Seller: principally owned by Goldier Hebbenstreit, chairman of board, who has no other broadcast interests. Buyer: owned by Wycom Corp. (51%) and Alfredo R. Sona (49%). Mr. Sona is general manager of station. Wycom is group owner of KWOH(AM)-KLWD(FM) Sheridan, KUGR(AM) Green River, KODI(AM) Cody, KODI(AM)-KIOZ(FM) Laramie, all Wyoming and KPSA(AM) Alag города, N.M. It is principally owned by William R. Sims, president.

- WTBO(AM) Warwick, N.Y. (AM: 1110 khz, 250 w D) — Seeks assignment of license from Warwick Broadcasting Co. in Stover Communications Corp. for $400,000. Seller: principally owned by Edward N. Klein, president, who is president and part owner of Warwick Cable TV Corp.; Mr. Klein has no other broadcast interests. Buyer: owned (100%) by James W. Sturr Jr., Chester, N.Y. bank vice president with no other broadcast interests.

- WQPA(AM) Bethlehem, Pa. (AM: 1100 khz, 250 w D) — Seeks assignment of license from The Holt Broadcasting Corp. of Pa. to Chadwick Broadcasting Co. for $400,000. Seller: principally owned by Arthur H. Holt, president, who also owns WZZO(AM) Berlhelm. Buyer: equally owned by Henry G. Chadwick and his wife, Mary. Mr. Chadwick has had extensive broadcast management experience, most recently as general sales manager at WFLI-TV Philadelphia.

- Neither has other broadcast interests.

Facilities Changes

AM applications


- KDES Palm Springs, Calif. — Seeks CP to increase nighttime power to 1 kw; make changes in an. system. Ann. Sept. 21.


- WMLB West Hartford, Conn. — Seeks CP to increase day power to 10 kw; add night service with 2 kw; install DA-2; change TL; operate trans. by remote control; change trans. Ann. Sept. 21.

- WFVR Aurora, Ill. — Seeks CP to change frequency; increase power to 500w; make changes in an. system; change trans type. Ann. Sept. 21.

- WKKO Hibbing, Minn. — Seeks CP to change frequency from 1000khz to 1080khz; increase daytime power to 10 kw; add night service with 5kw; DA-N; change hours of operation in U; change trans type. Ann. Sept. 21.

- KSDR Topeka, Kan. — Seeks CP to increase power to 1kw; make changes in an. system. Ann. Sept. 21.

- WTNN Millington, Tenn. — Seeks CP to increase power to 1kw and make changes in an. system (frequency height). Ann. Sept. 21.

- KYYN Plainview, Tex. — Seeks mod. of CP to increase daytime power to 5kw. Ann. Sept. 21.

Summary of Broadcasting

FCC tabulations as of June 30, 1978

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<tr>
<th>Licensed</th>
<th>On air</th>
<th>On air</th>
<th>Total</th>
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*Special temporary authorization
**Includes off-air licenses

In Contest

**Designated for hearing**
- Columbus, S.C.—FCC has designated for hearing competing applications of Nuance Corp. and Midcom Corp. for new FM on 103.1 mhz (BC Doc. 78-297-98). Action Sept. 14.

**Actions**
- Sudbury, Mass.—FCC granted application by WLTS-FM Inc. for new noncommercial FM on 88.1 mhz and granted increase of power for WTBS Foundation *WTBS(FM) from 10 w in 200 w, denying petitions against both applications filed by WGAL Television Inc. (WTEV(FM)). New Bedford, Mass.).Action Sept. 14.
- Petitions to deny
  - West Chicago, Ill.—Weigel Broadcasting (WCLU-TV) filed petition to deny new TV there. Received Sept. 7.
  - Providence, R.I.—Universal Subscription TV Inc. filed petition to deny permit assignments and STV authorization for channel 64 there. Received Sept. 11.
- Peterborough, N.H.—Concerned Listeners for Responsive Radio filed petition to deny assignment of license of WSCV(AIM)-WSS(FM) there. Received Sept. 13.
- Taylorville, Ill.—Great Trails Broadcasting (WINGI(AIM) Dayton, Ohio) filed petition to deny facilities change for WTIMI(AIM) Received Sept. 15.
- Southhampton, N.Y.—EFEM Inc. filed petition to deny assignment of license of WWRJ(AIM). Received Sept. 15.

**Proposed**
- Ontario, Ore.—Inland Radio Inc. (KSRV(AIM) seeks amendment FM table of assignments to assign ch. 297 in lieu of ch. 226 at (Ontario (RM-3202)). Ann. Sept. 18.
- San Jose, Calif.—Donald B. Thomason seeks amendment TV table of assignments to assign ch. 65 to San Jose (RM-3203). Ann. Sept. 18.

**Fines**
- WRMAM-FM, Beaverton, Ore.—Ordered to pay $500 for repeated failure to maintain proper operating power within prescribed limits. Action Sept. 11.
- WSHO(AIM) New Orleans—Ordered to pay $500 for repeated failure to provide proper control circuits at remote control point. Action Sept. 11.
- KWHF(FM), Edmond, Oklahoma—Ordered to forfeit $1,000 for repeated failure to maintain center frequency within 2 kw of that assigned. Action Sept. 11.
- WMBUA(M) Ambridge, Pa.—Ordered to pay $500 for repeated failure to provide proper control circuits at remote control point. Action Sept. 11.
- WLAC(AIM) Nashville, Tenn.—Ordered to pay $1,000 for failure to log commercial matter and identify sponsors in connection with station's "Music Week '78" concert/promotion. Action Sept. 7.
- KETX-AFM, Livingston, Texas—Ordered to forfeit $400 for failure to file renewal application in time. Action Sept. 11.

**Translators**

**New TV's**

**New FM's**
- K221AK, Barstow, Calif.—Roaring Fork TV, Aten, Inc. granted license covering new FM translator. Action Aug. 4.
- K296AN, Durango, Colo.—Durango Jaycees Inc. granted license covering new FM translators. Action Aug. 4.
- K296BA, Leaderville, Colo.—Lake County TV-FM Inc. granted license covering new FM translator. Action Aug. 4.
- W296AB, Silver Bay, Minn.—Stereo Broadcasting Inc. granted license covering new FM translator. Action Aug. 4.
- K217AC, K220AA, Klamath Falls, Sutherlin and Glide, Ore.—State Board of Higher Education granted new FM translator covering new FM translators operating on 91.3 and 91.9 mhz, to be used with KSOR(FM) Ashland, Ore. Action Aug. 4.
- K221AL, Kanab, Utah—Kanab Lions TV granted license covering new FM translator. Action Aug. 4.

**Services**

COMMERCIAL RADIO MONITORING CO., PRECISION FREQUENCY MEASUREMENTS, AM-FM-TV MONITORS REPAIRED & CERTIFIED
103 S. Market St.
Lee's Summit, Mo. 64063
Phone (816) 594-3777

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Display your Professional or Service Card here. It will be seen by the decision-making station owners and managers, chief engineers and technicians, applicants for AM, FM, TV and buyers of broadcasting services.

1977 Headhouse Survey showing 44 readers per copy

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WANTED: Experienced Radio Salesperson for fast growing Beautiful Music FM station, $$$ and the opportunity to advance are in San Diego. Send resume to FM 104, 625 Broadway, Suite 1200, San Diego, CA 92101. Attention: Ross Allie.

Lincoln Nebraska. KLMS needs another effective salesperson to complement fully accredited staff. Join diversified corporation with expanding, computerized broadcast division. Management future realistic, new facilities. Send resume in confidence. One of America’s finest communities … excellent radio market. $18,000 plus to start. Proper qualifications essential. Call William Bantz, GSM, 402—489-9341. Send resume, references.

WYSSE—E.O.E. New ownership! Needs experienced salespeople! Avoid the snow! Resumes PO Box 335 Inverness, FL 32950.

Near-Dallas Florida 5 kW upward power, needs salesperson capable of earning $24,000+. Resume from you gets full details from us. Box N-37.

KDRR, Portland. Oregon suburban station seeks experienced radio salesperson. High growth area, expanding station accounts. Local opportunities plus stations in wide area. Company will be expanding with station acquisitions pending before FCC. Call or send resume to Charles Banga, KDRR, PO Box 32, Gresham, OR 97030, EOE Employer.

Aggressive, experienced salesperson needed at WTTW/WGTZ in Bloomington, IN. Service and expand active list of accounts. Opportunity to become Sales Manager. Earnings up to $25,000 if you’re ready to move up … send your resume to Charlotte Webb, Administrative Assistant, WTTW/WGTZ, 535 South Walnut Street, Bloomington, IN 47401. An equal opportunity employer.

Advertising salesperson with prior experience in broadcast sales. Send resume to Doyle Ritter, KVRE PO Box 282, Vermilion, SD 57069, EOE.

Sales Manager—WDBO and WDBO-FM, Orlando FL. Top adult formatted station in dynamic growth market. Experience necessary. Contact or send complete resume to Manager, PO Box 158, Orlando, FL 32802. Phone 305—843-5800 EOE.

Local Salesperson. Must be near in appearance, dress, and manner, enthusiasm, energy and self-starter. Send resume and statement outlining capabilities you can make with a highly professional station to Personnel Director, WSM, Inc., Box 100, Nashville, TN 37202. An Equal Opportunity Employer.

Number 2 person in new and growing AM-FM group. Sales oriented with broad radio background. Choose account list; big $ earnings; room for advancement. Send resume to Bob Schneider, Pres. & GM, KBBB, PO Box 1478, Borger, TX 79007, EOE.

If you want to be in on the ground floor of what will be Northern Illinois NO. 1 station, if you have the stuff to work hard, hard hours building a future, please call us. We offer a fat commission in exchange for your hard street work and creative talent. We’re WPEA, Waukegan-Kenosha, young sound. Call Roger Kaplan, 312—682-0540, Equal Opportunity Employer.

HELP WANTED ANNOUNCERS

Minimum Two Years experience in Rock, Upper Midwest, Box K-125.

Experienced with creative skills in air work and account selling. Send resumes to 15200 W. Lark, Lakeville, MN 55044. EOE. Need experienced announcer to join other personalities. Good community and schools, recreation. Tape. Resume to Fred Manahan, WAVK AM-FM Stereo, Box 37, Kendallville, IN 46757—347-2400.
HELP WANTED TECHNICAL

Radio Chief Engineer, good audio and transmitter worker. Excellent conditions, salary, and fringe, at West Coasts oldest station, Send resume to KMED, PO. Box 1046, Medford, OR 97501, or call 503-777-1440.

Help wanted: one 5 kw AM and 7 kw FM. New mornings and drive time. New 5 kw AM and 7 kw FM. Good money and experience required. KBOX, 300 West High Street, Front Royal, VA 22630.

HELP WANTED ANOUNCERS CONTINUED

Production and News person needed for fast growing sports market. Must be creative, good writer, and have attention to detail. Send resume to: WBNF-FM, 220 E Main Street, Willard, OH 44890.


Chief Engineer, Immediate opening. Major group broadcaster seeks Chief with thorough knowledge of 50 kw AM. Daytime Directional and Full Power FM. Send resume to: WCPP/CWPM, 2043 Locust Street, Philadelphia, PA 19103 (215-564-2300), Equal Opportunity Employer.


New and growing major market group needs Chief Engineer for dominant FM rocker in Midwest. Experience in all phases of FM stereo is necessary including processing, microwave, transmitters, as well as maintenance. We need a person who knows how it should sound and how to keep it working. Salary commensurate with ability. Box N-29.

Chief Engineer for AM/FM. Must be familiar with all aspects of modern Small Market. Apply Broadcast N-31.


Chief Engineer for AM Da/2, plus 50 kw FM. Must be able to construct the AM and maintain both. Opening occurs in October. Salary open. Optional announcing (classical music) pays extra. Send resume including salary requirements (tape if applicable) to Fred Miller, General Manager, WDCS Radio, 638 Congress Street, Portland, ME 04101, Equal Opportunity Employer.

Asst Chief Engineer—AM-FM combo. Automation experience helpful for FM operation. Must be solid on maintenance. Good salary and full company benefits. Low rent offered on country home near town. Utilities paid. Great city (40,000) and professional staff. Contact Dennis Rund, Chief, 419-422-4545. Findlay, OH. EOE.

HELP WANTED NEWS


WANTED: Sports Announcer, Mississippi State University basketball and women’s basketball, high school football and basketball, includes full-time salesperson or board shift. Joe Phillips. WSSC, Starkville, MS 38759, Phone 323-1230.

5 Thousand Watt EOS in a fast-growing Wyoming city is looking for a News Reporter for its 2-person news department. Experience and dedication to accurate news coverage, with medium or Mountain region background desired. Resume and tape to David King, KD, KJVF, P.O. Box 1092 82716, or call 1-307-882-4747.

News and sports person with three to four years experience wanted to help make outstanding operation even better. Missouri sports-minded station looking. Box N-38.

New Mexico needs enthusiastic, dedicated broadcasters. Send resume to: NMBA, 790-SD Tramway Lane NE, Albuquerque, NM 87109, or call 505-298-6098. NMBA—Clearing House for all members stations.

WSSW in Cincinnati is looking for an anchor person. We’re looking for someone with good writing ability and an upbeat, conversational delivery. Tape and resume to: Robert Schuman, News Director, WSSW Radio, W. 8th and Matson Place, Cincinnati, OH 45204. M.F. E.O.E.

Production and News person needed for fast growing medium market. Third endorced, good voice and experience required. No beginners. Send tape and resume to: News Director, KWKU-FM, Box 1-1320, Oceanside, CA 92054. This is a good opportunity with an Equal Opportunity Employer.

WSNY-AM Jacksonville, Florida needs News Director. Will consider young pro with good voice. Responsibilities include managing news, production and staff. Call Ron Wayne 305-766-1131 for details.

Hard Working Radio newsperson for one person department, you do it all—news, local. Sales Manager.都市でN.Y. Good pay, benefits. Tapes, references, resumes to G.N., WSCP Sandy Creek, NY 13145, Immediate opening

News Director: Handle gathering, writing, airing, editing of local news on 5 kw public affairs oriented AM and FM. Must: 2 yrs. experience; solid journalistic background in public affairs reporting & radio writing, editing; production; produce issues and community-oriented talk shows. Open for news. Send resume, tapes and salary requirements to Bob Schneider, Pres. & G.M., KBBB, PO. Box 1478, Borger, TX 79007. EOE.

WCSJ Columbus, Indiana needs a morning news person who will also do an early afternoon talk show. Must be able to gather and write local news. Send tape and resume to: Mike 702 Columbus, IN 47201. No phone calls. E.O.E.

Immediate opening for newsroom to fill an on the air position at a Midwestern medium market FM. Equal Opportunity Employer. Send tape, resume to Dennis Little, WRRN-FM, 1001 Chestnut St., Columbus, IN 46204, EOE.

HELP WANTED PROGRAMMING, PRODUCTION, OTHERS

Production Director for top rated FM in upper Midwest medium market. Must be creative copywriter and strong in production. Tape and resume to Dave Montgomery, KYKY Radio, Box 1736, Siltzmark, ND 58701. E.O.E.

One of the Top Ten Black Stations in the Midwest is offering an opportunity for a Program Director. Applicants should either have their college degree or five years radio experience. Ability to motivate creative people a must plus good production skills. Send tape and resume to General Manager, Box 697, Indianapolis, IN 46206, EOE.

Production Director: Major Market West Coast AM/FM Radio stations needs creative, self-starting, talented Production Director with multi-track experience. First Class Radiotelephone License desirable. New equipment and studios March ’79. EOE. MF Send complete resume to Box N-30.

Continuity/Production—Full time AM has immediate opening for experienced Continuity Director. Must be strong, commercial voice and ability to create, write, and produce effective commercials. Call Joe Haas, WWCA, Gary—219-866-9171.


Program Director with strong production skills for adult contemporary station. Send tape, resume and salary requirement to Cynthia Georgina, WKNE, Box 406, Keene, NH 03431.

Can you do it all? See CATV Help Wanted ad.

WCSI Columbus, Indiana needs experienced after- noon drive personality. Good production. Write Mike King at Box 709, Columbus, IN 47201. Recent tape essential. No phone calls. E.O.E.

SITUATIONS WANTED MANAGEMENT

General Manager/General Sales Manager, available immediately. Major Market track record, and references. Will look at any offer that makes sense. Box M-106.

Look for a professional? 39 year old broadcast veteran of 20 years serving major market. Heavy background of management, sales programming, production and promotion. No drifter, 13 years same company. All offers considered. Box N-32.
HELP WANTED MANAGEMENT

Business Manager: Major market television station is seeking a qualified & experienced Business Manager. Candidate must be familiar with all phases of broadcasting and have several years of experience with broadcast data processing. All replies to be held in strict confidence. We are an Equal Opportunity Employer. Box N-28.

Executive Coordinator: Friends of Channel 21, Inc., is seeking an experienced WHA-TV Madison. Responsible for coordination, direction and development of PTV citizen support group. Major responsibilities include: supervision of Friends' staff; development and coordination of volunteer activities; membership development; liaison with community groups, WHA staff and Friends' Board; fund raising through special projects and local underwriting; and long-range planning. Bachelor's degree required. Applicants should have minimum of 3 years full-time successful experience (5 years preferred) in community/volunteer leadership and program coordination plus demonstrated organizational capability, knowledge and success in volunteer development in management, fiscal and program planning. Oral and written communication skills and proven successful experience in human relation development and leadership. Demonstrated knowledge and experience in public television citizen support activities and development required. Salary: $18,000-$22,000. Completed application deadline: October 18, 1978. Write for application and details. Mr. Dick Hine, Station Manager, WHA-TV, 821 University Avenue, Madison, WI 53706. An Equal Opportunity/Affirmative Action Employer.

HELP WANTED SALES

General Sales Manager: Must have national and local sales experience with proven record of achievement in both areas. Minimum of eight years experience. Send resume to General Manager, WJAR-TV, 176 Weybosset Street, Providence, RI 02903. Deadline for applications on or before October 6. WJAR-TV is an Equal Opportunity Employer.

HELP WANTED TECHNICAL

Videotape Maintenance Engineer for quad VTR's and other related equipment. Experience in TV studio and duplication house. Prefer FCC 1st and at least one year's experience. Call collect 313-971-3600, or write to Robert Zilch, WTVN, 2715 Parkside, Ann Arbor, MI 48101.

New First Phones! You've got your license, now get paid while you learn the business. Opening for control room operator. Harold Wright, WTVN-TV, Charlestown, VA. 804-977-7082.
HELP WANTED TECHNICAL

CONTINUED

A major Detroit TV station has openings for two Assistant Chief Engineers. Prefer applicants with 4-6 years experience at a major market station dealing with satellite, remote, and transmitter operations and maintenance; 2 years experience with Electronic News Gathering; 1st Class FCC RadioTelephone License and a minimum of 2 years technical school in electronics. The Assistant Chief Engineer, Engineering Department, will be responsible for supervision of studio and transmitter personnel, coordinating technical facilities with programming department, and assisting the chief engineer with budget preparation and department operations. The Assistant Chief Engineer, News Department, will be responsible for the supervision and maintenance of ENG equipment, supervision of daily ENG operations and assist the news director in the preparation of the annual budget. Phone 313-969-4480, Ext. 414. Monday through Friday, 8:00 a.m. to 5:00 p.m. Equal Opportunity Employer.

Transmitter Engineer—Southwest VHF station seeks aggressive Transmitter Engineer. FCC First Class License required. Experience desirable but will consider college graduate with some transmitter experience. Must possess good mechanical aptitude. Contact Rick Caudillo, KRTV, Colorado Springs, CO 80901.

WANTED: Electronic Technician who is tired of the snow and ice of winter. South Texas television station is looking for a technician with previous experience in consumer electronics and television equipment. Salary $250 per month. Responding resumes should be sent to WAPA, 2222 San Antonio Avenue, Corpus Christi, TX 78401.

Wanted: Electronic Technician who is tired of the snow and ice of winter. South Texas television station is looking for a technician with previous experience in consumer electronics and television equipment. Salary $250 per month. Responding resumes should be sent to WAPA, 2222 San Antonio Avenue, Corpus Christi, TX 78401.

Television Engineer wanted. California school district of Bakersfield, 6350 Cresco, Pleasant Verdes, CA 90274.

Wanted: Electronic Technician who is tired of the snow and ice of winter. South Texas television station is looking for a technician with previous experience in consumer electronics and television equipment. Salary $250 per month. Responding resumes should be sent to WAPA, 2222 San Antonio Avenue, Corpus Christi, TX 78401.

Immediate openings for Radio/TV Engineer in Mississippi Cooperative Extension Service TV Production. Must have 2 years’ experience with Class FCC license. One year of experience in commercial or educational TV Production. Must be a college graduate with a concentration in electronics. Must have at least one year of experience in consumer electronics or educational TV Production. Must be a college graduate with a concentration in electronics. Must have at least one year of experience in consumer electronics or educational TV Production.

Video Tape Maintenance Engineer. Qualify Northern Rockies station in top outdoor recreation area, sharp operation, seeking the right person to help us stay that way. Must have First Class Radio and TV Technician License. Contact Dick, KRTV, Box 1331, Great Falls, MT 59403.

TV Studio Maintenance Engineer. Minimum 3 years experience with all phases of studio equipment, including ENG. Must be able to perform technical work and in the future. Must be college graduate with two years experience in television. Send resume and salary requirements to John Spain, News Director, WBRZ-TV, Box 299, Baton Rouge, LA 70821, 504-387-2222, an EEO Employer.

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HELP WANTED PROGRATING
PRODUCTION, OTHERS CONTINUED

REPORTER/PRODUCER Seeking an experienced Reporter/Producer for News and Public Affairs Department of Southeastern Broadcast station. Candidates should have experience in news writing and news production experience. Ability to supervise a crew will be necessary. Pluralism of VTR, audio, and graphic elements preferred. Send resume to Personnel Director, WISM, Inc., PO. Box 100, Nashville, TN 37202. An Equal Opportunity Employer.

PRODUCER/DIRECTOR for PTV Station. Responsible for the production of television and film programs for broadcast. Demonstrated ability in producing/directing/editing video tape and film productions. 3-5 years experience desirable. Salary $5,000-14,000 depending upon qualifications. Equal Opportunity Affirmative Action Employer. Send resume or letter to Joseph Waukegan, WBGU, Bowling Green, OH 43403. Application deadline October 31, 1978 or whenever filled.

PRODUCER. For daily financial report program. Must have experience in financial background, thorough knowledge of business climates and television journalism with at least two years experience in television production or a similar type program. Position supervises all elements of the program, including research and writing, editing, directing, and commercials. Base $35,000-$40,000 depending upon qualifications. Equal Opportunity Affirmative Action Employer. Send three letters of recommendation, letter of application, resume and sample work on 3 1/2" or quad tape to Don Cheek, WRGGT-V, Bowling Green, OH 43403. Application deadline October 31, 1978 or whenever filled.

PUBLIC RELATIONS DIRECTOR for media relations, sales, programming, and public relations. One to two years experience required. Write for salary. Experienced commercial copywriter-voiceover. Broadcast school graduate and B.A. Tape. Box N-27.

HELP WANTED TECHNICAL

Video tape engineers, maintenance engineers and video operators needed for expanding Washington, D.C. video tape production house. Experience only apply. Box M-140.

San Francisco Consulting Engineering Firm specializing in AM-FM-TV broadcasting, CATV, and fiber optics is seeking an experienced, self-assured associate, Engineering degree essential, M.S. preferred. Ph.D. welcome. Systems design, FCC applications, forensic engineering, some field work and travel. P.E. registration required but may be obtained later. Salary commensurate with qualifications and experience. Future share of ownership possible. Early interest of Dr. bowl specialized professional firm with an established nationwide practice. Entry level engineering positions also available. All replies will be treated confidentially. Box M-240.

HELP WANTED INSTRUCTION

Assistant Professor, Radio-Television—Teach a minimum of three courses per semester. These courses would include beginning and advanced writing. Will be expected to work with studio students, advise students in all phases of studio activities, and assist in other areas of campus activity. Submit resume to Director of Broadcasting, San Francisco State College, San Francisco, Calif. 94132.

HELP WANTED PROGRATING.
PRODUCTION, OTHERS

Media Production Director for art museum/cultural center. Need experienced and creative individual to plan, produce, direct video, film, slide-tape projects for variety of uses, including broadcast. Minimum 3 years experience in all aspects of electronic media including shooting, editing), and some knowledge of fine arts. Moderate salary basic. Must have some experience. Send resume to Personnel Director, Indianapolis Museum of Art, 1200 W. 38th St., Indpls., IN 46208.

HELP WANTED TECHNICAL

Electronic Engineer. As a leading manufacturer of audio broadcast equipment, our growth has necessitated expansion of our product development group. We are seeking a BSEE with a minimum of 3 years' experience. A揭开 circuit design experience. This position offers excellent growth potential for the creative engineer and one who thrives on accomplishments. Submit resume or call: Mr. L. Mandzuk, Audio Designs & Manufacturing, Inc., 16005 Steurgeon, Roseville, MI 48066. 313-787-6800.

HELP WANTED PROGRAMING.
PRODUCTION, OTHERS

General Manager/General Sales Manager, available for market with excellent track record and references. Will look at any offer that makes sense. Box M-106.

Manager with outstanding credentials! Television 22 years; Radio 12 years; Management 18 years. Thoroughly experienced in all aspects: ownership, administration, sales, programming, film-buying, news, promotion, community involvement, etc. Quality leader in industry. Very competitive! Produced spectacular sales and profits, plus prestige. Achieved enrollment level, rapid turnover. Can produce outstanding ratings, sales, ratings and prestige! Box N-21.

Past President of Southern three station communications corporation available immediately. Background in both radio and television. Strong financial and executive experience. 301-770-4166.

HELP WANTED PROGRATING,
PRODUCTION, OTHERS

CABLE

HELP WANTED PROGRAMING.
PRODUCTION, OTHERS

You'll do it all! CATV wants creative manager/salesperson/programmer/news producer to operate local origination channel. Personal interview required. CATV, Box 375, Coalinga, CA 93210.

ALLIED FIELDS

Rapidly Growing California Electronics Firm needs polished, ambitious, sales rep with television capital equipment background to handle Northern region sales. Immediate opening; compensation open. Please send resume in confidence to Box M-112.
WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM FM transmitters. Guarantee Radio Supply Corp., 1314 Iurube Street, Laredo, TX 78040. Manuel Flores 512-729-3531.

Two 2 Hi-Band Quad VTR’s. KXMB-TV Box 1617, Brimfield, ND 58501. John Krence C.E. 711-223-9197.

Channel 12 needs used TV transmitter. Prefers 10KW. Call Amadeo Nazano 809-893-1200, telex 385-4414, Box 44, Maiguet, PR 00708.

Wanted: UHF TV Transmitters instant cash paid for all models. Call Bill kitchen: 404-588-1155.


Used tall tower wanted with elevator. Will buy either standing or on the ground. Prefer 1,000 to 1,500 feet tall. Would consider shorter tower with elevator. Contact: Contact Electronics, Kreis., Inc., Mobley, Missouri. 816-253-1600.


Console. 8 or 10 channel, and 25 Hz sensors, good condition. WFW, Box 5519, Orlando 32855.

Need RCA 8606 Tube in operating condition. 209-529-2024.

FOR SALE EQUIPMENT


For Sale: IVC 7000P Color Camera with CUC. 5"x 12" DVM lens with Auto Zoom, 150" camera cable, cases included. For information, call or write: Louisiana Marketing, 901 Lakeshore Drive, Lake Charles, LA 70601 316—439-3624.


One RCA TT 500AH Television transmitter (operating on Ch 11) and accessories, including one SW-58 Siderband Analyzer (SRA), one SW-4B Television Demodulator (RCA) and one Ward TBS850 Transmitter Color Equalizer. Complete listing of equipment and other information may be obtained by writing or calling Mr. Harold Hodson, Wabash University, Terre Haute, IN 47801—295-6359. The University reserves the right to accept the first offer or to reject any offer which in which the opinion of the University is unsatisfactory.


Sony 1 " Video Color Recorder UDV-342, Sony 1" Video Color Recorder EV320, Magna Scan 2" Quad Sound Reader, 3 Phillips Lavalier Microphones BLS-9003, 2 Phillips Desk Stand Microphones LBB-9005, Dataton Electronic Video Editor, Film Chain - Norelco, two 16mm projectors, and one 35mm slide. Call Byron Motion Pictures, Inc., 202—785-2700.


COMEDY

"Free" D. J. Catalog! Comedy, Wild Tracks, Production, FCC Tests, more! Command, Box 26348-B, San Francisco 94126.

Free sample of radio’s most popular humor service OULIES, 366-C West Burling, Fresno, California 93704.

GUARANTEED FUNNIER! Hundreds renewed! Freebie! Contempory Comedy, 5804-B Twiningen, Dallas, TX 75227.

Not Comedy—Total personality service for Top 40, MOR, AOR. Sample: GALAXY, Box 98024-B, Atlanta, GA 30339 (phone 404—231-9884).

Free two month trial subscription! Write: Bionic Boxes, Box 457, Capitola, CA 95010.

FRUITBOWL: world’s largest weekly humor and information service for radio personalities. Free four week trial subscription to qualified broadcasters. PO Box 9787, Fresno, CA 93734.

MISCELLANEOUS

Prizes! Prizes! Prizes! National brands for promotions, contests, programming. No barter or trade... better! For fantastic deal write or phone: television & Radio Features, Inc., 186 E. Superior, St. Chicago, IL 60611, call collect 312—944-3700.


Air Check Critiques. Full critique of your show. News, production welcome too. Critiques by professional broadcast and instructors. S10. Send tape or cassette, Tom Honstedt. 3616 Douglas Dr., Minneapolis, MN 55424.

Need Campaign Committee and Vice President so can run as Independent Candidate for the President, Salary open. James Montgomery, Oronogo, MO 64855.

INSTRUCTION

1st class FCC, 6 wks. $540 or money back guarantee. VA appvd. NAfi Inst. Communications, 111488 Oxnard St., N. Hollywood CA 91606.


RE1 teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin September 11 and October 23. Student rooms at each school.

RE1 81 N. Pineapple Ave., Sarasota, FL 33577. 813—955-6922.

San Francisco, FCC License, 6 Weeks 10/30/78. Results Guaranteed, Veterans Training Approved. SCHOOL OF COMMUNICATION ELECTRONICS, 150 Powell St., SF 94102, 415—392-0194.


REI 2402 Tidewater Trail, Frederickburg, VA, 22401.

First Class FCC license in six weeks. Our unique course was designed for its effectiveness by Bill Elkins himself. If you want training second to none. contact Elkins Radio School, 332 Braniff Tower, PO. Box 45765, Dallas, TX 75245, 214—352-3242.

RADIO

Help Wanted Management

RADIO STATION MANAGER

Excellent opportunity for experienced Radio Station Manager to direct AM/FM combination separately programmed. Must have proven record in all phases. These group-owned stations enjoy excellent reputation in a good New York State market. Top benefits including pension in this career position. Complete resume and salary history first letter. Write Box M-109. An Equal Opportunity Employer.

San Francisco

Beautiful Music Station

Late October Opening

Director of Public Affairs

Must be experienced in Public Affairs Programming, Ascertaining, and announcing or moderating, with thorough understanding of FCC rules and regulations. Send tape and resume to PO. Box 3736, Romm 1137, San Francisco, CA 94119.

An Equal Opportunity Employer

COPY WRITER - WPRO-AM Providence, Rhode Island

Copy, continuity co-ordinator and production person. Emphasis on client spec' tapes, original production and copy for local advertisers. Agency experience helpful.

Send spec' tapes, examples of copy or creative work to Paul Goldstein. WPRO, 1502 Warwick Ave. West Providence, RI 02915.

A Capital Cities Station

An Equal Opportunity Employer
Situations

Situations

not

Looking for a sportscaster or member of your major sports market staff? I am your man! I've done it all from outstanding play by play to anchoring to reporting. (Radio and TV) ...32, Married—a real sportsperson not a fraud. Greg Lucas, 1501 E. Gardiner L.t. No. 1505A, Phoenix Hts., Ill. 61614 (309) 685-2603.

TOP SPORTSCASTER AVAILABLE NOw!

For your attention, we have an outstanding opportunity for your consideration within the field of television engineering.

TELEVISION

ENGINEERING MANAGER

This management position requires an individual possessing an associate degree in electronics. Experience with day to day supervision, training and upgrading of engineering personnel. Position reports to the Director of Engineering. We offer the qualified candidate competitive salary and challenging environment with a television/teleproduction facility on the move.

Send resume to

Director of Engineering.

KCPQ-TV, Inc.

915 N. La Brea Ave.,

Hollywood, Ca. 90038.

An Equal Opportunity Employer.
Help Wanted News

NEWS PHOTOGRAPHER
FILM

TV News Photographer for expanding news department. You must have experience with all 16mm sound-on-film equipment and you must be able to edit and assemble your films. Previous news experience is required. We will want to see examples of your work. Schedule will include weekends. EOE M/F

Libby Stevens
WMAR-TV
6400 York Road
Baltimore, Maryland 21212

TV News Reporter

General Assignment. At least two years previous experience required. Must be an aggressive reporter, a good writer, and must have experience with film and ENG. We will want to see a film and/or video tape showing some of your work. EOE M/F

Libby Stevens
WMAR-TV
6400 York Road
Baltimore, Maryland 21212

Situations Wanted Sales

General Sales Manager

with national, local and rep experience. Age 35, looking for a sales management position with either a station or rep. Phone: 219-486-1096.

ALLIED FIELDS
Help Wanted Technical

DIREC'TOR
INTERNATIONAL
SALES
Communications Equipment Experienced

We're a major communications equipment manufacturer seeking an individual with potential to become Vice President of Marketing or general management to head our International Sales function. Responsibility for all international sales requires top-level coordination with all functional department heads.

Required background includes sales management in a communications equipment company with involvement in commercial and international markets. Previous experience as a general sales manager of smaller organizations is highly desirable.

We offer an outstanding compensation program attuned to your qualifications, actual responsibilities, and performance. Send resume with salary requirement in strictest confidence to:

Box B 219; 810 7th Ave., NYC 10019
An Equal Opportunity Employer M/F

Help Wanted Programming, Production, Others

Director of Operations

Independent station in top 50 is seeking someone with strong qualifications to assume full responsibility in developing expanding production and promotion activities.

An Equal Opportunity Employer. Reply Box M-133.

ART DIRECTOR

KOED (San Francisco PBS) seeks a management-oriented Art Director to develop, supervise, and coordinate all station graphics, print materials, scenic design, and set construction services.

Qualified candidates will present the equivalent of three years successful experience in a similar position with an established television station/prod-duction facility regularly involved in production of color programs.

Duties to include assessing user needs, supervising and training Art Department personnel, preparing and administering department budget, preparing production cost estimates.

Reporting to Manager of Production Operations, successful candidate will participate in full range of Art services for 512 million broadcast operation.

For prompt consideration, send a resume in confidence to:

Personnel Department
KOED, Inc.
500 Eighth Street
San Francisco, CA 94103

An Equal Opportunity Employer

Situations Wanted News

TALK OR MAGAZINE SHOW


Radio Programming

THE BIG BANDS ARE BACK

One 55-minute weekly program of Big Band sounds with host Jim Sale.

LUM and ABNER

5 - 15 MINUTE PROGRAMS WEEKLY

Program Distributors

410 South Main
Jonesboro, Arkansas 72401
Phone: 501-972-5884

SALES MANAGERS!

MOVIES ARE BUYING MORE LOCAL TIME THAN EVER!

Get your jump on this lucrative market with MOVIMART, the newsletter covering advance release and marketing plans. Full year $25, satisfaction guaranteed. Call Achievement Programs, Box B-118, Fanack, NJ, 07666.

Business Opportunities

WILL BUY AND LEASE BACK

Tower Sites
Studio Transmitter Building Equipment
$100,000 to $1,000,000
Hudson Investment Corporation
1150 - 17th St. N.W.
Washington, D.C., 20036
No Phone Calls.

Bigname TV & Film Personalities Available For Personal Appearances (at openings, sales, celebrations, you-name-it).

For particulars, call or write the people who arrange everything.

Pfeiffer, Anderson & Co.

For Sale Stations

MEDIA BROKERS
APPRAISERS

345 NORTH MICHIGAN - CHICAGO 60611
312-467-0040

Broadcasting Oct 2 1978 77
For Sale Stations Continued

**AM/FM Opportunity**

Dakota AM/FM opportunity available at 2 1/2 times gross. Small Market. $550,000. 29 percent and terms. Reply Box M-96.

**Sale**

Daytime 1 Khz AM. Building—land, small town near metro area, So. Calif. 185,000 cash. Box N-3.

**Ralph E. Meador**

Media Broker
AM - FM - TV - Appraisals
P.O. Box 36
Lexington, Mo. 64067
Phone 816—259-2544

**H.B. La Rue, Media Broker**

Radio, TV, CATV, Appraisals
West Coast:
44 Montgomery Street, 5th Floor, San Francisco, California 94104
141/83/4-4747
East Coast:
210 East 53rd Street, Suite 50-New York, N.Y. 10022
121/286-0737

**Larson/Walker & Company**

Brokers, Consultants & Appraisers
213/826-0365
Suite 214
11861 San Vicente Blvd.
Los Angeles, CA. 90049
202/223-1553
Suite 417
1750 Rhode Island Ave. N.W.
Washington, D.C. 20036

**Colorado Broadcast Opportunity**

In mountain area. Ideal for Owner/Operator.
Terms Available.
214—526-8081

**Baltimore AM**

Radio Station for Sale
Currently programming to the black community 8 am to dusk. 5KW For details call Leon Back 301/484-3500.

**AM/FM**

Jersey Metro
Owner Retiring
Write Box 8177
Trenton, N.J. 08650

**“Successful Overseas Broadcast Property”**

Dominant faculty in major population center under stable government.
... For Sophisticated Buyer Only ... Holt Corp Box 111, Bethesda, Pa 19016, 215/863-3775

**Holt Corporation**

Brokerage - Appraisals - Consultation Over a Decade of Service to Broadcasters
The Holt Corporation
Box 111
Bethlehem, Pa 18016
215-863-3775

**Media Broker, Appraiser...**

318-865-8668
Coastal AM, volume around 1/2 M. Make cash offer.
Two Small Mkt. Combos, could be great volume stations. Around $600K. Cash & Terms.
Others Available.

**John Mitchell**

P.O. Box 1065 Shreveport, LA 71163

**Chapman Associates**

Media brokerage service

<table>
<thead>
<tr>
<th>STATIONS</th>
<th>CONTACT</th>
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<tr>
<td>Plains Small AM</td>
<td>$160K $46K</td>
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<td>W Small AM</td>
<td>$215K 29%</td>
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<td>E Small AM</td>
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<td>S Medium AM</td>
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<tr>
<td>MW Major FM</td>
<td>$1.7MM $1.7MM</td>
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</table>

To receive offerings of stations within the areas of your interest, write Chapman Company, Inc., 1835 Savoy Dr, N.E., Atlanta, Ga. 30341.

**Broadcasting’s Classified Rates**

Payable in advance. Check or money order only. (Billing charge to stations and firms: $1.00)

When placing an ad, indicate the EXACT category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, etc. If this information is omitted, we will determine the appropriate category according to the copy. No make goods will be run if all information is not included.

Deadline is Monday for the following Monday's issue. Orders and/or cancellations must be submitted in writing. (No telephone orders and/or cancellations will be accepted).

Replies to ads with Blind Box numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St. N.W., Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, reels or VTR's to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films and VTR's are not forwarding and are returned to the sender.

Rates: Classified listings (non-display) Help Wanted: 70c per word. $1.00 weekly minimum. Situations Wanted: (personal ads) 40c per word. $5.00 weekly minimum. All other classifications: 80c per word. $10.00 weekly minimum Blind Box numbers: $2.00 per issue.

Rates: Classified display: Situations Wanted: (personal ads) $30.00 per inch. All other classifications: $60.00 per inch. For Sale Stations, Wanted To Buy Stations, Employment Services, Business Opportunities, and Public notice advertising require display space. Agency Commission only on display space.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VIII of the Civil Rights Act of 1964, as amended.
Broadcasting

 Broadcasting with other major interests

<table>
<thead>
<tr>
<th>Company</th>
<th>Closing Wed, Sept 27</th>
<th>Closing Wed, Sept 20</th>
<th>Net change in week</th>
<th>Approx. market capitalization (000)</th>
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Cablecasting

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<th>Company</th>
<th>Closing Wed, Sept 27</th>
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<th>Net change in week</th>
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### Electronics/Manufacturing

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**TOTAL** 972,197 36,713,004

**GRAND TOTAL** 1,863,553 624,322,697

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### Stock Symbol/Trading

- **Stock** did not trade on Wednesday, closing price shown is last traded price.
- **No P/E ratio is computed, company registered net loss.
- **Stock split.
- **Traded at less than 125 cents.

P/E ratios are based on earnings per-share figures for the last 12 months as published by Standard & Poor's Corp or as obtained through Broadcasting's own research. Earnings figures are exclusive of extraordinary gains or losses.

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**Standard & Poor's 400 Industrials Average**

- **112.82**
- **112.70**
- **0.06**

- **A-American Stock Exchange**
- **M-Midwest Stock Exchange**
- **N-New York Stock Exchange**
- **O-Over the counter (bid price shown)**
- **P-Pacific Stock Exchange**

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**Broadcasting Oct 2 1978**
KM&G's Genge: concerned about the quality of TV

William H. Genge, president of Ketchum, MacLeod & Grove, Pittsburgh, believes the U.S. is living in "an age of avarice" that has led to "excesses" in television programing and advertising.

"In TV programing there's been too much clutter and too much sex and violence," he contends. "And TV commercials are full of machismo. I don't think the government or any single institution can do much good," he says. "But the consumers are finally going to react."

Mr. Genge is by no means a puritan. But he believes strongly that advertising has a responsibility not only to generate business but also to improve the tone of society at large.

"There is advertising that's great and beneficial," he says. "But there is too much advertising that is demeaning."

Mr. Genge (pronounced gen) was born in the small town of Warren, Pa., and was raised there with an abiding faith in the work ethic. Growing up in modest circumstances, he enlisted in the Air Force at 19; flew P-47's out of Britain and was shot down over Holland in May 1944. He was held as a prisoner of war at various locations in Germany until he was liberated at the end of the war.

Released as a first lieutenant, he enrolled at the University of Pittsburgh in the fall of 1945 as a writing major. The work-oriented Mr. Genge not only completed his college course in three years but also held jobs during that period as a freelance writer for the Bulletin-Index ("sort of a Business Week-New Yorker magazine for Pittsburgh") and subsequently as a writer for Gulf Oil's employee publication, The Orange Disc.

Following graduation from college, Mr. Genge was hired by Gulf in 1948 to work full time on the magazine as an assistant editor. In 1950 he was advanced to Gulf's advertising department as a copywriter and as liaison man with the company's agency, Young & Rubicam.

In 1953 he received a telephone call from an executive at Ketchum, MacLeod & Grove, who was impressed with his work at Gulf. He was offered the job of account executive on Westinghouse Electric Co. He rose steadily through the ranks at KM&G and was named president in 1970.

"Some of my colleagues keep insisting I've had a meteoric rise at Ketchum," Mr. Genge remarked, "But whoever heard of a 17-year meteor?" Not even the self-effacing Mr. Genge would deny that KM&G has had a meteoric rise. Billings at the agency were about $15 million in 1953, they now total more than $200 million.

The staff in 1953 numbered 228; it has expanded to almost 900 in six domestic and five overseas offices.

During his early years with KM&G, Mr. Genge worked closely with Irv Miller, now executive vice president. Mr. Miller recalls that Mr. Genge had a "natural curiosity about the clients' business and marketing and advertising strategies, which was why he was very successful in new business presentations."

Mr. Genge's first association with television dates back to 1953 when he joined KM&G on the Westinghouse account. That company was pioneering in television special events programing via sponsorship of a season of professional football on network TV.

"We used the old DuMont network," Mr. Genge remembers. "Ownership of a television set was just starting to become commonplace."

He was impressed then—and still is—with the selling powers of broadcasting. The agency allocates about 50% of its billings to television and radio for such accounts as Gulf, H. J. Heinz, Westinghouse, Aluminum Co. of America, Clorox and Johnson & Johnson.

Mr. Genge has become disenchanted with some of the television programs that have dominated the network television scene over the past few years, but he sees a ray of hope.

Perhaps Fred Silverman's first statements as president of NBC show that he's beginning to understand that the public, over the long term, reacts adversely to lack of taste. Our programing people here at Ketchum are somewhat more optimistic about the new fall season, but the battle is far from won."

Mr. Genge makes it clear that agencies and advertisers "have no right at all to dictate TV programing," and adds:

"But we do have the right to select target programs for our clients. Most of them have set up guidelines and we encourage that practice. We make certain our program and spot buying reflect their attitudes. And we've been able to do that and not reduce our ratings goal materially."

He is also confident that the current debate swirling around children's advertising on television will be resolved. "The marketplace will demand an improvement in children's advertising and the advertisers will respond to it," he believes. "It must be done by responsible marketers, and not by FTC fiat."

Highly impressed as he is with television advertising, Mr. Genge shares the concern of other agency officials over cost increases, especially in network television. He is somewhat comforted, he said, by the moderation in prices this year.

Fortunately, we have done some pioneering work in program analysis in both daytime and the nighttime areas," he remarked. "And we feel our computer analysis system called NET-PAK has been helpful in enabling us to buy network TV better for our clients."

Mr. Genge's primary responsibilities these days are to make new business contacts and presentations, to help establish policies and goals for the agency and monitor the performance of KM&G offices which operate as separate profits centers.

"But if I had my 'druthers,' I'd still be sitting at a typewriter," he says. "I still feel a tremendous affection for the creative product."

His imprint, in fact, is on much of the creative output of the agency. He visits the New York office frequently and every other branch office in the U.S. plus Tokyo for creative review purposes.

Mr. Genge's ambition is to guide KM&G to billings of $400 million annually, a 10-year job, he figures, since the agency has been doubling its billings every 10 years.
Sitting ducks

A three-judge panel of the U.S. Court of Appeals has put most television licenses up for grabs. The plain meaning of the court's decision in the WESH-TV case last week is that any licensee that owns other media anywhere is vulnerable to challenge by an applicant that is without other media ties and is small enough for its owners to be also the on-the-scene managers of their intended prey. The prospects of capturing the occupied facility are enhanced, according to the court's new rules, if the challenger includes blacks or other minorities in its composition.

And what of the licensee's record of service? "Of course," said the court, "the incumbent's past performance is some evidence, and perhaps the best evidence, of what its future performance would be. But findings on integration of ownership and management and minority participation are evidence as well, and are both the only evidence comparing the applicants and also the only evidence whatsoever pertaining to the challenger." The italics, broadcasters will be dismayed to hear, are the court's.

As if there could be any doubt about its instructions, the court told the FCC to reconsider the WESH-TV case "in light of the following: (1) the conceded relevance of diversification of media ownership in the comparative renewal context; (2) the materiality of related media interests anywhere in the nation [those italics also the court's]; and (3) the evident hazards of relying on local management autonomy as a surrogate for diversification of media ownership."

It is a decision that will be savored by those interests that desire a dismantling of the broadcasting system and by opportunistic lawyers of the kind that flourished in the aftermath of the FCC's WHDH-TV decision of 1969. WHDH-TV was taken from the Boston Herald-Traveler (which later died as a result) partly on the grounds that the winning challenger had no other media holdings in Boston and promised closer integration of ownership and management. That case provided the incentive for a number of challenges to multimedia licensees, some still pending. WHDH, however, was merely a first step in the direction that the court has now directed the FCC to take.

The question confronting broadcasters is how to overcome the appellate court's latest exercise in acting as a super-FCC, and they may have to look hard for an answer. Cowles Communications, owner of WESH-TV, will pursue the case, but no more than lukewarm support, if any, may be expected from the FCC. Three members who were not on the commission when the WESH-TV case was decided have stated views that are in tune with the philosophy emanating from the court last week. Dissenting in the 4-to-3 rejection of a challenge to WPX(TV) New York last June, FCC Chairman Charles D. Ferris and Commissioners Joseph Fogarty and Tyrone Brown left no doubt that in comparative renewal hearings they favor little over bigs, have nois over haves and any financially qualified applicant without other media interests that goes against a multimedia incumbent (BROADCASTING, June 26).

Nor can broadcasters find much comfort in the latest Supreme Court expression of opinion on media diversification. Although the high court reversed an appellate-court order to the FCC to break up all co-located newspaper and broadcasting combinations (BROADCASTING, June 19), it specifically agreed that diversification is a desirable aim, with or without evidence of harm from multimedia ownership. The lower court had held that cross-ownerships could survive only on an affirmative finding that they were socially more desirable than single ownerships.

If there is uncertain refuge to be found in the courts, where can broadcasters turn? In the light of last week's word from the Court of Appeals, perhaps there will be a different look to the rewrite of the Communications Act now in process at the House Communications Subcommittee.

Footnote: Although the appellate-court decision was issued in a television case, the principles appear to apply equally to radio licenses held by multiple owners. With radio station values now in the multimillion range, there are many tempting targets in both the AM and FM services.

Bigger crowd

Last fall, after a start that seemed steady enough, an apparent decline in television viewing developed and got advertisers and agencies all worked up. In prime time the decline never lowered viewing levels more than 3%-5% below the exceptionally high peaks of 1976, and eventually it eased off and was followed by a rising trend. It never amounted to much, but it caused a lot of fuss while it lasted.

Recollection of that hullabaloo reminded us to get some readings on viewing in the opening weeks of the current season. It is much too early to detect trends, of course, but the word from the A.C. Nielsen Co. is ever so slightly encouraging. At this point a year ago, prime-time homes-using-television levels were a fraction of a percentage point higher than a year earlier; now they're a little over 2% higher than a year ago. The 2% is not statistically significant, but at least the bulge is a little bigger now.

The big drop, such as it was, in prime-time HUT last fall came in November and at its peak amounted to a momentary 5%. There is nothing to guarantee that it won't happen again. But viewing seems to have at least two things going for it this year that were less evident a year ago. First, newspapers and magazines have given more play than usual to the start of the current season, perhaps whetting viewer interest to a finer point than their business offices intended. Second, the networks have shown a bit more restraint in the kind of stunting that disrupted last fall's schedules and, many believed, disrupted viewing as well.

In the long run, of course, HUT levels are governed by the programming. Television penetration is so extensive that little room is left for big gains. Inevitably the HUT chartline will show occasional wiggles. But if the programmers keep a close eye on their product, the wiggles will take care of themselves.

"Somehow this takes away from their nomadic image."
BUSINESS IS CHANGING THE WAY IT DOES BUSINESS.

It's been said that you could take a 19th-century clerk, put him in a 20th-century office, and he'd have very little trouble adapting.

That's because while technology was leaping into almost every other area of business, it was barely creeping into the office.

Leaving offices underequipped to handle the 72 billion new documents that arrive yearly.

But all that's changing now. Technology is finally finding its way into the office.

And at Xerox, it's our business to help you manage that change.

Not just with better copiers and duplicators.

But with electronic typing systems that let you create, edit and store information. Telecopier transceivers that transmit it.

Computer services that give you the benefits of a computer without having to own one.

Even electronic printers that let you take information directly from a computer—and then print it out in all the ways you want it.

By designing systems to help businesses manage information, Xerox is actually doing something even more important:

Namely, helping offices leap right into the present.

XEROX

XEROX® and TELECOPIER® are trademarks of XEROX CORPORATION.
Guinness Book Here We Come . . .
We've cracked into record double figures with an astounding 10 Share in the Twin Cities metro area ... a feat unparalleled by any other Twin Cities music station in this decade. And if that's not enough KDWB AM/FM reaches over a half million people a week in the metropolitan area ... no other music station even comes close! For 3½ years and 7 Arbitrons KDWB AM/FM remains the #1 Twin Cities music station. Now that's some kind of record!

KDWB • Minneapolis/St. Paul — KDWB FM • Richfield

Source: Arbitron Apr/May 75 thru Apr/May 76. Total persons 12+, AQH/Cume, MSA, Mon-Sun, 6A-mid. Estimates subject to limitations stated by Arbitron.