VIEWERS ARE SANDWICHING LARRY RASCO INTO THEIR LUNCH HOUR.

No baloney.
Larry has been one of Houston’s leading newscasters for 27 years. And now he’s co-hosting our Midday Report with Cindy Martin, who brings a woman’s point of view to a smorgasbord of news features.
Our viewers see human interest stories, consumer reports, interviews, live guests and neighborhood stories weekdays from noon till 12:30.
Care for a small taste of the new show? Then ask our representative to send you a videotape.
We think you’ll like the flavor of our Midday Report.
THERE’S SOMETHING NEW IN THE AIR.

KPRC TV HOUSTON
Perry Television, Inc., National Representatives, NBC Affiliate
“Seein’ is believin’!”
A year-by-year comparison with “All in the Family” proves there’s really no comparison at all.

<table>
<thead>
<tr>
<th>Program</th>
<th>Year(s)</th>
<th>5th Year</th>
<th>6th Year</th>
<th>7th Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>All in the Family</td>
<td>1971-1977/8</td>
<td>31/45</td>
<td>23/37</td>
<td>25/37</td>
</tr>
<tr>
<td>Happy Days</td>
<td>1974-1977/8</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Welcome Back Kotter</td>
<td>1975-1977/8</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Barney Miller</td>
<td>1975-1977/8</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Laverne &amp; Shirley</td>
<td>1976-1977/8</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

With television’s first family, length is strength!

Tandem Productions’

“All in the Family”

Source: NTI September–March.
All in the Family 1971/2-1977/8; M.A.S.H. 1972/3-1977/8;
Happy Days 1974/5-1977/8; Welcome Back Kotter 1975/6-1977/8;
Osmond Television Invites You To Spend...

Christmas with the Lennon Sisters

AVAILABLE FOR FIRST RUN SYNDICATION

CONTACT:
DAVID SIFFORD at OSMOND TELEVISION SALES
Box 911, BRENTWOOD, TENNESSEE 37027/(615) 373-0819
The Week in Brief

SUPERSTATION BREAKTHROUGH □ The FCC's 'open entry' decision signals the start of a race to emulate wrcg-tv's nationwide distribution via satellite. Four firms are given right to feed the signal of wgn-tv. PAGE 25.

WESH-TV RUMBLINGS GROW □ Senate Commerce Committee Chairman Cannon promises attention to license renewal, indicating the need for re-examination of the law. PAGE 26. The FCC's Fogarty sees the wesh-tv upheaval as an opportunity for the commission to set tough renewal standards. PAGE 26. The NAB is host to a war council at which broadcaster representatives stand in favor of an all-out fight in all arenas in order to restore stability to the license-renewal process. PAGE 27.

YOU LOSE AGAIN □ D.C. Appeals Court returns another case to the FCC, this one the California PG&E fairness decisions, and in the process criticizes the agency for fuzzy thinking. PAGE 32.

CLEARING THE AIRTIME □ KTTV settles with local antismoking group over fairness doctrine complaint, gives Campaign for Clean Indoor Air free spots, interviews. PAGE 32.

FINE THING □ FCC staff gets power to penalize broadcasters twice the amount as in the past, and the commission implements new congressional authority to up maximum fine to $20,000. PAGE 34.

SECOND THOUGHTS □ As part of a deal to have petition to deny its sale of KNVTV in San Jose, Calif., lifted, Gill Industries was going to pay a local cable access group over $200,000. Now Gill says it was coerced into the concession, wants out of it. PAGE 34.

NAEB IN WASHINGTON □ The public broadcasting organization gathers the diverse elements of the medium for a convention in the capital. PAGE 35.

S.F. STATIONS CLEARED □ Citizen-group charges of racial discrimination and ex-parte contacts involving three Bay Area outlets are rejected by the FCC. PAGE 37.

PRESSURE ON PERTSCHUK □ The FTC and makers of products that are under the gun in the commission's children's ad proceeding are already clashing in the courts over the inquiry. PAGE 40.

NBC TAKES ANOTHER □ The final game of the World Series helps the TV network edge out ABC for the week Oct. 16-22; CBS lags behind both. PAGE 42.

PTV AUDIENCE GROWTH □ The Public Broadcasting Service is touting its new numbers—even if they're ratings in the 3's and 4's—because they're up from the old 1's and 2's. PAGE 43.

SEND IN THE BIG ONES □ The networks begin the second big offensive of the new season as the November sweeps get under way. PAGE 43.

NEW VENTURE FOR CTW □ Children's Television Workshop hopes to do for science what it did for math and reading basics with Sesame Street in a new program project set for early 1980. PAGE 44.

CABLE AD GROWTH □ although still a fraction of the advertising world, CATV commercials are providing rapidly growing revenues. PAGE 45.

SNAGGED □ The Time-ATC merger will have to wait a little longer on the FCC as the commission wants to make itself perfectly clear on antitrust implications. PAGE 45.

HAPPILY MARRIED □ SMPTE organizers smooth over differences between film and tape for annual conference this week, point up the benefits of both. PAGE 46.

BENSON TO ABC □ AP's deputy director of broadcasting takes over the network's four radio news operations with vice presidential stripes. PAGE 49.

HANGING IN □ The major broadcast stocks seem to be holding their own in a stock market that is taking hard lumps. PAGE 50.

EXPECTED GOOD WORDS □ ABC Inc. posts record revenues, net income and per-share earnings in the third quarter and the first nine months of 1978. PAGE 50.

HELPING TO BRIDGE THE GAP □ Howard Head emphasizes there is no dividing line separating the technology of broadcasting from the business/political side of it. The managing partner of A. D. Ring & Associates speaks from nearly four decades of engineering experience. PAGE 73.
Twenty, one-hour dramatic and historical presentations of the war on the Eastern front between 1941-1945.

Host and Narrator

BURT LANCASTER

Executive Producer
ISAAC KLEINERMAN
Artistic Direction and Supervision
ROMAN KARMEN

Script Adaptation and Musical Coordination
ROD McKUEN
Based upon text by
HARRISON E. SALISBURY

Script Writer
JOHN LORD

Production by SOVINFIILM at the Central Studio of Documentary Films, Moscow
In cooperation with KLEINERMAN/KALSER ASSOCIATES LTD.
for BREGIN FILM CORP, AG Zug, Switzerland, A FRED WEINER PRODUCTION
"...It is destined to be ranked with 'Victory at Sea' and 'The World at War' as the best of World War II documentaries."
Howard Rosenberg — Los Angeles Times

"...When I turned off the videotape recorder after watching the hour, I realized I had hardly moved during that period and that I had been overwhelmed by what I saw. 'The Unknown War' is documentary history at its best."
Bob Foster — The Times — San Mateo

"...Burt Lancaster’s narration is appropriate for this stunning documentary primarily because he is content to let the pictures tell most of the story. And the story is one of courage and human endurance. There are interviews with survivors of the unknown war — some poignant, some still angry, all human."
Larry Williams — The Commercial Appeal — Memphis

"...The film can’t help but be moving, often haunting. We see starving people boiling wallpaper to get the paste off of it."
Michael Kernan — The Washington Post

"...But in its savage portrait of the German-Russian conflict in World War II it underscored once again the fact that there are no winners on the battlefield, only death."
Kay Gardella

"...Much of the combat footage is up-close and sensational, and more than half of the cameramen who made it were killed."
Robert A. McLean — The Boston Globe
For the last three years, WBTV has campaigned hard for our Prompt Action Project.

It's a special one-day clinic held at Charlotte Memorial Hospital and offers women a pelvic examination and a pap smear for the nominal fee of $2.00.

Pre-cancerous conditions were detected in 36 of these women. Fortunately, they were detected in their early stages when treatment is successful in the vast majority of cases.

Just 20 years ago, more women were killed by cervical cancer than by any other form of the disease. But thanks to the development of the pap smear, this is no longer true.

New technology has saved countless lives. At WBTV, we feel it's our responsibility to contribute to this progress by passing along information which helps people take advantage of new life-saving discoveries.

Some people call for a return to the good old days. But at WBTV, we don't think there's ever been a better time to be alive.
Lifting import barriers
FCC may be on brink of policy decision that would go far toward freeing cable systems of rule limiting number of distant signals they may carry. Policy would be made in order disposing of petitions Washington TV stations have filed for reconsideration of decision commission issued in July to grant Arlington (Va.) Telecommunications Corp. waiver of distant signal rule to import Baltimore stations on cable system in Washington suburb. Staff is recommending, in effect, that burden of proof in case be shifted from system to stations, asking latter to prove they would be hurt economically if waiver were granted. And officials say parties that have burden of proof generally lose.

Broadcast Bureau, which had originally supported waiver request, is said to be concerned about proposed disposition of petitions for reconsideration. Officials say bureau would not object if new policy were limited to cases involving overlapping markets, like Washington-Baltimore. But recommendation is said to be written in manner that would make policy applicable to all waiver requests. And systems, bureau notes, are becoming increasingly interested in importing programming of "superstations" that satellites are making available (see page 25).

Red light
Interruption in "sensational" run of spot-TV business was reported by some station reps last week. "It just came to a screeching halt," one said. Speculation by some was that buyers were holding off until after elections, to see whether loss of political advertising would increase inventories enough to soften prices.

Shared burden?
Don't write off possibility that two or all three commercial TV networks may share coverage of 1984 summer Olympics at Los Angeles. Rights price will be high enough, but real backbreaker, some network sources say, is that whoever gets rights will be expected to handle coverage and distribution to countries around world—function that in other nations is handled by government TV. Los Angeles games are expected to have 22 events involving 121 countries ("Closed Circuit," Sept. 11). "It may be more than one network can do alone," network executive said last week. Precedent for idea was set during negotiations for 1980 Moscow Olympics, when ABC, CBS and NBC asked Justice Department to sanction three-way approach.

That question became moot when NBC won rights for games in Moscow—which, incidentally, is where NBC President Fred Silverman and Chairman Jane C. Pfeiffer were early last week, talking about Olympics plans. NBC spokesmen said they went not because problems had arisen, but in response to Russians' invitation to come see how plans were progressing. After stops in London, Mr. Silverman was to return to New York Saturday, Mrs. Pfeiffer Sunday or Monday.

Professional advice
Although unable to get networks to play along, congressmen overseeing construction of TV system for televising House proceedings are finding experienced hands elsewhere. One is Bob Doyle, producer who has lent advice on camera placement and other production problems. Now on his own, Mr. Doyle was once producer in NBC Washington bureau, where he participated in earliest state-of-the-union telecasts from House floor.

Mr. Doyle was recommended to House by RCA, which is supplying House cameras and is under contract to help with total design of system. Other technical help is coming from Imere Fiorentino, New York, one of country's leading lighting experts, and David Klepper of Kiepper, Marshall, King Consultants in Acoustics, White Plains, N.Y.

Pre-post mortem
Biggest-ever broadcast buy—proposed acquisition of Cox by GE for about $487 million (depending on price of stock at closing)—is down to short strokes with hope that formal transfer papers, including required spin-offs, will be completed in early 1979. At least nine of station properties (five FM, three TV and one AM) must be disposed of, with inquiries coming from all directions, including minority groups who would benefit by tax breaks. Nor are parties ignoring possibility of trading off surplus VHFs for desirable located UHFs.

Uprooting
After half-century with same law firm—Washington office of Chicago-based Kirkland & Ellis—Chicago Tribune Co. is about to switch. Decision had been forecast last May when Don H. Reuben, who had been senior partner in firm, left it after 27 years (Broadcasting, May 15) but remained as Tribune Co.'s general counsel. But Tribune stations Washington business won't go to his firm, Reuben & Proctor, but to Schnader, Harrison, Segal & Lewis, Philadelphia firm that for years has represented RCA and NBC in antitrust and related matters.

Although details aren't yet known, one shift has been disclosed: Robert Beizer, partner in Kirkland & Ellis, Washington, is moving to Schneder firm's new Washington office on Nov. 1.

Out of court
WPix case, one of those cited by broadcasters and their lawyers in expressing concern about comparative renewal matters, may not get judicial review. At least, representatives of challenger, Forum Communications Inc., and Tribune Co., licensee of WPixTV, New York, are said to be discussing resolution of case that would avoid decision by U.S. Court of Appeals on Forum's appeal of FCC decision to renew WPix license and deny Forum's application.

However, representatives of both sides are downplaying significance of talks; they say talks have gone on through many of nine years contest has been under way. At one time, parties reached agreement under which Forum would withdraw, but commission—apparently fearing it would invite filing of competing applications by those seeking concessions from other licenses—would not approve agreement.

Hard liners
Recent elections of Tandem/TOY Productions' Bud Yorkin and MTM Enterprises' Grant Tinker to steering committee of Caucus for Producers, Writers and Directors in Hollywood isn't likely to cool organization's efforts to convince TV networks to, among other things, lengthen lead time for preparation of new series (Broadcasting, Aug. 21).

Mr. Yorkin once tried to organize separate, smaller group of most powerful producers—including Mr. Tinker, Norman Lear, Garry Marshall, Lee Rich, Aaron Spelling, David Gerber and Chuck Fries—to agree to reject orders from networks unless lead time of six months was promised. Attempt fell through when major studio chiefs, fearing antitrust violations, failed to go along. Mr. Tinker hinted greater caucus activism when he told Broadcasting last summer, "We haven't turned our guns yet."
Radio only


IHOP □ International House of Pancakes slates seven-to-eight-week radio promotion starting this week. Brooks Advertising, Oak Lawn, Ill., will place spots in about 20 markets including Milwaukee and St. Louis. Target: adults, 25-49.

International Multifoods □ Fast food and restaurant division reads seven-week radio buy for its Mister Donut group beginning in early November. Stevenson & Associates, Minneapolis, will set spots in at least five markets including Chicago and Houston. Target: teen-agers.

Heizberg's □ Jewelry store chain slates seven-week radio promotion starting in mid-November. Goodwin, Dannenbaum, Littman & Wingfield, Houston, will place spots in 18 markets including Atlanta, Phoenix and Kansas City, Mo. Target: adults, 18-49.


Ozark Airlines □ Airline schedules five-week radio flight beginning in early November. D'Arcy-MacManus & Masius, St. Louis, will prepare spots in seven markets including Atlanta. Target: men, 25-49.

DELTA DASH® GETS YOUR SMALL PACKAGE THERE IN A BIG HURRY.

Delta handles more over-the-counter shipments of 50 lbs. or less than any other certified airline. And DASH (Delta Airlines Special Handling) serves 85 U.S. cities plus San Juan. Any package up to 90 inches, width + length + height, and up to 50 pounds is acceptable. DASH packages accepted at airport ticket counters up to 30 minutes before flight time, up to 60 minutes at cargo terminals.

Rate between any two of Delta's domestic cities is $30. ($25 between Dallas/Ft.Worth and Los Angeles or San Diego or San Francisco).


You can also ship via DASH between Delta cities in the U.S. and Montreal, Nassau, Bermuda, Freeport and London, England. For details, call Delta's cargo office.

DELTA IS READY WHEN YOU ARE ®

Rep appointments

□ WLYH-TV Lancaster and WBBB-TV York, both Pennsylvania: Avery-Knoedel Television, New York.

□ WIZZ(AM) Pittsburgh and WRRD(AM)-WCKO(FM) Fort Lauderdale, Fla: Pro/Meekeer Radio, New York.


□ Mid South Agricultural Network, Starkville, Miss.: Bert Bunchez & Associates, St. Louis.

Ronson □ Company highlights its jewelry line of cigarette lighters in four-week radio campaign beginning in late November. Norman, Craig & Kummel, New York, will handle spots in 46 markets. Target: total adults.

Knudsen □ Food products group arranges four-week radio push for its orange juice beginning in mid-November. Foote, Cone & Belding/Honig, Los Angeles, will seek spots in four southern California markets including San Diego. Target: women, 18-49.

Panasonic □ Division of Matsushita Electric Corp. of America plans four-week radio flight for its car stereo system starting in early November. Ted Bates, New York, will prepare spots in approximately 12 markets including Baltimore, Chicago and Los Angeles. Target: men, 18-34.

Virginia State □ Apple commission readies three-week radio drive starting in early November. Houck Advertising, Roanoke, Va., will buy spots in 11 markets including Miami and Nashville. Target: women, 18 and over.

TV only

ERA □ Electronic Realty Association prepares one-year TV flight beginning in January Fromm Inc., Kansas City, Mo., will place spots in more than 160 markets during all day parts. Target: adults, 25-49.

Holt, Rinehart & Winston □ Book
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></th>
<th>HH</th>
<th>W18-49</th>
<th>M18-49</th>
<th>W18-34</th>
<th>M18-34</th>
<th>TEENS</th>
<th>KIDS</th>
</tr>
</thead>
<tbody>
<tr>
<td>LAVERNE &amp; SHIRLEY</td>
<td>32.6</td>
<td>22.1</td>
<td>15.3</td>
<td>23.3</td>
<td>15.4</td>
<td>24.7</td>
<td>36.4</td>
</tr>
<tr>
<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>
</tr>
<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>
</tr>
<tr>
<td>LAVERNE &amp; SHIRLEY</td>
<td>32.6</td>
<td>22.1</td>
<td>15.3</td>
<td>23.3</td>
<td>15.4</td>
<td>24.7</td>
<td>36.4</td>
</tr>
<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>
</tr>
</tbody>
</table>

Source: NTI NAD HOUSEHOLDS WITH $20,000+ INCOME/Feb., May, Nov. Average 1976 through May 1978
Humphrey, Browning - features
Stanley Works - markets during
Tex., push for
N.Y., Rush prime at
grandparents.

Midas - Muffler group slates seven-
week TV push beginning this week. Wells, Rich, Greene, New York, will buy spots in at least 125 markets during fringe and prime time. Target: total men.

Rush Hampton - Company places six-
week TV flight for its air purifier beginning this week. Ellis Singer & Webb, Buffalo, N.Y., will schedule spots during early fringe and daytime. Target: total women.

Kinney Shoes - Family shoe chain plans one-month TV buy starting in late November. Sawden & Bess, New York, will place spots in about 20 markets during fringe time. Target: adults, 18-34.

Tandy - Company readies one-month TV push for its color tiles beginning in early November. Hart Advertising, Fort Worth, Tex., will arrange spots in about 20 markets during day time. Target: women, 25-49.

Stanley Works - Vemco division features its garage door opener in four-
week TV flight starting in early November. Humphrey, Browning & MacDougall, Boston, will buy spots in 22 markets during fringe and prime time. Target: men, 25-54.

Lowe's - Company highlights its kitty litter in four-week TV push beginning in late November. W.B. Doner, Southfield, Mich., will schedule spots in at least 20 markets during fringe, day and prime time. Target: total women.

S/V Tool - Tool manufacturer features its Screwball ratchet screwdriver in one-
month TV campaign starting in late November. Kelly Scott, Madison, Chicago, will arrange spots in 22 markets during day and late fringe time. Target: adults, 18 and over.

Red Cheek - Food products group features its Red Cheek apple juice in four-
week TV buy beginning in late November. Savitt, Tobias, Balk, New York, will handle spots in New York, Philadelphia and Miami during fringe and day time. Target: women, 25-49.

Panasonic - Company launches four-

Vivitar - Marketer of Olympus photographic products readies four-week TV drive beginning in late November. Dreyfus Agency, Los Angeles, will seek spots in about five markets during all day parts. Target: adults, 18-49.

Pierre Cardin - Men's fragrances get three-
to-four-week TV campaign beginning in December. SFM Media, New York, will handle spots in about 12 markets during fringe and prime time. Target: total men and women.

American Can Co. - Dixie consumer products division features its Dixie Living Ware in three-week TV flight beginning in early November. SSC&B, New York, will schedule spots in four markets during fringe time. Target: women, 25-49.


Swingline - Stapler manufacturer launches three-week TV drive beginning this week. W.B. Doner, Baltimore, will select spots in eight markets during fringe, prime, late news and sports time. Target: adults, 18-49.

Heinz - Food products group focuses on its 57 brand steak sauce in three-week TV buy beginning in late November. Ketchum, MacLeod & Grove, Pittsburgh, will handle spots in 55 markets during fringe time. Target: women, 18-49.


General Electric - Housewares division schedules three-week TV buy starting in late November. BBDO, New York, will place spots in about 50 markets during day and fringe time. Target: total women.

Sunn Classic - Film company plans two-week TV flight beginning in early November for its film, "Bermuda Triangle:" SBB Associates, Los Angeles, will pick spots in test markets only during day, fringe and prime time. Target: adults, 18-49.

\[\text{Radio-TV}\]

\[\text{Flav-O-Rich} - \text{Dairy products group slates four-week radio and TV promotion starting in November. D'Arcy-MacManus & Masius, Atlanta, will schedule spots in 26 TV markets and 98 radio markets. Target: adults, 25-54.}\]

\[\text{Tinder Box} - \text{Smoke shop chain prepares three-week radio and TV campaign beginning in late November. RJN Media, Los Angeles, will select spots in 65 markets during all day parts. Target: adults, 25-49.}\]

**BAR reports television-network sales as of Oct. 8**

<table>
<thead>
<tr>
<th>Day parts</th>
<th>Total minutes</th>
<th>Total dollars</th>
<th>1978 total</th>
<th>1977 total</th>
<th>% change from 1977</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>week ended</td>
<td>week ended</td>
<td>minutes</td>
<td>dollars</td>
<td></td>
</tr>
<tr>
<td>Oct. 8</td>
<td>Oct. 8</td>
<td>Oct. 8</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Monday-Friday</td>
<td>177</td>
<td>$1,542,000</td>
<td>5,887</td>
<td>$42,288,100</td>
<td>$36,750,300 +15.1</td>
</tr>
<tr>
<td>Sign-on-10 a.m.</td>
<td>10 a.m.-6 p.m.</td>
<td>285</td>
<td>12,693,100</td>
<td>12,318</td>
<td>284,947,300 +13.5</td>
</tr>
<tr>
<td>Saturday-Sunday</td>
<td>6 p.m.-7:30 p.m.</td>
<td>104</td>
<td>5,936,000</td>
<td>4,097</td>
<td>143,520,700 +14.3</td>
</tr>
<tr>
<td>Sunday</td>
<td>6 p.m.-7:30 p.m.</td>
<td>20</td>
<td>1,847,600</td>
<td>846</td>
<td>40,225,700 +21.8</td>
</tr>
<tr>
<td>Monday-Sunday</td>
<td>3:30 p.m.-11 p.m.</td>
<td>432</td>
<td>50,010,500</td>
<td>16,649</td>
<td>1,325,753,000 +13.2</td>
</tr>
<tr>
<td>Monday-Sunday</td>
<td>11 p.m.-Sign-off</td>
<td>228</td>
<td>7,070,300</td>
<td>8,986</td>
<td>183,217,900 +12.8</td>
</tr>
<tr>
<td>Total</td>
<td>2,223</td>
<td>$97,990,900</td>
<td>89,524</td>
<td>$2,929,276,000</td>
<td>$2,593,768,900 +12.9</td>
</tr>
</tbody>
</table>

Source: Broadcast Advertisers Reports
Dish out more entertainment.

Everytime you look up, more comes down. Sports. Syndicated shows. Live events from around the world. All via satellite. Isn’t it time you got your own dish, and fattened up your ratings.

Scientific-Atlanta stands ready to help you as only a company that’s built over 350 television earth stations can. From the icy reaches of Alaska to the hot deserts of Africa, we’re number one.

The extent of our product line is one reason nobody on earth knows more about earth stations. We make the antenna itself, the automatic positioning equipment, the video receivers (multi-channel or single channel), the transmit exciters, the up/down converters, the automatic protection switches. And so on.

Then we package it all. And in case of trouble we fix it all. That means Scientific-Atlanta service centers are strategically located across the nation and ready to rush to your aid on a 24-hour a day basis. It’s why our earth station owners sleep better. So will you.

For more information, call Ken Leddick at (404) 449-2000. Or write us.
Datebook

This week


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


Nov. 1 — Broadcast Town Meeting for public, sponsored by National Association of Broadcasters radio and TV boards. St. Louis County Heritage and Art Center, Duluth, Minn.


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

Nov. 3-5 — Ninth annual Loyola National Radio Conference, primarily for college and high school station personnel, sponsored by Loyola's radio stations and communications art department. New Marriott hotel and Loyola University of Chicago's Marquette Center, Chicago. Information: (312) 677-3129.


Also in November

Nov. 6 — International Radio and Television Society newsmaker luncheon honoring Frederick S. Pierce, president of ABC Television. Americana hotel, New York.

Nov. 6 — National Association of Broadcasters radio code board meeting, New Orleans.

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


Nov. 8 — License renewal seminars of Louisiana Association of Broadcasters and National Association of Broadcasters. Fairmont hotel, New Orleans.

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. 13 — Hollywood Radio and Television Society meeting. Speakers will include National Association of Broadcasters President Vincent W. Walsiwski and Representative Lionel Van Deerlin (D-Calif.). Beverly Hilton hotel, Beverly Hills, Calif.


Nov. 13-16 — National Association of Regulatory Commissioners annual convention. The Communications Act rewrite and its impact on federal-state regulatory roles will be discussed by government and industry experts including Harry M. Shooshan III, chief counsel of House Commerce Subcommittee on Communications. Among speakers on other panels will be FCC Chairman Charles Ferris and National Telecommunications and Information Administration Assistant Secretary Henry Geieli. MGM Grand hotel, Las Vegas.

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


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

Nov. 16 — New deadline for comments on FCC proposal to expand the ascertainment primer for broadcast renewal applicants to require licensees to contact all significant elements and institutions in communities, even if not on primer's community leader checklist (Docket 78-237). Replies are due Dec. 18.

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

Nov. 17 — Pacific Pioneer Broadcasters salute to Sylvester (Pat) Weaves, former president of NBC, agency executive and consultant. Sportman's Lodge, Studio City, Calif.


Nov. 22 — New deadline for comments in FCC inquiry and rulemaking involving broadcast of public service announcements (Docket 78-251). Old deadline was Oct. 23. Replies are due Dec. 22.


Nov. 27 — Extended deadline for filing comments in FCC's proposal to amend its rules concerning multiple ownership of AM, FM and television stations and CATV systems (Docket 78-238). Replies are due Dec. 29.

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

Nov. 30-Dec. 1 — Broadcast Financial Management Association/BCA board of directors meeting. Dutch Inn, Lake Buena Vista, Fla.

Nov. 30-Dec. 2 — Meeting of UNDA-USA and presentation of Gabriel Awards. Bahia Mar Resort, South Padre Island, Tex.

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). Replies are due Dec. 29.

Dec. 12-14 — Midcon '78 electronics show and exhibit, Dallas Convention Center.

Dec. 15 — Comments due in FCC inquiry and rulemaking proceeding on applicability of fairness doctrine and personal attack rule to use of broadcast facilities by political candidates under section 315 of the Communications Act. (Docket 78-291). Replies are due Jan. 16.


Dec. 18 — Deadline for filing comments in FCC's proposed amendment of cable television rules to provide

See you at

Denver

Brown Palace (Oct. 30-31)
or

New Orleans

Fairmont (Nov. 9-10)

NAB FALL CONFERENCE

Let's Talk Sale — We represent Bonafide CASH BUYERS for Radio and Television properties.

George Moore and Associates

MEDIA BROKERS AND APPRAISERS

5116 N. CENTRAL EXPRESSWAY SUITE 712
DALLAS, TEXAS 75206 214/361-8970

Broadcasting Oct 30 1978 14
that systems need not provide nonduplication protection to any program of 30 minutes or less (Docket 78-233). Replies are due Jan. 17.

Dec. 29—Deadline for comments on FCC inquiry to consider broadening program definitions to include “community service” program category (Docket 78-335). Replies are due Jan. 25.

Dec. 29—Deadline for comments on FCC proposal for standards for AM stereophonic broadcasting, to consider, among other things, effect of AM stereo signal on adjacent channel protection ratios, skywave service and out-of-band emissions (Docket 21313). Replies are due Jan. 31.

January 1979

Jan. 2—Comments due on FCC proposals to restrict amount of time devoted to on-air auctions and non-auction fund-raising programming, other educational broadcasting proposals (Docket 21138). Replies are due Feb. 1.


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

Jan. 8—Deadline for entries for The 1976 Media Awards for the Advancement of Economic Understanding sponsored by Champion International Corp., Stamford, Conn., and administered by Amos Tuck School of Business Administration of Dartmouth College. Total of $105,000 in 14 media categories will be awarded reporting on economics that is stimulating and understandable and which was presented during the 1976 calendar year. Information: Program administrator, Media Awards for the Advancement of Economic Understanding, Amos Tuck School of Business Administration, Dartmouth College, Hanover, N.H., 03755; (603) 646-2084.

Jan. 8—Deadline for comments on FCC inquiry for future fee program and refund of fees collected between Aug. 1, 1970, and Jan. 1, 1977, including possibility of imposing fee on all users of the spectrum—possibly on lease or auction basis (Docket 78-316).

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

Jan. 8—Regional technical conference of the Society of Cable Television Engineers. Emphasis will be on antennas, towers and power surges, Melbourne, Fla.

Jan. 9—Nebraska Broadcasters Association legislative dinner, NBA Hall of Fame presentation is also on program. National Bank of Commerce building, Lincoln, Neb.


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

Jan. 15—New deadline for comments on FCC inquiry into children's television programing and advertising practices to revitalize voluntary compliance by television broadcasters with guidelines in its Children's Television Report and Policy Statement, adopted 1974 (Docket 19142). Replies are due March 1.


Jan. 27—Deadline for entries in 11th annual Robert F. Kennedy Journalism Awards for outstanding coverage of the problems of the disadvantaged. Professional categories will be radio, television, print and photographic journalism, Cash prizes of $1,000 will be awarded the best in each category with an additional $2,000 grand prize for the most outstanding of the category winners. Entries from student print, broadcast and photojournalists will be judged separately with a three-month journalism internship in Washington to be awarded. Information: Ruth Dramstadter, executive director, 1035 30th Street, N.W., Washington 20007; (202) 338-7444.


February 1979

Feb. 1—Deadline for comments in FCC inquiry to investigate ways to help consumers choose, install and operate their television sets to get best reception (Docket 78-291). Replies are due March 1.

Feb. 2-3—University of California at Los Angeles telecommunications law symposium on 'The foreseeable future of Television Networks. Speakers will include FCC Chairman Charles D. Ferris; Henry Getler, assistant secretary of Commerce for Communications and Information; Donald McGannon, president of Westinghouse Broadcasting Co.; Ed Bleier, vice president, Warner Communications; Erwin Krasnow, senior vice president and general counsel, National Association of Broadcasters; Bruce Owen, economist, Duke University; Richard Block, broadcast consultant; and Robert Hadl, MCA Inc. Los Angeles.

Feb. 2-4—Florida Association of Broadcasters midwinter conference. Holiday Inn hotel and convention center, Tampa airport.

Feb. 4-7—Association of Independent Television Stations annual convention, Shoreham hotel, Washington.


March 1979


March 9-14—National Association of Television Program Executives conference. MGM Grand hotel, Las Vegas.


March 21-22—Association of National Advertisers annual Television Workshop (March 21) and Media Workshop, (March 22). Combination fee for both events will be $100 for ANA members, $115 for non-members, and for either event, $50 for members and $75 for non-members. Plaza hotel, New York.


March 25-28—National Association of Broadcasters annual convention. Sheraton-Clearwater Beach hotel, Clearwater Beach, Fla.
May 1979

- May 2 - National Radio Broadcasters Association radio sales day Hyatt House (airport), Los Angeles.
- May 7-10 - Southern Educational Communications Association conference. Lexington, Ky.
- May 8 - National Radiod Broadcasters Association radio sales day Hyatt House (airport), Seattle.
- May 10 - National Radio Broadcasters Association radio sales day Sheraton Airport Inn, Atlanta.
- May 20-23 - National Cable Television Association annual convention. Las Vegas.
- May 24 - National Radio Broadcasters Association radio sales day Hyatt House (airport), Chicago.

June 1979

- June 3-6 - Electronics Industries Association/Consumer Electronics Group 1979 international summer Consumer Electronics Show, Chicago.
- June 5-9 - American Women in Radio and Television 26th annual convention, Atlanta Hilton.
- June 6-9 - Broadcast Promotion Association 24th annual seminar, Nashville.
- June 7-9 - Alabama Broadcasters Association spring convention. The Casion, Pensacola Beach, Fla.
- June 14-15, 1979 - National Association of Broadcasters joint board meeting. Wailea Beach hotel, Maui, Hawaii.
- Oct. 29-Nov. 3 - Society of Motion Picture & Television Engineers 120th technical conference and equipment exhibit. Americana hotel, New York.
- March 9-14, 1979 - National Association of Broadcasters joint board meeting. Wailea Beach hotel, Maui, Hawaii.
- May 27-June 1, 1979 - Montreux International Television Symposium and Technical Exhibit. Montreux, Switzerland.
- June 5-9 - American Women in Radio and Television 26th annual convention, Atlanta Hilton.
- June 6-9 - Broadcast Promotion Association 24th annual seminar, Nashville.
- June 7-9 - Alabama Broadcasters Association spring convention. The Casion, Pensacola Beach, Fla.
Another big one from Barris!
The new, exciting, provocative game show…

THREE'S A CROWD

...a sure-fire rating winner

JUST SOLD

TO ALL FIVE CBS O & O'S
ONCE-A-WEEK PRIME ACCESS
DEFINITE GO! STARTING FALL '79

Also available for five-a-week stripping
Prime access or fringe... or both!

Produced by Chuck Barris Productions

Get the jump on your competition
... order now!

Distributed by

Firestone
Program Syndication Co.
540 Madison Avenue, New York, N.Y. 10022
(212) 593-3013
**September 1979**

| Sept. 6-8 | Radio Television News Directors Association international conference, Caesar's Palace, Las Vegas. |
| July 14-15 | National Association of Broadcasters radio programming conference, Stouffer's Rivertown Tower, St. Louis. |

**Better than both competing stations combined! WWTW/WWUP-TV Our news is good news!**

<table>
<thead>
<tr>
<th>Time</th>
<th>ADI Rating/Share</th>
<th>(000) TV Households</th>
<th>(000) Women</th>
<th>(000) Men</th>
<th>(000) Adults</th>
</tr>
</thead>
<tbody>
<tr>
<td>6-7 p.m.</td>
<td>WDTM/WIFR-TV (CBS)</td>
<td>34 54</td>
<td>54</td>
<td>45</td>
<td>46</td>
</tr>
<tr>
<td>Local News</td>
<td>&quot;CBS Evening News&quot;</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Station 1</td>
<td>&quot;Wide Awake&quot; / Local News</td>
<td>13 23.5</td>
<td>19.5</td>
<td>17</td>
<td>14</td>
</tr>
<tr>
<td>Station 2</td>
<td>&quot;CBS Evening News&quot; / &quot;News 10&quot;</td>
<td>5.5 9</td>
<td>8</td>
<td>4</td>
<td>5.5</td>
</tr>
<tr>
<td>11:11-11:30 p.m. Monday-Friday</td>
<td>WNTG/LRTV (CBS)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Local News</td>
<td></td>
<td>19 55</td>
<td>31</td>
<td>24</td>
<td>20</td>
</tr>
<tr>
<td>Station 1</td>
<td>&quot;Wide Awake&quot; / Local News</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Station 2</td>
<td>&quot;CBS Evening News&quot; / &quot;News 10&quot;</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7-8 p.m.</td>
<td>WWTV/WWUP-TV (CBS)</td>
<td>31 19</td>
<td>10</td>
<td>8</td>
<td>7</td>
</tr>
<tr>
<td>Local News</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Station 1</td>
<td>&quot;Wide Awake&quot; / Local News</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Station 2</td>
<td>&quot;CBS Evening News&quot; / &quot;News 10&quot;</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11:11-11:30 p.m. Monday-Friday</td>
<td>WWTV/WWUP-TV (CBS)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Local News</td>
<td></td>
<td>2 6</td>
<td>4</td>
<td>2</td>
<td>2</td>
</tr>
</tbody>
</table>

You've captured the market in Northern Michigan when you buy WWTW/WWUP-TV. Combine the shares of both competing stations and they still can't match our news blocks.

Ask your Avery-Knodel representative about WWTW/WWUP-TV. In Northern Michigan, depend on TV & 10 to deliver the viewers.

**BROADCASTING PUBLICATIONS INC.**

**EDITORIAL**

Edwin H. James, executive editor
Donald West, managing editor
Bill Chabot, New York, chief correspondent.
Jay Rubin, assistant to the managing editor.
Frederick M. Fitzgerald, assistant editor.
Randall Moskop, associate editor.
Mark K. Miller, J. David Grock, assistant editors.
Kira Greene, Robert M. Dardenne, staff writers.
James E. H. Buirse, Ellen Lithman, Elizabeth, Harry A.
Jasskel, editorial assistant.
Pat Vanc, secretary to the editor.

**YEARBOOK SOURCEBOOK**

John Mercure, manager.
Joseph A. Esler, assistant editor.

**ADVERTISING**

David Whitcombe, director of sales and marketing.
David Beery, Eastern sales manager (New York).
Bill Brent, Western sales manager (Hollywood).
Peter V. Geth, Southern sales manager (Washington, D.C.).
Sally Stiebel, classified advertising.
Doris Kelly, secretary.

**CIRCULATION**

Kawin Keenan, circulation manager.
Kevin Thomson, subscription manager.
Sheila Johnson, James Tobin, Patricia Waldron.

**PRODUCTION**

Harry Stevens, production manager.
Joanna Mieso, production assistant.

**ADMINISTRATION**

Irving C. Miller, business manager.
Philippe E. Suschitzky, assistant to the publisher.

**BUREAUS**

New York: 75 Rockefeller Plaza, 10019.
Phone: 212-757-3280.

Ruthe S. Cramer, chief correspondent.
Rocco Famighetti, senior editor.
Jay Rubin, assistant editor.

Douglas Hill, news editor.
Diane Burstin, editorial assistant.

Winfield R. Levi, general sales manager.
David Beery, Eastern sales manager.
Harriette Weinberg, Patricia Johnson, advertising assistant.

Hollywood: 1600 North Vine Street, 90028.
Phone: 213-663-3148.

Bill Brent, Western sales manager.

Sandra Klausner, editorial-advertising assistant.

**BROADCASTING TELEVISION**

"The newsway of the broadcasting and allied arts industry."

Executive and publication headquarters:
Broadcasting-Telecasting building
1735 DeSales Street, N.W., Washington, D.C. 20036.
Phone: 202-638-1022.

Soli Talofit, editor.
Lawrence B. Taloff, publisher.

**Founded in 1931 as Broadcasting—The News Magazine of the Fifth Estate**

Broadcasting was acquired in 1932. Broadcast Reporter and Telcom were acquired in 1933 and Telecos were acquired in 1946. Microfilms of Broadcasting are available under University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48103. @Reg. U.S. Patent Office. © Copyright 1978 by Broadcasting Publications Inc.
DOUBLE EXPOSURE.

Our new tall tower, now just one year old, is a new symbol of WSFA-TV’s commitment to quality and service.

First, it means that we’re now able to reach a larger audience in a broader signal area with our programs: news and community events for the information of our viewers, and entertainment programs for their enjoyment.

Second, our community groups and civic organizations now have access to tens of thousands more viewers with their messages on issues which enrich and enhance the quality of life of our citizens.

Our tower: a new standard of public service and expanded exposure, delivering proven programs to a larger audience, and a larger audience for our community and clients.

WSFA-TV12 / Montgomery
Cosmos Broadcasting Corporation.
An NBC affiliate, represented by PGW.
Automatic setup delivers consistent picture quality.
RCA introduces the "tomorrow" camera—the fully automatic TK-47, for today's ultimate in video freedom.

Here is a dramatic breakthrough from RCA: the completely new, fully automatic TK-47 studio camera.

The TK-47 offers completely automatic programmed microprocessor-controlled setup of all camera functions. And all at the touch of a single button.

State-of-the-art design technology is used throughout. Extensive use of LSI's, digital memory circuits and other sophisticated components provide new standards of stability, reliability and superior performance. Outstanding picture performance is yours with the touch of the "Auto" button. You get fast, accurate setup.

Your video operators can forget about tweaking and concentrate on artistic creativity and picture composition. That's because numerous camera operating functions are automated, too—iris, white balance, black balance, pulse advance, cable equalization, plus many more.

The TK-47 is also operable in a semi-automated mode. It functions as an electronic instruction book to permit programmed step-by-step setup controlled by four knobs.

Either way—with the touch of a button or with semi-automated setup—the TK-47 gives you the ultimate video freedom in a studio camera.

Contact your RCA Representative, or write us. RCA Broadcast Systems, Bldg. 2-2, Camden, NJ 08102.

See the TK-47 in action at the SMPTE Conference, Americana Hotel, New York. October 30th thru November 2.

The new video freedom.

"The family of RCA video freedom cameras"
The benefits of a heavenly spot

Use of a personality to promote a product is not new, but the creation of a personality from a product has not been seen since the days of Philip Morris's Johnny, the little bellhop, or the RCA Victor dog. Xerox Corp. has now created a personality in this tradition with its round little monk, Brother Dominic, performer of "miracles."

The first miracle in a long series tagged "The Brother Dom Phenom" began with the creation of a Xerox television commercial in a New York City church in April 1975. It was here that the "It's a Miracle" spot was filmed. It featured a small monk (Jack Eagle) turning in a hand-illustrated manuscript to his abbot, who then asks the monk to produce an additional 500 sets. With the help of a friend and a Xerox 9200 duplicator, the monk delivers them quickly to the abbot, who proclaims the feat a miracle.

Actual conception of the commercial was almost a miracle. For weeks, the creative team at our advertising agency, Needham, Harper & Steers, had been mulling various ways to present the unique features of the 9200 in the entertaining and tasteful manner that has become hallmarks of all Xerox TV spots. We wanted the commercial to spotlight the machine's ability to produce a multiplicity of sets, in record time, of a single "book," or set of documents.

We seriously considered featuring a racetrack bookmaker using the machine to duplicate for his customers hundreds of sets of his "book"—tote sheets, or whatever documents a bookie uses in his profession. When that was rejected (poor taste), it was back to the drawing board.

Then at about 2 o'clock one morning a few weeks later, the creative director of the agency, Lois Korey, was awakened from her sleep by the insistent ringing of her bedside telephone. She recognized the near-hysterical voice of Allan Kay, her associate creative director. He shouted, "Lois, I've got it—a monk!" She thought for a moment and answered, "Terrific. I'll see you in the morning."

The following morning Allan Kay explained his concept of the monk using the machine. The agency account team bought the idea immediately. We were equally enthusiastic.

Then the agency producer, Syd Rangell, moved in. A casting call brought forth about 30 would-be monks. The moment Jack Eagle appeared, Ms. Rangell sent the others on their way. "He was perfect," she said. "Believable, wonderful and loveable so that people would respond to him. We all fell in love with his face and that fat little body."

To make the commercial as authentic as possible, the agency arranged to film the interiors in the crypt of a church on Manhattan's Upper West Side. The exteriors (a street scene) were filmed on Fifth Avenue, outside the General Motors building.

When Xerox management first viewed the completed commercial, they gave it a standing ovation. Such accolades continued through 26 TV industry awards, including Clios and Andy best-of-show trophies.

The commercial was first aired during the Wimbledon Tennis broadcasts in June 1975, and in the World Series and other sports events that year. Audiences reacted enthusiastically to the little monk. The Xerox commercial has indeed converted a relatively obscure comedian into a personality. Jack Eagle is a former big band trumpet player, known as a stand-up comedian throughout the Catskill resort area.

In May 1976, he made his first live, public appearance as Brother Dominic at the In-Plant Printing Management show in Dallas. He signed Brother Dominic posters produced for the show and proved an excellent traffic-builder.

The product news and special events section of Xerox marketing communications decided to test the monk's publicity value. An interview arranged with the Dallas Times-Herald resulted in a large feature story, which contained the only mention in print of the show.

A week later, Brother Dominic was brought to Rochester, N.Y., where he visited Xerox offices and manufacturing plants to meet the people who manufacture and sell Xerox equipment. He was awarded the key to the city in a city hall ceremony. This resulted in a feature in the Rochester Times-Union, as well as three TV news interviews.

With this experience behind us, the marketing communications people devised a plan to include Brother Dominic invitations for direct mail support of sales seminars/trade shows and visits to branch offices.

Since the program began in October 1975, Brother Dominic has appeared in 70 cities. Some locations have had him return several times. Besides the sales seminars and trade shows, he has participated in demoras (demonstrations of several Xerox machines on an appointment basis), has visited both customers and prospects and has even handed out prizes at sales recognition meetings and sports events.

Point-of-sales displays have been created for use by quick printing shops featuring the monk in cutouts, and in print ads where the customer logo can be inserted.

In addition to the excellent promotion inherent in the Brother Dominic campaign, the icing on the cake—publicity—is equally impressive. More than 100 feature stories have appeared in publications with a combined circulation of more than 2.2 billion. A dozen local TV talk shows have been arranged and in each one the Xerox 9200 and Jack Eagle were well covered.

Has the Brother Dominic campaign increased sales? In its earnings report for the fourth quarter of 1977, the company said, "Business activity involving the Xerox 9200 family of duplicators was the best for any quarter since the high-speed product line was introduced in 1974."

These results came as no shock to marketing personnel. They saw it as just another in a long line of miracles.

In 1977, a sequel commercial was produced for the Xerox 9400. Although sequels are traditionally less successful than originals, the new spot has been singled out for special accolades by trade publications.

What began as a single miracle television commercial has evolved into a whole chain of minor miracles in one of the most complete advertising-sales promotion campaigns ever. And—the Brother Dom Phenom goes on.
Sanford & Son takes a big bite out of the big apple!

In only three weeks...

Sanford & Son took WPIX from 6th in its time period to 1st!
AND doubled the previous rating & share.

SOURCE: ARBITRON NEW YORK OVERNIGHT

A TANDEM Production • Distributed by P•I•T•S Films
1901 Avenue of the Stars, Suite 666 • Los Angeles, CA 90067 • 213-553-3600
"Over the last four books with TM, our average share 18-34 is the highest in New Orleans."

—Larry Getz, V.P./Gen. Mgr., WQUE-FM, New Orleans

Larry Getz doesn't worry about the next survey period. He knows TM's Stereo Rock will help him maintain his share from book to book. After all, WQUE is the only FM in New Orleans that's been in the top three overall for the last three books. How do you manage a profitable radio station? Larry Getz lays it on the line: "Advertisers know we'll deliver a consistent audience. It's one of the strongest selling points you can make."

TM's Stereo Rock can help you get a large, loyal audience because the music is always there. Stereo Rock gives your listeners what they want to hear—the hits, the recent hits and the oldies—in exactly the right mix.

"We don't have to worry about the idiosyncrasies of jocks" Larry Getz understands that even the best staff programmer is often at the mercy of on-air personalities. When a DJ departs from your playlist, your station's consistency is destroyed. To be sure your programming is on target around the clock, day after day, you need a controlled-mix format like TM's consistently interesting Stereo Rock.

That doesn't mean you have to have an automated station to enjoy the consistency of TM's Stereo Rock. Larry uses the format with live announcers during the morning hours, then he switches to fully automated programming for later dayparts.

"TM can meet the competition in any market" Larry feels that TM's Stereo Rock would work in almost any market. He's absolutely right, as proven by the consistent success of other stations using TM's Stereo Rock. In the Apr/May '78 book, 83% of all Stereo Rock stations were in the top 3 overall, in their markets, in the target audience of Adults 18-34. (Mon.-Sun. 6-12, Metro/TSA.) An incredible 47% were the #1 stations in this key demographic.

If you've been on the "up book, down book" roller coaster, call TM Programming and find out how Stereo Rock can put consistency into your ratings success. Call collect. Call right now. The number is (214) 634-8511. Ask for Ron Nickell.

Larry Getz, VP/Gen. Manager WQUE-FM

Larry Getz, VP/Gen. Manager WQUE-FM

Stereo Rock

TM Programming
1349 Regal Row
Dallas, Texas 75247

1Average of shares in Oct/Nov '76, Apr/May '77, Oct/Nov '77 and Apr/May '78 ARBs, 6-12 Mon.-Sun., Metro.

Total persons 12+ in Apr/May '77, Oct/Nov '77 and Apr/May '78 ARBs, 6-12, Mon.-Sun., Metro.
Superstation breakthrough

FCC 'open entry' decision signals start of race to follow up WTCG in countrywide distribution via satellite; commission allows four firms right to feed signal of WGN-TV; others wait in line for approvals on other outlets

The FCC moved last week to enhance the competitive environment of satellite-distributed TV superstations by endorsing an "open entry" policy for the resale carriers that feed local stations to cable television systems. The commission's action is expected to open the way for other major independent television stations to join WTCG (TV) Atlanta, the pioneer satellite station, in the push for cable markets well beyond the traditional areas in which the stations are viewed.

The day after the commission's action, which granted four carriers permission to begin feeding WGN-TV Chicago, Turner Communications, owner of the Atlanta superstation, announced that it would revise its advertising rates so that, for the first time, they will reflect WTCG's national cable audience.

In light of last week's development, it is expected that the FCC will soon act on the applications now before it to begin relays of five other independent stations.

Four companies, United Video Inc., Southern Satellite Systems Inc., American Microwave & Communications and Midwestern Relay Company, were granted authority to operate domestic satellite channels carrying the signal of WGN-TV to various locations throughout the contiguous 48 states.

The FCC staff had recommended that the commission grant all four applications because, it said, such an action would lead to increased diversity of service to the public. According to Philip L. Verveer, chief of the Cable Television Bureau, the commission's action also will open up the competition among the carriers.

The staff had noted that the applications raised a number of policy questions—among them: Is a comparative hearing required to select which carrier should relay the station? Should only one applicant be approved? Should satellite service be authorized in areas already served by terrestrial microwave? (Commission policy has been to grant only one terrestrial service in the same geographical area.)

The FCC's action last Wednesday answered those questions directly, and left their ultimate resolution to the marketplace. The decision said, according to Mr. Verveer, that the FCC is "not going to have any kind of economic exclusivity hearing" on the issue of carrying WGN-TV. One problem the carriers must still work out, however, is how they can share transponder space on the RCA Satcom satellite (see also "In Sync," page 48).

Last week's decision means the staff may now act on five other applications for authority to use Satcom to relay television programs. Satellite Communication Systems Inc., a joint venture of Holiday Inns and of Southern Satellite, has applied for permission to carry the signal of KTVU-TV Oakland-San Francisco, and Southern Satellite itself has applied to carry KTTV (TV) Los Angeles and WPIX (TV) New York. Eastern Microwave Inc. has applied for WOR-TV New York (with a switch-over to WCBS-TV's all-night local programing there during WOR-TV's off-hours) and WSBK-TV Boston. United Video also has asked to relay WOR-TV and WSBK-TV.

At last week's commission meeting, Chairman Charles D. Ferris expressed hope that the staff could act on the pending applications in a month.

The superstations themselves will receive no direct compensation from the cable systems carrying them. Southern Satellite charges systems 10 cents per subscriber per month to carry WTCG and is expected to have comparable rates for the other stations it hopes to relay.

The era of the superstation began in December 1976 when WTCG began going out to cable systems via Satcom and Southern Satellite. Almost two full years ahead of the pack, the station's owner, Ted Turner, who has acquired a reputation as an innovative and intensely competitive—if unorthodox—broadcaster, is not likely to let his considerable lead diminish or be whittled away by the newcomers to the satellite.

In New York last Thursday, appearing before a select group of major advertisers at the New York Yacht Club, Mr. Turner said of the WGN-TV development: "Hallelujah, I'm looking for them." He said he would no longer be "segregated" from the broadcasting community.

The purpose of last week's meeting, however, was to introduce the superstation concept to large national advertisers such as General Foods and Johnson & Johnson. "This is going to be a wired nation in the next 10 years," Mr. Turner said.

According to Don Anderson, who heads cable relations for Turner Communications in Atlanta, WTCG will introduce a new rate card on Jan. 1, 1979, reflecting the station's cable penetration of two million subscribers in September and the 2.5
Cannon promises Senate attention to license renewal

WESH, whatever the outcome, says Commerce chairman, indicates need for re-examination of the law

In a week filled with the WESH case, word came from a key member of Congress that the Senate plans to act to clear up the comparative renewal process for broadcast licensees. Senator Howard Cannon (D- Nev.), chairman of the Senate Commerce Committee, told the National Association of Broadcasters San Francisco meeting that even if the Washington appeals court's WESH decision is reversed in court, it serves as a stimulus for Congress to act "on a broadly as well as narrowly focused scale in fashioning national communications policy.

Senator Cannon said that the 96th Congress, which begins next Jan. 15, will "take a fresh look" at the comparative renewal problem "with a view toward giving good broadcast performance appropriate weight among other considerations."

The senator said: "There ought to be some clear assurance that meritorious broadcasting meeting a high standard of performance will be recognized by the commission. You deserve to know beforehand what performance is expected of you in exchange for the grant of your license." But, he added, "there should be a balance between the industry's interest in license stability and the public's interest in the "best practicable service."

The Senate will also consider lengthening the term of broadcast licenses beyond the present three years, Senator Cannon said, a move he personally favors.

In his prepared remarks, Senator Cannon offered encouragement to the Communications Subcommittee chairman, Ernest Hollings (D-S.C.) on the latter's announced "renovation" of the Communications Act. Senator Cannon said he favors renovation over rewrite and praised Senator Hollings for the "careful and deliberate" way he has approached the project.

Senator Cannon noted Senator Hollings' endorsement of a broadcast license fee and said it is an idea he, too, wants to explore. And he approved of Senator Hollings' plan to legislate a separate regulatory mandate for cable television. Cable should be allowed to compete with broadcasting, he said, but not in instances where the result is deterioration of over-the-air broadcast service.

Senator Cannon also offered encouragement to the FCC, which is currently considering experimental radio deregulation in major markets. The action is a tribute to the competition and program diversity in radio, the senator said, adding that it is also evidence of the flexibility of the 1934 Communications Act to change with a changing environment.

Representative Lionel Van Deerlin (D-Calif.), another speaker at the NAB meeting, rebutted NAB Chairman Donald Thurston's charge (Broadcasting, Oct. 23) that the House Communications Subcommittee chairman is trying to "seduce radio with false promise in order to do his will on TV." First, there is no false promise, the representative said; his bill would definitely do away with three-year renewal terms for radio, as well as ascertainment, logging exercises and the fairness doctrine. And second, his own influence on television is far outstripped by changing technology, he said. He predicted that TV program choice will expand beyond what is now supplied by three commercial networks, one independent and one public broadcasting station in most urban markets — whether or not there is a rewrite. The congressman rejected the idea of splitting the radio provisions from the rewrite, as Mr. Thurston suggested.

In other comments, the congressman applauded the FCC's search for ways to deregulate radio, but he said it doesn't lessen the need for his rewrite. There are things in the Black Engineer Report 1975, the fairness doctrine and comparative hearings in some circumstances that the commission can't change, but that Congress can, he said.

Fogarty sees WESH as chance to set tough renewal standards

He says FCC should open inquiry to determine 'objective' criteria of licensee performance

Saying that license renewal policy should be established by the FCC and not the courts, FCC Commissioner Joseph Fogarty called last week for an commission inquiry to establish license renewal standards by which to measure broadcasters past performance in comparative renewal cases.

In an address to the National Association of Broadcasters fall conference in San Francisco, Friday, Commissioner Fogarty said the current "crisis" in the industry brought on by the Washington appeals court's decision overturning the renewal of WESH-TV Daytona Beach, Fla., is the commission's fault. The court's decision in the WESH case was right, he said: "The FCC simply failed to articulate a reasoned rationale for its decision in favor of the incumbent and so effectively denied the competing applicant the full comparative hearing required by law."

Mr. Fogarty doesn't suggest that the comparative renewal process should be changed to cut down on the number of license challenges, as the industry might want. Rather, what is needed, he said, is a clearer set of standards to measure a broadcaster's past performance. Past court decisions have held that broadcasters should be entitled to the "expectancy" of renewal or a "plus of major significance" for a good performance record, he said.

Mr. Fogarty said he agrees that the commission should have "the discretion to prefer a bird in the hand — the good broadcaster — to two in the bush — those who would promise anything." And he urged that an inquiry be opened into FCC's suggestions of "objective" standards.

Among criteria that might be used, he said, are those posed by the panel in the WESH case: (1) elimination of loud and excessive advertising; (2) delivery of quality programs; (3) how much of its profits the incumbent licensee has reinvested in service to the public; (4) diversification of ownership of mass media; (5) independence from government influence.

He also added these to the list: (1) the amount of time devoted to news, public affairs, children's programs and local programming that is "responsive to ascertain community problems, needs and interests;" (2) the amount of time devoted to programs directed to racial and cultural minorities; (3) the amount of time devoted to "positive discussions of public importance," editorial programming and public service announcements.

The commission is understood to be
prepare an inquiry aimed at developing a firm comparative renewal policy. Officials say members of the public and the industry will be given an opportunity to offer their comments before a policy is adopted (Broadcasting, Oct. 23).

War council on WESH

NAB is host to meeting at which broadcaster representatives stand in favor of all-out fight at court and in Congress to restore stability to license process

Representatives of 39 broadcast owners, holding among them a total of 231 radio stations and 144 television stations, reached one clear consensus during a summit meeting at the National Association of Broadcasters headquarters in Washington last Tuesday: They've got to fight the recent appeals court decision overturning the renewal of WESH-TV Daytona Beach, Fla., "on all fronts."

NAB President Vincent Wasilewski said afterward that the group of 63 broadcast group owners, networks, attorneys, NAB executive committee members and staff seemed divided on chances of winning a court reversal of the WESH decision. But there was a consensus in favor of seeking legislation to correct the crisis of license instability they feel the court created by its ruling.

Asked about chances of winning such legislation, Chairman Donald Thurston said that depends on what happens in the courts and at the FCC between now and January, when Congress returns. "If it is apparent that people are going to jump on the bandwagon" to wrestle licenses away from incumbents in upcoming renewal filings, he said, "chances for legislation would be better."

Mr. Wasilewski said no votes were taken at the closed meeting, where various legislative options were discussed. He and Mr. Thurston said further consideration will be given to strategies such as seeking separate renewal legislation similar to the bill that almost got through Congress in 1974; seeking an amendment to the House Communications Subcommittee's rewrite of the Communications Act and seeking a renewal provision in the Senate Communications Subcommittee's "renovation" of the act, which is yet to be drafted. Mr. Thurston said he hopes the NAB board will vote on a strategy at its meeting in Maui, Hawaii, Jan. 14-19.

Aside from group owners and networks, two other associations participated in the summit, the National Radio Broadcasters Association and the American Newspaper Publishers Association. Allen Neuharth, president and chairman of ANPA, said he plans to file a friend-of-court brief on behalf of WESH-TV and also wants to cooperate with NAB in future actions.

Cowles Communications, which is at the heart of the current controversy as licensee of WESH-TV, had four representatives at the summit, including its chairman, Marvin Whatmore.
Knoxville UHF abandons fight for VHF drop-in

Long-standing applicant decides to stick with devil it knows, says move of Multimedia V there tilts market balance in way that makes drop-in less attractive than existing U; could affect political urgency behind issue

The owners of a UHF station in Knoxville, Tenn., after more than a decade of trying, have abandoned their efforts to get a VHF drop-in and have asked the FCC not to assign a new VHF in the city.

It is not yet clear just what effect the filing by South Central Broadcasting Corp., licensee of ch. 26 WTVM (TV) Knoxville, will have on the over-all status of VHF drop-ins in Knoxville and three other areas designated in a current FCC rulemaking. The push for a Knoxville VHF was propelled in large part by the interest of that state's Republican Senator Howard Baker, who is the minority leader.

South Central, which has sought a VHF in Knoxville since the 1960's, filed supplemental comments with the FCC last week saying "the balance has now been tipped" toward keeping another VHF out of Knoxville "on any basis" and toward "a renewed and strengthened commitment to foster the development of the present and prospective UHF television structure in Knoxville."

The balance tipped when the transmitter site deemed best and most feasible for the channel 8 drop-in was termed inadequate by the VHF which has already been operating for it for about 10 years.

With the channel 8, the CBS affiliate owned by Multimedia Inc., asked the FCC on Oct. 6 to allow it to move its transmitter from House Mountain, a point 16 miles northeast of the city (and the proposed drop-in site), to a point almost in the city and virtually contiguous to the present sites of ABC-affiliated WTVM and WATE-TV (the other VHF, affiliated with NBC and owned by Nationwide Communications Inc.).

Multimedia said the House Mountain sight was inadequate due to ghosting and interference. Also, it said the population had grown to the west, away from the House Mountain site, and that the move would enable it to reach more viewers.

WTVM took a look at the situation and decided that if a fully operational (or full-spaced) VHF didn't want the House Mountain site, then a drop-in, short-spaced VHF, which would have to alter its operations somewhat to avoid interference, surely wouldn't prosper there. So, South Central determined it would be better off with a full-fledged UHF where it is, than with less than full-fledged VHF 16 miles away.

John D. Engelbrecht, president of WTVM, said he hadn't determined just how much better off the UHF would be, but that there is "no mysticism to this process."

Prospects for UHF stations have changed in the 10 years WTVM has been seeking channel 8, he said, and it was a matter of looking at things as they were and as they are.

In a petition for rulemaking filed in 1974, South Central renewed its quest for channel 8, asking the commission to assign the channel to Knoxville, to modify its license to specify operation on channel 8 and not to assign channel 8 at all unless the WTVM license was so modified. If approved as requested, that would have eliminated any comparative hearing and given the channel to South Central.

Sonnel wasn't around in this latest filing or may not affect the situation in Knoxville or the three other drop-in sites at Salt Lake City, Johnstown-Altoona, Pa., and Charleston-Huntington, W. Va.

South Central is an individual petitioner in a much larger proceeding, FCC's rulemaking on drop-ins. While some opponents might desire it, the proceeding—even Knoxville's involvement in it—will not stop because South Central pulled out. The commission is scheduled to rule on the matter in mid-December, and channel 8 could still be assigned to Knoxville.

ABC has been peripherally involved in the Knoxville case. At one point its comments suggested the drop-in would be advisable, but in the rulemaking, the network took the opposite position. Confusing that whole matter was WJKT-TV Kingsport, Tenn.; another ABC affiliate, also a UHF (channel 19) in a market with two commercial VHF's, and 80 miles

In Brief

FCC Chairman Charles D. Ferris told nation's public broadcasters yesterday (Sunday) he feels benefits of public broadcasting "are so significant" that he is convinced their call for financing of $1 billion annually—from variety of sources—is warranted. Chairman, who keynoted annual convention of National Association of Educational Broadcasters in Washington (see page 35), also said there is something in public broadcasting for commercial broadcasters: without alternative of public broadcasting, "which insures that listener needs for informational and cultural programming are met," he said, it would be far more difficult to propose, even as experiment, deregulation of radio.

Western Communications Inc.'s loss of license for KORK-TV Las Vegas has been affirmed by U.S. Court of Appeals in Washington. But court sent back for further consideration FCC's companion denial of competing application of Las Vegas Valley Broadcasting Co., Commission had denied KORK-TV renewal or ground station had "clipped" NBC programs and inserted local advertising. Court called practice "manifestly fraudulent." But court questioned FCC's holding that Las Vegas Valley was not financially qualified.

National Association of Broadcasters has joined other U.S. groups in asking withdrawal of draft declaration on news media from agenda of UNESCO meeting that began last week in Paris (BROADCASTING, Oct. 23). But Amadou M'Bow, Senegalese director general of agency, said declaration "has brought out passionate viewpoints, due sometimes, it seems, to an erroneous interpretation or deliberate distortion of its objectives." Saying that declaration will sanction government supervision of press, news agencies in U.S. and industrialized West have sought to have it withdrawn from meeting agenda. Mr. M'Bow is seeking informal "consensus" on draft rather than vote of delegates, but U.S. officials say that is not likely to come about.

FCC's proposed guidelines for refunding broadcast fees wouldn't return any of money small radio stations paid as annual fees, fact that National Association of Broadcasters pointed out with displeasure last week. Commission verified that stations paying minimum $349 in annual fees (for FCC hearing and other costs) would get none of that back. NAB's executive VP, John Summers, called proposal "unconscionable," especially when considering that commission returned "every cent" to cable operators.

CBS-TV has canceled TAT. Communications' In the Beginning, new prime time series averaging low-20's shares at 8:30 p.m. NYT Wednesday. Network plans to try People and Good Times in that time period on Nov. 1 and 8, respectively, and has Bush's Bunny special there Nov. 15. Replacement for In the Beginning has not been announced, but likely candidates, not necessarily to go in same time period, are Miss Winslow and Son, Coo-ee Peer, Billy Liar and Flatbush.

Woolfi(M) Cleveland, first station to face loss of license on question of whether its nonentertainment programming was responsive to community's needs, has been granted one-year renewal in summary decision by Administrative Law Judge David I. Kraushaar. Renewal came to commission's attention because station had proposed less than 6% nonentertainment programming. In unusual personal note, Judge Kraushaar expressed criticism of FCC policy, said programming guidelines dampen "robust" expression of news and views by diverse sources that commission presumably applauds.

Transfer of two of 12 station involved in proposed merger of Starr Broadcasting Group into Shamrock Broadcasting Inc., is subject of petition to deny. Community Coalition for Media Charge is opposing transfer of licenses of KABE-AM-FM San Francisco, claiming Starr has failed to keep commitment made in 1971 agreement to increase num-
northeast of Knoxville. WKPT-TV was opposed to the drop-in on the grounds that an ABC-affiliated VHF 80 miles away would do it no good.

If this story is to have a happy ending for the two UHF channels (and ABC), it may involve use of channel 8 as a supplement to WVYK and wKPT-TV (licensed to Holston Valley Broadcasting Corp.). That would give the two UHF’s 1,000-watt translator stations at both Knoxville and Kingsport

and each station could use channel 8 as a supplemental service in its community without interference to the other.

Holston Valley, in fact, proposed such a system in its original comments. Since then, however, the FCC has initiated an inquiry into the role of low power television, including translators, a proceeding which could have a bearing on this situation and add another bit of confusion to Knoxville’s drop-in picture.

Rumor mills do overtime on CBS.

Speculation spreads that third-place network, which denies it all, is about to make executive changes

The normal problems of being in third place in the prime-time TV ratings have been compounded for CBS officials by another difficulty that often bedevils third-place networks: incessant speculation that high-level changes in the executive command are imminent. Those rumors were denied all up and down the CBS line last week.

One report that reached print was that CBS Chairman William S. Paley hoped to hire Frederick S. Pierce, president of ABC Television, for some unspecified but obviously high-level job and was prepared to pay a small fortune for the privilege. CBS sources said Mr. Paley denied any plan to approach Mr. Pierce, and ABC sources said Mr. Pierce denied he’d been approached.

If that report needed further discouragement, it was noted that the latest ABC proxy statement showed Mr. Pierce with a contract that, as of now, still has two years and eight months to run, to June 30, 1981. Remembering that ABC kept Fred Silverman from the NBC presidency for almost five months by holding him to his ABC contract, observers did not doubt that if the occasion arose, ABC would try no less hard to hold Mr. Pierce to his. Others questioned whether, in view of his obvious prospects at ABC, Mr. Pierce would be interested in a CBS job at all.

Other names entered in the rumor rolls included Lee Rich of Lorimar Productions, Grant Tinker of MTM, Frank Price of Columbia Pictures Productions, consultant Michael Dann (former CBS-TV program head) and Irwin Segelstein, now Mr. Silverman’s right-hand man as NBC executive vice president, broadcasting. Observers tended to discount at least Mr. Rich and Mr. Tinker on the simple ground that they would have to give up lucrative production companies of their own—and probably wouldn’t want the hassles of a network program job anyway.

CBS officials went further: they denied all the rumors. Gene F. Jankowski, president of the CBS/Broadcast Group, said flatly that CBS Entertainment President Robert Daly is secure and that no changes will be made in the Entertainment division without Mr. Daly’s approval. Mr. Daly said he’s given no thought to making changes in the executive line-up, has talked to no one about coming in. “We’re all working our tails off to fix things,” Mr. Daly said.

Mr. Jankowski and Mr. Daly both said they were confident ratings will improve. CBS-TV habitually starts seasons slowly, they said, and in fact is now about where it was a year ago, when it still emerged a clear second for the season. “If NBC hadn’t had the World Series last Tuesday,” Mr. Jankowski said, “we’d have been in second place for the week.”

Last season, CBS began to get rolling in December and January, and expects to do it again—if not earlier. It’s made some schedule changes already and expects to make more—probably, Mr. Daly said, around mid-November, effective in January. “Mid-November” coincides with the next meeting of CBS officials with their

ber of blacks at stations and pay blacks “lair wages.” CCMC also says allegations now being investigated by Securities and Exchange Commission that Starr violated federal law in purchase of drive-in theaters raise “serious character qualification” issues. CCMC petition also cites Walt Disney, late father of Roy Disney, who heads Shamrock, saying he was “known as right wing and anti-black,” and adds that commission should make sure that philosophy would not be evident in operation of KBAL-AM-FM.

Radio Moscow has instituted new 24-hour English-language world service in direct competition with short-wave Voice of America and BBC. New service, with heavy emphasis on news and current affairs, has been made possible, in part, by introduction of about 24 new 500 kw transmitters, which sources in U.S. say are more powerful than any this country uses. Soviets are not stingily bound by international treaties dividing broadcast spectrum, and international broadcasters here and in Great Britain are said to be concerned about possible interference problems. In next year’s World Administrative Radio Conference U.S. is expected to push for broadening of broadcast spectrum to include frequencies now used by Soviets for short-wave, and new service is being seen in some circles as Soviet attempt to establish signal dominance there before WARC.

Revisions in ABC-TV and NBC-TV Saturday morning schedules, effective Nov. 4: ABC expanded Challenge of Superfriends from one hour to 90 minutes and deleted Scooby Do, Where Are You? NBC canceled Baggy Pants and Nutula, reworked Krofft Superstar Variety Hour into Bay City Rollers, added Daffy Duck Show and Galaxy Goo-Fps (formerly segment of Yogi’s Space Race) and expanded one-hour Godzilla to 90 minutes. ABC’s new line-up: Scooby’s All-Stars, 8-9:30; Challenge of the Superfriends, 9:30-11; Rainbow, 11-11:30; All New Pink Panther, 11:30-12 noon; ABC Weekend Specials, 12 noon-12:30; American Bandstand, 12:30-1:30; NBC’s new line-up: Galaxy Goo-Fps, 8-8:30; The Fantastic Four, 8:30-9; Godzilla Super 90, 9-10:30; Daffy Duck Show, 10:30-11; Yogi’s Space Race, 11-12 noon; Fabulous Funnies, 12 noon-12:30; Bay City Rollers, 12:30-1 p.m. Season-to-date ratings, in common-time competition, were 7.8, for CBS, 6.2 for ABC and 4.3 for NBC; CBS spokesman said last week no schedule changes were expected.

Recortec Corp. announced modified version of Sony VO-2880 U-matic video cassette recorder which Recortec says gives high-band performance equal to one-inch and quadraphonic recorders at price of $14,500. Unit is to be shown first time at SMPTE Conference in New York this week (also see page 48).

Jamie Keilner, VP first run syndication and development, Viacom Enterprises, named president, new Filmways television syndication division.

Lionel Monagas, for past five years chief of FCC’s industry EEO unit, has been named to new post of special assistant to chief of Broadcast Bureau with responsibility for developing and coordinating policy in areas of equal employment and minority ownership as they affect broadcasting industry.

Ruth Reel, veteran FCC staff member, has joined National Telecommunications and Information Administration’s general counsel’s office, specializing in broadcast matters. Mrs. Reel’s service with commission included tours with litigation division, Cable Television Bureau and Common Carrier Bureau.

After 30 years with FCC, David S. Landsis, chief of broadcast facilities division, will retire Nov. 3. Mr. Landsis is identified with several proceedings, including FM stereo and multiplex subscription services in early 1960’s, restructuring of presunrise broadcasting by daytime-only AM stations in late 1960’s and settlement of clear channel cases in 1970’s.

TOP OF THE WEEK

Broadcasting Oct 30 1978

29
affiliates advisory board, to whom they probably want to break the news first.

"We have a lot of good stuff for midseason—more than we'll need," Mr. Jankowski said, citing among prospects on tap several comedies including Dukes of Hazzard, Flatbush, Co-Ed Fever, Billy Liar and Bad News Bears, plus White Shadow, a drama with comedy overtones. Rock-N-Rollers, a 1950's musical-comedy hour that will run as a special on Nov. 20, is also seen as series potential if the special performs well.

Although they wouldn't say, American Girls, now in hiatus, may be one casualty—unless it does well in a new episode scheduled Nov. 10. Despite disappointing ratings, they say they have confidence in WKRP in Cincinnati and People, which will be moved around a bit to improve sampling. WKRP gets a one-time shot following M*A*S*H in November. They say they still have faith in Paper Chase and intend to stay with it at least 13 weeks. "We're getting more mail about Paper Chase than on anything else," Mr. Jankowski reported.

Mr. Jankowski said things are going well in other dayparts, and getting better. Sales, he said, are strong too. "Things are not nearly as bad as some of the headlines indicate," he asserted. "We're very bullish." People, he said in alluding to the rumors, "ought to separate fact from fantasy." Mr. Daly went directly to the point: All the rumors do, he said, "is make it harder for us to do our work."

---

COMMUNICATIONS SUBCOMMITTEE MEMBER TELLS NBACA THAT THE JOB WILL BE DONE, THOUGH HE CAN'T PREDICT THE RESULT; WASHBURN URGES CAREFUL THINKING BEFORE ANY REGULATORY CHANGE; OTHERS PLEAD CAUSE OF PUBLIC AFFAIRS

Although he sees no House Communications Subcommittee consensus on a course for the Communications Act rewrite, subcommittee member Edward McGannon (R-Mass.) says the rewrite "will not go away and will definitely continue through the next Congress." He told the fourth annual National Broadcast Association for Community Affairs convention in Boston last Friday that if the subcommittee's chairman, Lionel Van Deerlin (D-Calif.), doesn't reintroduce the "public interest, convenience and necessity" operating standard, he will (the chairman has said he intends to).

He told the three-day session, which drew 160 broadcasters from across the country, that the spectrum fee schedule released by the subcommittee staff was "totally unrealistic" but that a license fee will be contained in the text of the 1979
and be next year's #1 kid show

Star Force is the most cliffhanging, high adventure space fantasy ever conceived in animation. Thrilling effects, fascinating characters and a story that will keep kids hungry for more. Fifty-two original half-hours of action-packed, vivid animation never before seen on U.S. Television. Star Force is sure to be the best space adventure show offered for the '79-'80 season.

To screen a complete show, contact John Claster or Ken Gelbard, Claster Television Productions, 660 Kenilworth Drive, Towson, Maryland 21204. Telephone: (301) 825-4576 • JOIN THE STAR FORCE
D.C. court throws yet another case back to the FCC

This time it's for second look at fairness case involving California stations and PG&E nuclear-power spots; Tamm is critical of agency's reasoning

The U.S. Court of Appeals in Washington, which has handed a string of defeats to the FCC on a series of recent appeals, has reversed the commission again, this time in a fairness doctrine case. And this time, the court seemed to have the criticism it has received in mind as it explained its reason for reversing the commission—that the FCC had failed to articulate adequately the reasons for its decision.

At issue was an appeal by environmental groups in California of a commission decision that four radio stations had discharged their fairness doctrine obligations in connection with a controversy involving the proposed construction of nuclear power plants (Broadcasting, May 24, 1976).

Actually, the commission had found that eight other stations had violated the doctrine. In all cases, commercial of the Pacific Gas & Electric Co. promoting the construction of the plants were the cause of the groups' concern.

The three-judge panel, in an opinion written by Judge Edward A. Tamm, sent the case back to the commission for "clarification" because it had not "adequately distinguished" the four stations that were found to have satisfied their fairness obligations—KATY(AM) San Luis Obispo, KROY(AM) Stockton, KPAY(AM) Chico and KVON(AM) Napa—from the eight the commission said were in violation—KFOG(AM) San Francisco, KFRE(AM) Fresno, KFY(AM) Attoy Grande, KMBY(AM) Monterey, KRED(AM) Eureka, KROY(AM) Sacramento, KSM(AM) Santa Maria and KSD(AM) Santa Rosa.

The court analyzed the performance of all 12 stations on the basis of criteria the commission said it had used—total time devoted to each side, the frequency of program presentation, placement of program in drive time, and the diligence with which stations sought out antinuclear spokesmen. And although the stations the commission said had met their fairness obligations were found to have done better than the others in terms of the ratio of time spent on the anti- as compared with the pro- side, the same cannot be said of each of the four on the basis of the other criteria.

In some cases, the stations cleared of the unfairness charge appeared not to have done as well as some of the stations said to have violated the fairness doctrine.

Accordingly, Judge Tamm wrote, "We cannot affirm a commission order that does not clearly and explicitly articulate the standards which govern the behavior of licensees that have violated the fairness doctrine and those that have not."
The court directed the commission to clarify the reasons for its determination that KPAY, KATY and KVON did not violate the fairness doctrine.

And the commission could change its mind about its conclusions. The court said the commission will have the chance "to reconsider its factual judgment."

The decision came less than two weeks after FCC Commissioner Tyrone Brown, in a speech to the Federal Communications Bar Association, had criticized the court for assuming the role of a "super FCC," attempting to impose its policies on the commission. And he said the commission had invited such action by failing to apply its policies in a consistent manner (Broadcasting, Oct. 16).

Judge Tamm, appearing to respond to such remarks, said, "Although our judicial duties demand great deference to agency expertise, we cannot defer, indeed we cannot even engage in meaningful review, unless we are told with what factual distinctions separate arguably similarly situated licensees, and why those distinctions are important. As this court has repeatedly emphasized, the failure of an administrative agency to articulate the reasons for a particular decision makes meaningful review of that decision impossible."

**KTTV concedes to nonsmokers, but sounds off for fairness reform**

L.A. station denies it was "cavalier and nonresponsive" to organization's demands, urges FCC to re-evaluate basis for accepting such complaints

Metromedia Inc.'s KTTV-TV Los Angeles and an anti-indoor smoking organization have reached a settlement of a fairness doctrine complaint that the organization—Campaign for Clean Indoor Air—had filed with the FCC.

But although Metromedia, in a letter to the commission, described the settlement as "amicable," it made a point of not conceding the "validity" of the complaint, and called the agreement a "pragmatic triumph of expediency over principle." It also "imploded" the commission to "act to curb future abuses of the fairness doctrine."

The complaint was a manifestation of the intense controversy surrounding a referendum issue—to be voted on in California on Nov. 7—that, if approved, would require separate smoking and non-smoking areas in public buildings and places of employment in the state.

The tobacco industry, mindful of the nationwide interest California attracted when voters approved the tax-cutting Proposition 13, is spending heavily on an advertising campaign to defeat Proposition-Five, the antismoking proposal. The industry has spent $3 million on the campaign—$89,000 of it with KTTV.

CCIA's complaint was that KTTV was "cavalier and nonresponsive" when it was asked to provide free spots to answer the industry's arguments. In the station, according to CCIA, it said it had time available for sale prior to the election, and offered to send a rate card.

Under the settlement, of which KTTV advised the commission last week, the station will broadcast 20 30-second CCIA announcements, 10 of them in prime time. KTTV also said it will air an earlier offer to keep outdoor smoking spots. The settlement, 15- to 10-minute interviews with CCIA representatives during regularly scheduled programs on Oct. 23 and Nov. 1.

That said, Metromedia, in the letter signed by its attorneys, Thomas Dougherty and Preston R. Padden, served to rebut CCIA's characterization of the station's attitude as "cavalier and nonresponsive."

The letter said that although CCIA acknowledged KTTV's offer of taping "extended interviews" with the organization's representatives, it did not mention KTTV's "prime-time news coverage of a debate over Proposition Five" or the station broadcast "more than 100 non-smoking announcements" since July 1.

The letter also noted that CCIA did not claim it was completely without funds to buy broadcast time. Rather, CCIA said it did "not have sufficient funds with which to purchase the same amount of advertising (as purchased by the opponents of Proposition 5) to present opposing views." Therefore, the letter added, it was neither "cavalier" nor "nonresponsive" of KTTV to offer CCIA two free interview program segments and a schedule of paid announcements.

In describing the settlement as a victory for pragmatism and urging the commission to take steps to curb "future abuses of the fairness doctrine," Metromedia indicated its feelings in the matter. It suggested that the commission adopt a fairness evaluation standard enunciated by the U.S. Court of Appeals in Washington and require complainants to make a prima facie showing that the public has been left uninformed on the subject at issue.

"At the very least," Metromedia's attorneys said, "the commission should establish a policy of accepting evidence of extensive publicity on an issue as an affirmative defense by the broadcast licensee to any fairness complaint."

**Street in straits**

Applications by Street Broadcasting Corp. for renewal of licenses for its WIZR-AM-FM Johnstown, N.Y., have been designated for hearing by the FCC.

In setting the applications for hearing, the FCC said issues to be considered are whether Street violated FCC rules regarding fraudulent billing practices and to what extent principals of the licensee might...
If we didn't make 'Lumifoam III so easy to strip, someone else might be number one.

If you haven't started using 'Lumifoam III in your cable system, you ought to seriously consider it next time you need cable. It's no coincidence so many people use it already. It's really good.

In attenuation for instance 'Lumifoam III has the lowest numbers in the industry. Besides helping to bring your subscribers better picture quality, it can also save you the cost and maintenance of an amplifier or two.

The gas injected polyethylene in 'Lumifoam III lets you strip it cleaner than most other low loss cables. And its heftier body means you don't have to handle it with kid gloves.

Yet, it not only installs easily, it hangs tougher. Sensible adhesion combined with compression are so controlled, moisture migration just doesn't happen. The seamless outer conductor also bestows it with lasting electrical and mechanical strength to keep your subscribers happier, longer.

Of course, you shouldn't be surprised by all this. Nor by the fact that 'Lumifoam III is now competitively priced. Nor by the fact we've got a team of experts across the country to give technical advice when you need it.

After all, if we didn't give so many people so many reasons to buy our cable, someone else might be number one.

For more information, just contact Times Wire & Cable, Wallingford, CT (800) 243-6904. Or call your nearest Man From Times.

Times Wire & Cable
The #1 Cable Company
358 Hall Avenue, Wallingford, CT 06492
800-243-6904
In Canada, Comm-Plex Electronics, (514) 341-7440
DIVISION OF TIMES FIBER COMMUNICATIONS, INC.
have participated in those practices.

Other issues involve Street's preparation and issuance of ABC Information Network station discrepancy affidavits in connection with programming; whether Street misrepresented facts to the commission regarding fraudulent billing practices, and whether the company possesses the requisite qualifications to remain a licensee.

FCC raises limit on routine fines

Staff can now levy up to $4,000 without the need to consult beforehand with commission

With the FCC now authorized to fine broadcasters twice as much as in the past, the staff has been given double the authority it had to impose fines without bringing the matter to the commission.

The new maximum fine Congress has authorized the FCC to impose, for violation of commission rules or policies or the Communications Act, is $20,000. The commission implemented the new authority by the adoption of rules earlier this month (Broadcasting, Oct. 23). And the staff, which had been free to impose fines of up to $2,000, last week was delegated the authority to impose fines of up to $4,000.

The commission acted during a review of the delegations of authority it has given the staff.

At the same time, the commission authorized the Cable Television Bureau to impose forfeitures of up to $4,000 on cable system operators. Cable systems, for the first time, are subject to fines—with a $20,000 maximum. As is true of other staff actions, staff-imposed forfeitures can be appealed to the commission.

As for commission-imposed forfeitures, the new law provides for alternative procedures. The commission may issue a notice of apparent liability and impose a fine without a hearing, as it does now. In that case, if the forfeiture is not paid, the government would seek collection in federal district court. Or the commission could offer an opportunity for hearing before an administrative law judge, whose order providing for a fine could be subject to judicial review.

The commissioners did not take advantage of the meeting to discuss in detail any of the delegations given the Broadcast Bureau. That bureau, and several others, are authorized to act on any matter except certain categories of items. And the staff delegations to grant license renewals except in cases where broadcasters propose less than certain minimums of nonentertainment programming have become controversial, as the staff in recent weeks has brought to the commission's attention several such renewal applicants.

Indeed, a staff item involving four FM renewals sparked a commission decision two weeks ago to direct the staff to draft a set of options as to how the commission might experiment with the removal of certain regulations and processing guidelines (Broadcasting, Oct. 23).

The delegation policy is aimed at restricting to the staff generally routine matters whose disposition would be governed by existing policy, thus allowing the commissioners more time for consideration of substantive matters. The Broadcast Bureau alone reports taking some 21,000 actions under delegated authority in fiscal 1978, which ended Sept. 30.

The Cable Television Bureau, whose delegation authority is more limited—the delegations are specific—was given somewhat broader authority last week, in addition to the forfeiture delegation.

For instance, the staff may now act on any petition for special relief from the nonduplication rules, unless the petition involves a novel question. Previously, only the commission could grant such special relief. ("With 12 years of history, we don't have to burden the commission with all nonduplication issues," said Jerold Jacobs, deputy chief of the Cable Television Bureau.)

In addition, the bureau is not now deterred by objections from acting on requests for special temporary authority. And in matters involving applications in the cable television relay service (CARS), the staff may act on applications that do not raise novel questions. Previously, an objection would require the staff to bring the matter to the commission's attention.

Gill changes mind about concession to San Jose group

KNTV tells court it was pressured in settlement by petition to deny that would have stopped sale to Landmark Communications

Last May, Gill Industries Inc. reached an agreement with a local citizen group that paved the way for the sale of Gill's KNTVTV! San Jose, Calif., to Landmark Communications for $25 million (Broadcasting, May 22). Gill has now gone into a state court seeking to nullify that agreement, under which the company is committed to pay $202,000 to a second local group that operates a cable television access studio in San Jose.

Gill, in the suit filed in California superior court in Santa Clara county, alleges that the settlement was obtained "as a result of the coercion and duress of defendants and for an illegal and unlawful purpose." Accordingly, Gill said, the court should declare that the agreement has "no force or effect, and is void and unenforceable."

The agreement, which Gill Industries' owner, Allen Gilliland, said was proposed by Philip Jacklin, on behalf of his Committee for Open Media, and the Community Media Center, was a factor in the withdrawal of a petition to deny KNTV's renewal application that had been filed by COM. CMC is a nonprofit organization that is San Jose's designated agent for operating the access channel on the Gill Cable system, a Gill Industries subsidiary that operates in the city.

One allegation in the petition to deny—which effectively blocked approval of the proposed sale—was that Gill Cable, which had donated equipment to the access studio CMC operates, had removed the equipment and records that were not Gill Cable's "exclusive property." Under the agreement, Gill is to pay CMC $90,000 for the purchase of new equipment for the television production center, $10,000 for legal services, and $102,000, spread over 48 months.

The filing of the suit marks the second time in less than a month questions have been raised in a public forum concerning the actions of Mr. Jacklin, long active in the citizen movement in California, in connection with a petition to deny renewal. Earlier in the month, the commission, in designating the renewal of KJAZ(FM) Alameda, Calif., for hearing, as the result of a petition filed by Mr. Jacklin's COM, designated an issue as to whether the petitioner had abused the commission's processes (Broadcasting, Oct. 23). The issue stemmed from COM's offer to withdraw the petition in return for an agreement by the owner, Patrick Henry, to sell the station to a nonprofit group for $1 million.

COM's counsel, Charles Firestone, who teaches law at the University of California at Los Angeles, said COM's concern besides obtaining "reforms" at the station through a separate agreement that was negotiated with KNTV—was to see that CMC was "made whole."

He also denied charges of "duress." Indeed, he said the lesson to be drawn from the controversies surrounding the KJAZ and KNTV negotiations is that the commission should abandon its policy of refusing to approve or disapprove the agreements' citizen groups reach with stations. The policy, he said, leaves open the "possibility of abuse." So the commission should examine agreements "to determine if they are in the public interest."

Chance for another look at CPB nominees

Four went up before adjournment; now they must be resubmitted and there's fight about who's to get one of full four-year terms

With congressional adjournment, the four nominees for the board of the Corporation for Public Broadcasting have been sent back to the President, who must renominate them in the next Congress.

This procedural requirement doesn't upset some senators who were displeased...
at the short-term nomination of ITT attorney Howard White to fill the unexpired one-and-a-half-year term of former Chairman W. Allen Wallis. Mr. White, a black, was expected to be named to a full term, and there have been some indications that the Senate will be reluctant to hold hearings on any nominees until Mr. White gets a full term.

The three others nominated in the last session of Congress were Geoffrey Cowan, attorney and lecturer at the UCLA communications department; Paul S. Friedlander, a Seattle attorney, and Kathleen Nolan, an actress and president of the Screen Actors Guild.

The board has functioned this year with six and seven members whose terms had expired, or (in Mr. Wallis's case) who had resigned. And the present squabble over Mr. White doesn't give CPB staffs a positive indication that the board will quickly reach full strength.

If the Cowan, Friedlander and Nolan nominations stand, as expected, only four other board positions will be available for Mr. White to fill. And two of those are short terms—those of Mr. Wallis, one and a half years, and Virginia B. Duncan, about three years. The two other available positions are those of Michael A. Gaminio, who some expect to be reappointed, and Louis P. Terrazas, who must expect will be replaced with another Latino.

Another stumbling block in this whole process apparently is Senator Daniel P. Moynihan (D-N.Y.), reportedly seeking a full-term spot for the brother of Representative James H. Scheuer (D-N.Y.).

NAEB gathers many worlds of public broadcasting

Big sessions include one with regulators and legislators, but there are more than 140 smaller workshops to attend

The National Association of Educational Broadcasters annual convention is under way this week at the Sheraton Park hotel in Washington.

Representatives from all facets of educational broadcasting are meeting in various public and private sessions through Thursday. The convention, which was to begin Saturday with an NAEB executive committee meeting, features a "Video Fair," with more than 40 distributors, producers and others offering programs, series and (as in the case of many independent producers) samples of their work in exhibit areas set up as mini-theaters.

A major session on Monday is NAEB's second annual "Speak-Out," where various industry leaders speak out on current broadcast issues. Among the participants is Dr. Frederick Breitenfeld Jr., who has recently been critical of Public Television Service's method of choosing programs. He was particularly critical of a documentary on members of a neo-Nazi party in California, called "California Reich" (Broadcasting, Oct. 16).

A panel interview with legislators and regulators whose actions and opinions affect public telecommunications is scheduled at the Wednesday luncheon. Participants include Harry M. (Chip) Shrooshan, chief counsel of the House Subcommittee on Communications; FCC Commissioner Tyrone Brown, the Commerce Department's Henry Geller, assistant secretary for communication and information, and Mary Jo Manning, counsel to the Senate Subcommittee on Communications.

A panel at the closing session Thursday brings together representatives of groups that are in the process of plotting the future of public broadcasting. Participants will be Edward Elson, chairman of National Public Radio; Lilie Herndon, chairman of the Corporation for Public Broadcasting and Hartford N. Gunn Jr., vice chairman of PBS. Also, the new chairman of NAEB's board and a commissioner from the Carnegie Commission on the Future of Public Broadcasting will take part in the panel, which will have Corlind Anderson, acting president of CPB, as chairman.

Besides the larger general sessions, NAEB has scheduled some 140 smaller ones on such topics as FCC issues (FM table of assignments, underwriting, public broadcasting eligibility and multiple ownership), minorities in telecommunications, implications of satellites for television programmers and updates on various CPB issues and studies.

Gambling issue stirs fairness fight in Fla.

Pro-casino group charges WCKT with violations of doctrine and personal attack rules, says it's monitoring other stations

The political battle now under way in Florida over whether the voters should legalize casino gambling in the state has generated one fairness doctrine complaint and could generate more before residents decide the issue in a referendum on Nov. 7.

Let's Help Florida, a committee working for approval of Proposition Nine, which would legalize casino gambling, filed its petition with the FCC against WCKT(TV) Miami. The committee alleges not only that the station has presented an unbalanced coverage of the issue, favoring opponents' arguments, but also that it has violated the personal attack rule by presenting "emotionally charged, abrasive and verbally violent editorials" aimed at the committee without offering its members an opportunity to respond.

The committee, which maintains that passage of Proposition Nine will provide economic benefits for the state, has complained of unfair treatment on the part of newspapers as well as broadcast stations throughout the state—it notes that some media-related companies or individuals,
including Wometco Enterprises, have contributed to the campaign of a committee opposed to Proposition Nine—and is monitoring the coverage that 29 other television stations are giving it. The results of the monitoring and the manner in which the commission handles the complaint against WCKT will determine whether additional complaints are filed, according to a committee spokesman.

In its complaint, the committee maintains that WCKT “has completely abandoned its obligation to present contrasting views on [the] issue, opting instead for the ‘advocacy of omission’ through ‘news coverage’ which focuses on negative stories with regard to the issue, to the point where positive stories are singular in their absence from WCKT coverage.”

The committee acknowledged that the station has invited it to provide a spokesperson to appear on a one-hour program on Oct. 29 to discuss Proposition Nine with a representative of opponents of casino gambling.

And WCKT, in its formal response to the commission, said it has actually devoted more time to the gambling side than to the anti side. It said that the amount of time to both sides had been fairly even until several weeks ago, when the committee’s charges of unfair treatment by the media led the station to conduct two interviews—totalling about 17 minutes—with a spokesperson for the committee.

### Proposed

- **KKT(T) Los Angeles-KUTE(FM)**
  Glendale, Calif.: Sold by Tracy Broadcasting Corp. to Inner City Broadcasting Corp. for $4.5 million (“In Brief,” Oct. 23).
  Seller, owned by Richard B. Stevens, also owns KUPL-AM-FM Portland, Ore. Buyer, which two weeks ago bought KRE-AM-FM Berkeley, Calif., and WRRB-FM Mount Clemens (Detroit), Mich. (“Changing Hands,” Oct. 23), owns WLBB-AM-WLBL(FM) New York. Inner City is principally owned by Percy E. Sutton, board chairman and former borough president of Manhattan. KKT is on 1230 kHz with 1 kw daytime and 250 w night. KUTE is on 101.9 mhz with 640 w and antenna 2,860 feet above average terrain.
- **KYSS-AM-FM Missoula, Mont.: Sold by Garden City Broadcasting Inc. to Garden City Broadcasting Corp. for $828,000. Seller is owned by Mr. and Mrs. Chester M. Murphy and James Goodrich, who have no other broadcast interests. Buyer is subsidiary of Communications Investment Corp., owned by George C. Hatch and his wife, Wilda. CIC owns Intermountain Network; KGEM(AM)-KJOT(FM) Boise, Idaho; KGHL(AM)-KBMS(FM) Billings, Mont.; KALL-AM-FM Salt Lake City, and is principal in KUTV(TV) there and bought KYLE-AM-FM Vernal, Utah (Broadcasting, Aug. 21). The Hatches are part of Telecommunications Inc. which owns microwave and CATV systems throughout the country. KYSS is 5 kw daytimer on 930 khz. KYSS-FM is on 94.9 mhz with 30 kw and antenna 2,490 feet above average terrain.
- **KRCQ(AM) Prineville, Ore.: Sold by Radio Central Oregon to High Lakes Broadcasting Co. for $409,000. Seller is owned by Collins Matheny and his wife, Rita, who have no other broadcast interests. Buyer is owned by John S. Kendall, general sales manager at KXAS-TV Dallas-Fort Worth, who has no other broadcast interests. KRCQ is 1 kw daytimer on 690 khz.
- **KTOQ(AM) Rapid City, S.D.: Sold by Midland Broadcasting Co. to Tom-Tom Communications for $400,000. Seller is owned by Stephen Hughes, president (47.5%); his parents, V.H. Hughes (24%) and Evelyn Hughes (23.5%), and Peter G. Sieler (5%). The Hughes family also owns KOLL(FM) Gillette, Wyo. Mr. Sieler owns 5% of KYUS-TV Miles City, Mont. Buyer is principally owned by Thomas J. Brokaw, host of NBC’s Today program, who has no other broadcast interests. KTOQ is on 1340 khz with 1 kw daytime and 250 w night.
- **WMVB-AM-FM Millville, N.J.: Sold by Garden State Broadcasting Corp. to Sel-Thom Communications Inc. for $400,000. Seller is principally owned by Fairleigh S. Dickinson Jr., principal owner of WPIA(AM) Poughkeepsie, N.Y. Buyer is owned by James B. Thompson, account executive at KYW-TV Philadelphia and principal in trophy and awards store in Willow Grove, Pa.; he has no other broadcast interests. WMVB is 1 kw daytimer on 1440 khz. WMVB-FM is on 97.3 mhz with 5.2 kw and antenna 195 feet above average terrain.
- **WTWA(AM) Thomson, Ga.: Sold by Hickory Hill Broadcasting Co. to Bethany Broadcasting Co. for approximately $250,000. Seller is owned by Gene D. Harden, who has no other broadcast interests. Buyer is principally owned by Walter J. Brown, principal in WTHO-AM-FM Thomson and WSPA-AM-FM-TV Spartanburg, S.C. Mr. Brown founded WTWA in 1948, later sold station. He will turn back license of WTHO(AM) to FCC upon reacquisition of WTWA. WTWA is on 1240 khz with 1 kw daytime and 250 w night. WTHO is 1 kw daytimer (300 w critical hours) on 1530 khz.
■ WUNA(AM) Aguadilla, P.R.: Sold by Noroeste Broadcasting Corp. to Israel Roldan Gonzales for $225,000. Seller is equally owned by Lucas Muniz and his cousin, Radames Muniz. Lucas Muniz owns WLUZ(AM) Bayamon, P.R. Radames Muniz has no other broadcast interests. Buyer is lawyer in Aguadilla with sand and gravel interests, no other broadcast interests. WUNA is on 1340 kHz with 250 w full time.

■ Other station sales proposed last week included: WJBI-FM Clarksdale, Miss.; WCIB(FM) Falmouth, Mass.; WRIE(AM) Erie, Pa., and KEVA(AM) Evansville, Wyo. (see "For the Record," page 55).

Approved

■ KYTV(TV) Springfield, Mo.: Sold by Springfield Television Inc. to TV 3 Inc. for $20 million plus $582,500 for agreement not to compete. Seller is principally owned by Lester L. Cox and Don C. Daily. Buyer is subsidiary of Harte-Hanks Communications Inc., publicly traded group owner into which Southern Communications merged (BROADCASTING, June 26). Harte-Hanks Southern Communications owns three AM's, three FM's and three other TV's as well as 26 daily newspapers and 54 nondaily publications in 33 markets. Robert G. Marbut is president and chief executive. KYTV is NBC affiliate on channel 3 with 100 kw visual, 20 kw aural and antenna 2,040 feet above average terrain.

■ WYD-FM Palatka, Fla.: Sold by Hall Broadcasting Co. to Sis Radio Inc. for $288,000. Seller is owned by Georgie F. Hall, who also owns WWF(AM) Palatka. Buyer is owned by Stanley N. Kaplan (23.2%) and his wife, Harriet (56.9%). Remaining shares are held by 24 others. Kaplan's own WAYS(AM)-WROQ(FM) Charlotte, N.C., and WAPE(FM) Jackson- ville, Fla. WYD-FM is on 99.9 mhz with 100 kw and antenna 180 feet above average terrain.

■ WGCD(AM) Chester, S.C.: Sold by Dispatch Broadcasting Co. to Noelle Broadcasting Inc. for $325,000 plus $36,300 agreement not to compete. Seller is principally owned by Joe S. Sink, president, and holds minority interest in WBYB(AM) Benson, N.C. Buyer is principally owned by R. Donnie Goodale, general manager of WRIE(AM) Lenoir, N.C., who has no other broadcast interests. WGCD is on 1490 kHz with 1 kw daytime and 250w night.

■ KAPY(AM) Port Angeles, Wash.: Sold by Port Angeles Radio Inc. to Strait Corp. for $225,000. Seller is owned by Charles H. Herring Jr. and his wife, Mary Helen, who have no other broadcast interests. Buyer is principally owned by Thomas P. Newcomb Jr., sales manager of KYSS-AM-FM Missoula, Mont., and Douglas Nelson, Sears, Roebuck executive in Seattle. KAPY is 1 kw daytimer on 1290 kHz.

■ WPGR(AM) (construction permit) Port Gibson, Miss.: Sold by South-West Mississippi Broadcasting Co. to Joseph Hollingsworth for $200,000. Seller is owned by Robert Sanders and Rodger Ownby. Mr. Sanders is president of non-commercial WYLS(FM) and Mr. Ownby is general manager at WJXN(AM), both Jackson, Miss. Mr. Hollingsworth is former operations manager at WRBC(AM) Jackson, Miss., and has no other broadcast interests. WPGR is 250 w daytimer on 1170 kHz.

■ Other station sales approved last week included: WSLV(AM) Ardmore, Tenn. (see "For the Record," page 56).

San Francisco stations survive petitions to deny

Discrimination charges are dropped by FCC which also turn down allegation of illegal ex parte contacts by Gabbert

The Community Coalition for Media Change, a San Francisco-area citizen group, struck out on petitions to the FCC to deny the license renewals of three San Francisco stations.

The commission rejected the complaints and renewed the licenses of KPIX(TV) and KIOI(FM), while deferring action on KQED(AM), which is under common ownership with the FM, because of engineering problems that must be resolved.

CCMC had claimed the stations discriminated against blacks in their employment practices. But the commission said that an over-all look at employment at Westinghouse Broadcasting Co.'s KPIX would not support an inference of discrimination. And it said that the employment statistics at KQED/KIOI showed that both stations not only approached full parity in their employment of minorities but substantially exceeded the commission's statistical processing standards in the upper four job categories.

CCMC had also complained that the stations did not broadcast programs that dealt with minority problems. But the commission said that the stations had responded to problems of minority communities, including blacks.

And in response to a complaint that a specific minority-oriented program broadcast by KPIX was not produced by a black, the commission said there was no requirement that minority-oriented programing be directed or produced by minority personnel. In any case, it added, Westinghouse had stated that the program had featured and been co-produced by a black woman since it started in 1972.

Nor did CCMC fare any better with an allegation that James Gabbert, president and general manager of KQED/KIOI, had engaged in "illegal ex parte contacts," in connection with the purchase of KQED in 1974. The commission, which had rejected the ex parte charge in 1974, when CCMC had opposed the transfer, said the coalition

Medium Market

Fulltime AM & Class B FM. Asking price $1,400,000. Terms available to qualified buyer.

A Confidential Service to Owners and Qualified Buyers

Cecil L. Richards, inc.
media brokers
Suite 408, 7700 Leesburg Pike
Falls Church, Va. 22043

(703) 921-2552

Negotiations
Appraisals
Radio
T.V.
Newspapers
CATV
Financing

Broadcasting Oct 30 1978
37
"It is better to debate a question without settling it than to settle a question without debating it."

In totalitarian societies, free debate cannot be tolerated. The concept would challenge the ruling class.

In a democracy, many voices speak. With freedom, and the assurance that their opinions will be heard. So it has been in America, from the very start.

The New England town meeting: democracy in action. The Lincoln-Douglas debates: opposing views expressed freely. And, more recently, the Vietnam conflict and the civil rights movement raised issues debated across the land.

Today, free debate is more important than ever. The Equal Rights Amendment, energy, human rights, taxation; these and other subjects call for open discussion.

The media's role is vital. They provide a platform from which all arguments can be heard, where proponents and opponents may meet to explore the issues.

As the strongest voices in the community, radio and television have special responsibilities. To provide the knowledge upon which sound decisions can be based. To examine conflicting positions. Editorials, counter-editorials, documentaries, special news reports—all provide the opportunity to probe every side of any argument.

The great American debate. It must continue. For it is essential to the democratic process.
IT IS BETTER TO DEBATE A QUESTION WITHOUT SETTLING IT THAN TO SETTLE A QUESTION WITHOUT DEBATING IT

JOSEPH JOUBERT
had made no effort to substantiate the ex parte allegation in connection with the renewals. Such “irresponsible charges,” the commission said, raised no question of ex parte contacts in the current proceeding.

The commission actions on the petitions were adopted by 7-10-0 votes.

---

### Media Briefs

**Steve Gentry remembered.** ABC Inc. has established a $40,000 endowed scholarship fund in memory of Stephen Gentry for University of Southern California cinema-television students. Mr. Gentry, 37, was vice president, programs, West Coast, ABC Entertainment, at time of his death in airplane crash last May.

**Talk on fees.** FCC staff members will hold public meeting 1:30 p.m., Nov. 1, in General Services Administration auditorium, Washington, to discuss design of commission’s proposed fee refund program, seek recommendations for changes and answer questions. Comments on over-$20 fee refund program due by Nov. 8. FCC said there will be no discussion at public meeting regarding future fee schedule or refund of fees $20 or less.

**Dismissed.** U.S. Court of Appeals granted summary dismissal of citizen group’s appeal of FCC renewal, in 1975, of Newhouse Broadcasting Corp.’s WNYW-TV, Syracuse, N.Y. Syracuse Coalition for the Free Flow of Information in the Broadcast Media had petitioned commission to deny renewal on grounds of discrimination in employment and Newhouse’s continued ownership of television station in city where it owns AM and FM stations, cable system and two major daily newspapers.

**Bribes alleged.** Two top Warner Communications executives—Jay Emmett, member of three-man office of president, and Solomon Weiss, assistant treasurer—have been accused in court documents of accepting $50,000 cash bribe to influence corporation to buy stock in Westchester Premier theater, Tarrytown, N.Y., five years ago. Assistant U.S. attorney also is said to contend that at least partial payback to now defunct Westchester theater came from Warner treasury. Federal investigation alleging organized crime involvement in Westchester theater is under way. Warner audit committee of outside directors is conducting its own investigation. Messrs. Emmett and Weiss have not been indicted. They deny charges and company is said to support them.

**BMI brass.** E.R. Vaudeboncoeur of Newhouse Broadcasting Corp., was elected chairman of Broadcast Music Inc., along with BMI President Edward M. Cramer and other officers at board meeting last week. Wilson Wearn of Multimedia Inc., a major BMI stockholder, was elected to board to succeed late Rex G. Howell of XYZ Televisi-

---

### FTC entangled in courtroom

**Commission doing battle with industry groups over rulemaking in children’s TV ads; hearing set on Pertschuk disqualification**

Washington U.S. District Court Judge Gerhard A. Gesell has set for hearing today (Oct. 30) the case in which five advertising and industry groups are seeking the disqualification of Federal Trade Commission Chairman Michael Pertschuk from the children’s advertising proceeding.

And in a separate but related action, the FTC has asked the same court for summary dismissal of the consolidated filings of five advertising and industry groups challenging various procedural aspects of the commission’s children’s rulemaking proceeding.

Plaintiffs in the disqualification proceeding are the American Advertising Federation, American Association of Advertising Agencies, Association of National Advertisers, Toy Manufacturers of America and as intervenor, Kellogg Co. Essentially, this group contends Mr. Pertschuk is biased and has prejudged key issues in the proceeding (BROADCASTING, Oct. 23).

While FTC attorneys are fighting off these industry attacks, the rulemaking proceeding continues. Deadline for comments is Nov. 24. Following that, the commission is scheduled to conduct hearings in San Francisco Jan. 15 and Washington Jan. 29. After the hearings, parties may submit more material for the record during a rebuttal period.

Next step will be a staff report to the commission that will include the staff’s analysis of the record and recommendations of final action. Forty-five days after that comes the report of the presiding officer, Morton Needleman, which essentially indicates where he disagrees with the staff. After another 60-day comment period on the two reports, interested parties go before the commission for oral presentations. This step is not part of the rules procedure, but is done on a discretionary basis. It is then up to the commission to decide what, if any, action should be taken.

Meanwhile, several industry and advertising groups, including some involved in the disqualification proceeding, have filed other actions challenging FTC rulemaking procedures. In September, these were consolidated. Plaintiffs are Chocolate Manufacturers Association of the United States of America Inc., Grocery Manufacturers of America, Kellogg, AAAA (joined by J. Walter Thompson Co., Young & Rubicam, Ted Bates, Leo Burnett and Dancer Fitzgerald Sample) and ANA.

---

### Baby beer brouhaha

**Anheuser-Busch pulls TV spots for its new Chelsea low-alcohol beverage after community protests**

Anheuser-Busch Inc., St. Louis, has halted its test market spot television advertising campaign for its Chelsea beverage after community groups complained that the commercials might lead children to drink beer.

In its advertising, Chelsea was heralded as a “not-so-soft” drink though Anheuser-Busch contends it contains 0.5% alcohol and consists of a blend of lemon, ginger and apple favorings. The opposition was spearheaded by the Virginia Nurses Association, which threatened a boycott of the product. Barbara Bolton, executive director of the association, said nurses fear that Chelsea might “condition” children to drink beer and other alcoholic beverages when they became older. The association

---

**TV sells itself.** WMAD-TV Chicago, an NBC O&O, has kicked off a $200,000 promotional campaign, “Where is the best place to look for Chicago?” According to Gene Davis, manager for advertising and promotion, the station “virtually has a whole new look” that has been carried over from the promotional spots to the opening graphics of its news shows.

He said, however, that WMAD-TV “has not strayed that far away from our basic logo” in part because the parent company insists that its stations maintain their identification with the network. On Oct. 22 the station began the campaign with a series of 30-second spots featuring its news personnel in well-known Chicago locales. Jim Ruddle, anchor, and Lynn Scott, reporter (left photo), are shown at the filming of one of the spots at the Clark Street Cafe, a restaurant on the city’s north side. At the filming of another spot, Carol Marin, weekend anchor, is shown at the Cook county jail. The promotional campaign, which is expected to run through February, includes print ads as well as broadcast and features an original song, “Chicago,” by Michael Randall.
noted that Chelsea is packaged like a beer and looks, pours and foams in the same manner.

Other community groups in Virginia and a parent-teacher association in Sacramento, Calif., also voiced concern over the product.

The campaign began about two months ago in five test markets—Richmond, Va., Sacramento, Springfield, Mass., New Orleans and Peoria, Ill. A spokesman for Anheuser-Busch declined to give the cost of the advertising but said it was overwhelmingly in TV, though there was some newspaper support.

The company issued a two-paragraph statement on Oct. 21 saying it was suspending all test marketing and promotion of Chelsea, even though the company believes the drink fulfills a "real need" in the adult beverage market. Anheuser-Busch said it was "studying the possibility of overcoming certain well-intentioned objections" to the concept of the product.

"We've yanked the television advertising because that seemed to be the focal point of the criticism," the Anheuser-Busch spokesman said. "People seem to feel it piqued the curiosity of kids with the 'not-so-soft drink' theme."

DOE spends bundle on TV for energy ads

$1.5 million test campaign in six cities designed to alert public to need to conserve

The Department of Energy is winding up the first phase of a new pilot "market research demonstration" in six cities across the country that in large part is relying on paid television advertising to educate the public on energy conservation. The $1.5 million "Project Payback" is an attempt by DOE to acquaint the public with the concept of "life cycle" pricing of electrical appliances and home energy-saving products, according to Carol Norris, an Office of Buildings and Community Systems program manager.

Three 30-second television commercials have been playing in five cities since Sept. 25. An initial five-week run of the spots in Syracuse, N.Y., Atlanta, Minneapolis-St. Paul, Denver and Portland, Ore., will be followed up by 400 personal interviews with viewers to determine the educational impact of the advertising. Through the winter, DOE will be offering public service announcements. Beginning March 12, 1979, another seven-week run of the paid ads will take place in the same cities plus Houston. Evans & Bartholomew, Denver, is the agency handling the campaign.

Of the $1.5 million budgeted for the project, about $1.1 million is slated for production and media buys. About $600,000 of that is being spent on television time buys while another $160,000 is going to buy space in regional and local editions of Time, Newsweek, U.S. News and World Report and other magazines.

Stations running the ads include: WTVH, WIXT and WSYR-TV in Syracuse; WIXA-TV, WAGA-TV, WSB-TV and WTCG in Atlanta; KSTP-TV, WCCO-TV, KMSP-TV and WTCN-TV in Minneapolis-St. Paul; KBTV, KMGH-TV and KOA-TV in Denver, and KATU, KION-TV, KPTV and KGW-TV Portland. The stations to be included in the Houston run this spring have not yet been selected.

Ms. Norris called the project a "pilot effort on the part of the Department of Energy to show people the cash-flow situation" in buying energy consuming products. "Most of the retail advertising has not brought up energy saving," she said, and DOE hopes that its program will point the way for retailers and manufacturers to start stressing energy conservation in their advertising. DOE hopes to see the "retailers start switching their advertising," she said. If the retailers do take up the banner, DOE expects to withdraw from the advertising marketplace.

CBS plans multimedia push for radio

In an effort to position radio as a primary advertising medium, CBS Radio Spot Sales has launched a national campaign, embracing a film presentation, a 32-page booklet and a continuous direct-mail program directed to advertisers and agencies. More than 400 advertiser and agency executives viewed the film during October in Los Angeles, Chicago and New York and a fourth presentation is scheduled for Detroit in early November.

The film, titled "Sound of Success," and the other materials stress that spot radio offers clients mass numbers, audience selectivity, market and schedule flexibility and creative potential. It makes use of the voices of a number of agency executives.

Following the presentations in the four cities, the film will be used by the 19 station clients of CBS Radio Spot Sales.

Advertisers cited for black consciousness

The World Institute of Black Communications awarded 37 awards, 20 in television and radio, for "communications excellence to black audiences (CEBA)."

The World Institute, founded by the National Black Network, cited these advertisers and agencies in the radio category: Avon Products and Unamerican Inc.; Anheuser-Busch and D'Arcy-MacManus & Masius; Delta Airlines and Burke Driving Adams; General Electric and Young & Rubicam; Anheuser-Busch and D'Arcy-MacManus & Masius; A&P and Lockhart & Petrus; GE and BBDO; Anheuser-Busch and D'Arcy-MacManus & Masius; United Negro College Fund and Young &
Rubicam, and AT&T and Uniworld Inc. CEBA winners in television were Polaroid and Doyle Dane Bernbach; General Foods and Young & Rubicam; Pepsi-Cola and BBDO; McDonald's and Burrell Advertising; United States Army and N W Ayer; Ford Motor and Kenyon & Eckhardt; National Health Council and Norman, Craig & Kummel; Coca-Cola and Burrell Advertising; United Negro College Fund and Young & Rubicam; Revlon and Revlon Retail Promotion and WNBC-TV New York and Sharon Sopher.

All-time crowd for TVB

Record registration of more than 500 has been received for the 29th annual meeting of the Television Bureau of Advertising to be held in Chicago on November 13-15. A highlight of the meeting will be the results of a phase one of an industry-supported feasibility study on the possibility of setting up a third television audience measurement service. The study, which is being conducted by Booz, Allen & Hamilton, consists of three phases. The first, focusing on the needs of users of rating services, has been completed and a final report is being prepared for presentation at the annual meeting.

Other topics to be explored at the gathering are sales training, co-op advertising, retail development and sales compensation.

Eleventh-hour try. The Republican Congressional Campaign Committee began a national television advertising blitz last week aimed at convincing voters to elect GOP members to the Congress on Nov. 7. It is the first time the party has turned to national ads to influence local congressional races. The 21 30-second spots purchased on ABC and CBS cost about $800,000, according to a committee spokesman, and are airing from Oct. 23 to Nov. 5 during prime time, early morning talk shows, weekend sports events and late movies. NBC was not purchased because the times the GOP wanted were not available. The four spots feature an on-camera actor as spokesman at various Washington scenes. Three of them accuse the Democrats of feeding inflation with big spending and of not controlling bureaucracy and the other accuses the Democrat-dominated Congress of not wanting to reveal the truth about South Korean influence-buying.

Programming

World Series puts NBC over the top

It captures week's ratings with 19.8, ABC is second and CBS last but showing improvement on Sunday

If NBC-TV couldn't get seven games out of the World Series, then at least the sixth and final game couldn't have come on a better night than it did for the network—Tuesday.

As expected, the game's 35.9 rating and 54 share made it the most-watched program of the week, holding ABC-TV back just enough on its strongest night to give NBC the weekly win for Oct. 16-22 by a nose. The week's average ratings: 19.8 for NBC, 19.7 for ABC and 17.8 for CBS-TV.

The schedules of all three networks remained consistent, except on Sunday, where CBS's reworked line-up showed significant improvements in the performances of All in the Family and Alice.

Coming off 60 Minutes' 42-share lead-in, Family pulled a 39 share in its time period, 8-8:30 p.m. NYT, while Alice followed with a 37 at 8:30-9 p.m.—much better than either show had been facing behind the ill-fated Mary. The two comedies beat ABC's Battlstar Galactica, which came in with a 32 share off a 22-share lead-in from The Hardy Boys Mysteries.

NBC opened its evening with a 28-share Walt Disney, then followed with a 10th-anniversary Hee Haw special instead of Centennial at 8-10 p.m. That pulled a relatively weak 28 share, leaving Lifeline with a 20 share at 10-11 p.m., 14 points off its World Series and Bob Hope-boosted performance the previous week. CBS had a highly promoted made-for-TV movie at 9-11 p.m., "Like Mom, Like Me," which pulled a 39 share ABC's "Walking Tall: The Final Chapter," had a 33.

On Monday, NBC's Little House on the Prairie wound up as the second most-watched show of the week, behind the series game, with a 44-share special at 8-9:30 p.m. CBS's new lead-off show for the night, WKRP in Cincinnati and People, continued to falter with 24 and 26 shares, respectively. The rest of CBS's night picked up with M*A*S*H'S 32 share and 26's for both One Day at a Time and Lou Grant.

CBS also continued to have lead-off troubles on Wednesday, when The Jeffersons came in with a 28 share and In the Bigining a 22. NBC managed just a 27 share with its three-hour airing of "Little Big Man," which still beat out CBS's "McCloud," by a shae point. ABC wallop both the other networks by pulling a 36 share with Eight is Enough, a 43 with Charlie's Angels and a 39 with Vegas.

On Thursday, ABC tried out Operation Petticoat behind Mork and Mindy at 8:30-9 p.m.; it pulled a 34 share, eight points off Mork's lead-in and considerably less than What's Happening has been delivering in the time period. NBC tried Dick Clark's Live Wednesday at 8 p.m., pulling a 20 share to The Waltons' 32 on CBS. Hawaii Five-O again dropped dramatically from the The Waltons, this time to a 28 share, but Barnaby Jones again bounced back to easily win the 10-11 p.m. time period with a 39.

That helped CBS stay a little more than one rating point away from ABC in the nightly averages, as the latter's Barney Miller, Soap and Family came in with shares of 36, 32, and 30, respectively. NBC had a comeback performance from Quincy at 9-10 p.m., when it pulled a 29 share coming off Dick Clark, but Sword of Justice plummeted to a 22.

NBC experimented with Project UFO at 8-9 p.m. on Friday—normally it airs in that time period Thursday—but its 18 share lost the time period to ABC's 34-share Donny and Marie and CBS's 32-share Wonder Woman. UFO left Rockford Files with a 28 share, but The Eddie Capra Mysteries continued to build at 10-11 p.m., reaching a 32 share, a new high. CBS's The Incredible Hulic came in with a 33 share at 10 p.m., but Flying High dropped to a 27 at 10-11 p.m. ABC's movie, "More Than Friends," had a 30 at 9-11 p.m.

All three networks still had problems on Saturday. ABC's Welcome Back, Kotter had its first seasonal showing at 8-8:30 p.m. with a 28 share. Behind it, Carter Country had a 27. CBS's Rhoda and Good Times remained weak with 29 and 24 shares at 8-9 p.m., helping bestow a time-period-winning 39 share on NBC's ChiPs.

The 9-10 p.m. time period was taken by an NBC special, part two of Rescue From Gilligan's Island, which had a 40 share. That gave NBC the nightly win despite

NATPE a la MIP With 181 suite requests already in, more than 200 expected eventually and only 195 suites presently reserved, March 8-14 convention at the MGM Grand hotel in Las Vegas, National Association of Television Program Executives conference organizers are negotiating for more space and are likely to encourage smaller exhibitors to consider taking large rooms in order to remain on-site. All this is expected to provide fodder to those preaching a convention-booth-by-booth, convention-hall style used at the Marche International des Programmes de Television (MIP-TV) in Cannes, France. Among the topics of discussion at a NATPE board meeting in Las Vegas this Thursday and Friday (Nov. 1-2) is to be a plan for a MIP-style experiment, with about a half-dozen companies setting up shop side-by-side in collapsible, soundproof and air-conditioned modules. If the test works, and the membership approves, there's the possibility of switching over in 1980 to accommodate NATPE's growing numbers.

Broadcasting Oct 30 1978
Sword of Justice's 26 share at 10-11 p.m., its second shaky performance of the week. The now-canceled American Girl came in with a 17 share for CBS at 9-10 p.m., but Dallas, now moved to Sunday night, rebounded to a 30 at 10-11 p.m. Love Boat and Fantasy Island came in with shares of 34 and 36 for ABC.

Nice numbers for PBS

Ratings for public television, while not threatening the big three show a marked rise over last year

After years of wishing that the ratings would just go away, public television is suddenly looking forward to more of them. Overnight ratings for October in four major markets for public television programs are significantly higher than in many of the same time slots last year.

Those figures, however, do not come close to those at the commercial networks. Possibly Public Broadcasting Service's highest ranking show, The Duchess of Duke Street (which began 15 episodes Oct. 22) came in with less than a 10 share in its best market, San Francisco.

PBS's excitement comes from past experience. It is used to dealing with numbers much closer to one and two. Last year, in the 8 p.m., Oct. 1 time slot, the PBS show got a 1.4 rating and a 2.1 share in San Francisco. This year, a documentary on opium brought in a 3.0/4.6 there. Other numbers appear to be consistent with that.

A Masterpiece Theater presentation, "The Mayor of Casterbridge," just about doubled its ratings in New York, from 1.0/2.0 to 2.6/3.9. It also got 2.9/4.4 ratings in Chicago and San Francisco. A movie on weightlifting, "Pumping Iron," was up five times over the same time slot last year in Los Angeles, to 4.0/6.1. New York was 3.7/5.2 and Chicago, 3.0/4.1.

This, as PBS Director of Communications Dale Rhodes said, is just a preliminary indication of ratings. PBS will have a much better idea of how October went when more complete statistics come out in November. Also, national ratings are still two weeks away.

Why the jump in public television ratings? PBS loves to answer that one. Quality programming and increased promotion, it says. Public television, Mr. Rhodes said, "is tired of hiding its light under a bushel basket." And this fall's promotional budget of some $2 million is the largest ever for public television.

One reason viewers are getting more exposure to public television is TV Guide—in both advertising and coverage. This is significant, especially in New York City, where the Guide's circulation has increased some 200,000 since the newspaper strike. There was a time, Mr. Rhodes said, that public broadcasting was treated as "sort of a foreign country" in TV Guide.

One program that didn't fare so well with a lot of publicity was the controversial documentary about California Nazis, "California Reich," which got a 2.2/3.2 in Los Angeles and a 2.4/3.8 in San Francisco. Although PBS might consider these numbers "disappointing," they were still at least two times higher than ratings in the same time slots last year. Chicago will not broadcast the documentary and New York may later.

There are various ways to interpret ratings and these are merely the preliminaries. The whole story on fall ratings hasn't been told yet, but PBS is pleased with the beginning.

Set for spring, Arbitron Radio has announced that after consultation with Radio Advertising Bureau's GOALS committee, April 19-May 13 has been set for its spring 1979 survey, as endorsed earlier by the Arbitron Radio Advisory Council (Broadcasting, Sept. 11). These dates avoid the Easter holiday, when daytime listening by teen-agers tends to increase.

Networks bring out big guns for Nov. sweeps

Miniseries, movies and specials are slotted for ratings periods

The November sweeps start this week, and the three commercial television networks have loaded their prime-time schedules with miniseries, big-name movies and specials, and, not coincidentally, preempting many of their weaker regular series in the process.

Nielson will be measuring Nov. 1-28, Arbitron Nov. 2-29. While all three networks had as of last week blank and tentative spaces in their line-ups, especially during the latter part of the month, what they did have scheduled showed only two or three evenings with regular competition in the sweeps' first 20 days, at least.

Here's a look at most of the highlights:

Miniseries. Each network has a highly touted, big-name miniseries to unleash.

For ABC-TV, it's Pearl, a six-hour "romantic drama set against the background of the attack on Pearl Harbor," to air Nov. 16, 17 and 19. CBS has The Word, based on Irving Wallace's best-seller about a public relations executive "caught in a deadly intrigue surrounding the publication of a controversial document that appears to be a long-lost eyewitness account of the life of Christ." The eight-hour adaptation is to air Nov. 12-15. CBS also will air a four-hour version of Harold Robbins's The Pirate, an account of "compelling human passions set against a background of Arab-Israeli intrigue," set for Nov. 21-22.

NBC-TV has set eight-and-a-half hour's worth of Stories From the Bible on Nov. 19-22. (On Nov. 18, CBS has scheduled a three-hour theatrical version of the same book.) NBC also is to air two "chapters" of Centennial during the month, both on Saturday—Nov. 4 and 11—to avoid heavy competition from the other networks on its regularly scheduled night, Sunday.

Movies. Blockbusters abound in both the theatrical and made-for-TV categories. Of the former, ABC's adaptation of "The Sting" on Nov. 5 probably is the most spectacular, as evidenced by the fact that neither CBS nor NBC has scheduled anything particularly glamorous against it.

CBS plans to debut its new Saturday night movie slot with "The Poseidon Adventure" on Nov. 4, and besides the previously mentioned "The Bible" has scheduled "Gator" with Burt Reynolds on Nov. 1 and "Billy Jack" with Tom Laughlin on Nov. 28.

NBC has "Return to Macon County" with Nick Nolte on Nov. 8 and "Ode to Billy Joe" on Nov. 12, but will rely most heavily on made-for TV films. They include "Thou Shalt Not Commit Adultery" on Nov. 1; "The Time Machine" on Nov. 5; "Rainbow," the story of Judy Garland, on Nov. 6; "Betrayal," with Rip Torn and Lesley Ann Warren as a psychiatrist and the patient he lures into a sexual relationship "under the guise of therapy," on Nov. 13; "Lady of the House," starring Dyan Cannon as famed San Francisco madam Saily Stanford, on Nov. 14; "Bud and Lou," starring Buddy Hackett and Harvey Korman as Abbott and Costello,
on Nov. 15; "Return Engagement" with Elizabeth Taylor on Nov. 17; "Thief of Baghdad" with Peter Ustinov on Nov. 23, and "Fire in the Sky," a three-hour disaster epic with Richard Crenna on Nov. 26.

CBS's made-for-TV entries include "First You Cry," starring Mary Tyler Moore as a woman with breast cancer, to air Nov. 8, while ABC plans "How to Pick Up Girls!" with Desi Arnaz Jr. on Nov. 3 and "A Question of Love," about a child custody case involving a lesbian mother, on Nov. 26.

Specials. They'll be sprinkled everywhere, beginning with CBS's Cinderella at the Palace, with Gene Kelly as host on Nov. 2. CBS also plans animated specials with Bugs Bunny and Charlie Brown on Nov. 15, Hollywood's Diamond Jubilee on Nov. 11 and a "Star Wars" holiday special on Nov. 17. ABC has a Family Feud special on Nov. 6, a three-hour boxing triple-header on Nov. 10 featuring Larry Holmes and Alfredo Evangelista fighting for the World Boxing Council heavyweight title, a Pat Boone family special and Sunday night pro football game on Nov. 12 and a Battle of the Network stars on Nov. 18. NBC will weigh in with a musical version of Li'l Abner on Nov. 9, a Mickey Mouse 50th birthday celebration on Nov. 19, a Frankie Avalon-Annette Funicello musical on Nov. 21 and a Steve Martin special on Nov. 22.

CTW sets out to win children to science

It announces development of new children's show it hopes will do for science what 'Sesame Street' did for reading; $9.6 million budget for 65 shows

An as yet unitled educational television series on science and technology aimed at the nation's 14 million 8-to-12-year-olds is scheduled to premiere on public broadcasting stations early in 1980.

Children's Television Workshop, creator of Sesame Street and The Electric Company, is hoping the Public Broadcasting Service will schedule the program (ideally, midmorning and 6:30 p.m.) to enable it to attract classroom and after-school audiences.

The project (65 half-hour programs) is budgeted at $9.65 million, and negotiations are still in progress between CTW and the Corporation for Public Broadcasting for $700,000. The major funder is the National Science Foundation, which is supplying grants totaling $3.5 million, and the only corporate funder is United Technologies Corp., providing $2 million. Also, the U.S. Office of Education has budgeted $1.1 million and may have another $500,000 in fiscal year 1980. Another $1.2 million will come from CTW's self-support funds. CTW expects $750,000 (including the $700,000 from CPB) from public broadcasting sources.

CTW president Joan Ganz Cooney said the workshop staff has been developing the series for more than a year. The target audience is the 8-to-12-year age range "because researchers have told us it is a critical age at which children's attitudes toward science are influenced—too often, negatively," Mrs. Cooney said.

Playing directly on that curiosity, the magazine-style program will have weekly themes—often opposites or extremes (hot and cold, light and dark, powerful and weak, growth and decay)—which will be developed during the first four days. The final program each week will be a review of the first four.

Samuel Gibbon, executive producer of Electric Company, said the series will touch on all major fields of science and technology, but will not be organized by disciplines such as biology, physics or civil engineering. It will be a "highly selective sampling of all the disciplines," he said.

CTW and the other two productions rely on repetition—an effective method of teaching such things as the alphabet—and animation. In this one (a name has yet to be chosen from among 200 or so possibilities), however, producers will show a great deal of material, with as much as possible from "the real world," although some animation will be used.

CTW and other research indicates that by seventh grade (8 to 12 years old are fourth to seventh grade ages), when most students begin science courses in schools, many already dislike science—especially girls and minorities. In one study of children in the sixth grade 25% of boys said they would consider careers in science and engineering, but only 3% of the girls were interested.

The probable format of the show will be a live cast of three regular members who will be the bridge between format categories and several regular departments. It may have a mystery adventure serial, drama, live action film, music, comedy and special electronic and film effects.

Preliminary program development is almost complete. Dr. Keith Mielke, responsible for the series, said more than 6,000 children have participated in its development, and many more will see test shows to give producers some idea of where to proceed. Production of five test shows is scheduled for the next few months, followed by evaluation and then full-scale production in April.

Program Briefs

Foxy fix. ABC Inc. has agreed to drop $5-million-plus breach of contract suit against comedian Redd Foxx (Broadcasting, Sept. 4) provided Mr. Foxx produces and delivers TV series pilot that ABC claims is owed. ABC added that Rev. Jesse Jackson, head of Operation PUSH, was involved in meeting between ABC representative and Mr. Foxx.

Live and growing. Season premiere of NBC-TV's Saturday Night Live on Oct. 7, featuring rock group Rolling Stones, was show's highest-rated premiere ever. It had 12.5 rating, compared to premiere outings of 10.3 in 1977, 9.1 in 1976 and 6.7 in 1975.

Juice for TV. Orenthal Productions has been formed as TV production division of O. J. Simpson Enterprises, Los Angeles. First projects will be for NBC, following Mr. Simpson's signing five-year agreement with that network. Appointed executive in charge of production was Daniel S. Mark, former vice president of business affairs, West Coast, for International Creative Management.

Nontaxable. Internal Revenue Service has ruled that income received by tax-exempt colleges and universities from sale of broadcast rights to football and basketball games is not taxable. Question of such taxability arose during regional IRS office audit of Southern Methodist University, Texas Christian University, Kansas University and Cotton Bowl Athletic Association (Broadcasting, June 20, 1977). IRS has now advised that broadcasting of sports events contributes to universities' tax-exempt purpose.

Cablecasting: Cable ad volume: gaining fast but still modest

NCTA survey finds a tripling in two years as program ing sources for cable proliferate

Advertising, although a small contributor to cable television income, has increased threefold on cable in the past two years, according to a survey by the National Cable Television Association.

The association estimated that advertising revenues for the whole industry will reach $8.5 million this year, three times the amount NCTA estimated from a similar survey taken two years ago.

In comparison with broadcasting's advertising revenues, which totalled $7.2 billion in 1976, cable's advertising income is small indeed. In fact, compared to cable's gross expenses, expected to be about $1.5 billion this year, it is small. Of the 923 cable systems responding to NCTA's survey (3,800 systems received questionnaires), three-quarters reported that they made less than $10,000 a year from advertising. And only 2% earn more than $100,000 from advertising.

But NCTA indicated advertising on cable is a growing trend that the association attributes to the development of new programming made expressly for cable.

NCTA reported that of the 744 survey respondents that produce their own local programs, 46% take advertising, mostly from local businesses but at times from regional and national advertisers.

Commenting on the survey's findings, NCTA President Robert L. Schmidt said, "Both local and national advertisers are able to buy time for a fraction of the hundreds or thousands of dollars they would pay at broadcast outlets. Moreover, merchants and local service firms buy cable TV spots knowing that their messages reach homes in a specific cable viewing community—with none of the expensive spillover which makes broadcast commercials too costly and wasteful for many small local companies."

The NCTA survey found that the vast majority of cable systems, 85%, get less than 5% of their revenues from advertising. For another 6% of the systems responding to the questionnaire, advertising sales account for 5%-20% of their revenues, and for a small minority, 8%, advertising accounted for more than 20% of annual revenues.

NCTA said the figure of $8.5 million is, if anything, an underestimate of the expected industrywide advertising revenues. About two-thirds of that was attributed to systems which answered the survey—which, although representing only about a quarter of the total systems in the industry, include the larger ones. NCTA said it guessed that the rest of the systems would take in about $3 million in advertising this year, an estimate one spokesman said is "probably rather conservative."

The spokesman said that $1.5 million in advertising comes from the top 2% of the systems that reported making more than $100,000 from commercials. There are five of them: Mission Cable TV, San Diego (Cox Communications), the nation's biggest system; Manhattan Cable Television, New York (Time, Inc.); Potomac Valley Television, Cumberland, Md.; UA-Columbia Cablevision of New Jersey, Wayne, N.J. (UA-Columbia Cablevision), and Gulf Coast Television, Naples, Fla. (Palmer Broadcasting Co.).

The NCTA survey also revealed that cable systems are doing more audience measurement than in the past, surveying their subscribers about viewing habits, program preferences and demographics. One-quarter of the respondents reported doing some research, which they used in program decisions, advertising sales presentations and marketing strategies.

NCTA said last week that more data about the cable industry will be released in a series of six the FDA is holding in cities across the country. Qube officials, pleased with the results of this and an earlier TV meeting about a local planning commission proposal (Broadcasting, July 17), are now talking about future two-way meetings, with congressmen and, if possible, members of the Carter administration.
valued at almost $140 million (BROADCASTING, Jan. 2). And it would place under one corporate roof the dominant supplier of pay cable programming—Time's Home Box Office—and the nation's second largest cable television systems operation. And that is what appeared to concern Chairman Ferris last week.

The staff had recommended approval of the transfer applications involved. One question involved ATC's carriage of HBO programming after the merger, since the commission is considering a proposed rule that would prohibit a common carrier from transmitting programs of an affiliated company. However, Time Inc. has said it would convert the microwave facilities involved—which account for only 1.3% of ATC's total revenues—into a private carrier, if the rule is adopted.

But, Chairman Ferris said, "the larger question is not the rulemaking but the fact that you'll have the number-one programmer merge with the number-two cable system. What are the antitrust implications?"

The Common Carrier Bureau chief, Larry Darby, said the bureau had been in touch with the Justice Department's Antitrust Division, and was told a requirement that the merged company get rid of the common carrier microwave facilities would eliminate any antitrust problem.

And Philip Verveer, the Cable Television Bureau chief, who had formerly worked in the Antitrust Division, said ATC's number of subscribers—708,000, or 5% of the total number of cable subscribers of 14 million—is large enough to "raise a question." But he said the cable industry is not yet concentrated, the barriers to entry for program suppliers are low, and the commission has rules to guard against companies taking "advantage of their size." He thought the commission would be meeting its obligations in approving the merger.

But Chairman Ferris wanted the commission views stated in the order it adopted on the merger. "This is an essential ingredient," he said. "It has to be developed." He asked that the draft order be reworked and brought back to the commission for consideration.

**Debt decrease.** Communications Properties Inc., cable TV multiple system operator, has obtained $12.7 million loan and restructured existing $30,360,000 long-term debt. New loan will be used to retire CPI's total outstanding debt. Lenders involved include John Hancock, Astina, Connecticut Mutual, Teachers and Home Life insurance companies.

**Zooming in.** Home Box Office, Time Inc.'s pay-programming subsidiary, scheduled Oct. 18 Upclose hour, described as service's "first behind the scenes documentary and featuring John Travolta, Olivia Newton-John, Allen-Clark Keaton. David Scheehan (KNXTIVI) Los Angeles, NBC-TV's America Alive) is host.

**Film and tape: peaceful co-existence at SMPTE**

Organizers cite common ground for two media at conference this week; late add to agenda: the television blanking problem

Perhaps nowhere is the controversy over the benefits of video tape versus film production more focused than within the membership of the Society of Motion Picture and Television Engineers, and the organizers of the society's conference in New York this week have again chosen the marriage between the two technologies as their central theme.

Last year the key word was "interface"—defined by SMPTE officials as the complementary integration of both film and tape techniques in the producer's bag of tricks (BROADCASTING, Oct. 24, 1977). This year it's "imagery," which, according to John Zeman, the conference's program chairman and a district sales manager for Eastman Kodak's motion picture and audio-visual markets, was chosen to represent the profession of all the society's members, whatever medium they use.

"Imagery relates to both media," Mr. Zeman said last week. "We wanted to set a tone of looking at the whole industry, and looking at what you think will work for you, whether it be film or video. If anything, video has increased the total imagery marketplace ... film and video people have somehow made that an antagonistic situation which doesn't exist."

One conference session particularly related to the imagery theme, in Mr. Zeman's view, will be the film-to-tape/to-tape-to-film transfer papers on Wednesday afternoon. The presentations by an international group of manufacturers on several different types of transfer systems indicate the growing flexibility between the two media, Mr. Zeman said, and the growing desire to use that flexibility to take advantage of the specific benefits of each.

But there are still many sessions which concentrate exclusively on one or the other of the two media, and on the video side, one of the most important will be the video production seminar on Thursday. A discussion of the video blanking problem, a late addition to the agenda, will lead off the sessions, with papers addressing the issue to be presented by Thomas Keller, chief engineer of WGBH-T.V Boston and chairman of the Broadcasters' Ad Hoc Committee on Television Blanking Widths, and Blair Benson of Video Corp. of America.

According to one source familiar with the plans, Mr. Keller will present on behalf of the broadcasters' committee, it discusses the lack of established blanking measurement standards and other aspects of the committee's findings to date. Mr. Benson said his paper will address the special blanking difficulties encountered by production houses, because of the multiplicity of video processing stages used in production, all of which can add blanking.

One session that apparently wasn't important enough was the scheduled seminar on video disk technology. According to Mr. Zeman, it was canceled due to lack of interest.

The following equipment and service firms will be displaying and selling their products in the Americana hotel. Listings contain booth locator numbers for each firm. New products are indicated by an asterisk (*).

Ampex 1-3, 24-26
Angenieux 203-04
Arriflex 136-39
Belden Communications 196
Bell & Howell 141-43
Berkey Colortran 162-63
Bolex 131
Robert Bosch Corp. 39-40
The Camera Mart 164-66, 173-75
Canon 168-69
Century Precision Cine/Optics 207
Chyron Telesystems 108
Cinema Products 186-93
Cine 60 232-33
Coherent Communications 248
CMX Systems 4
Commercial Electronics Inc. 235-36
Comprehensive Service Audio-Visual 176
Comprehensive Video Supply 245
Consolidated Video Systems 242-44
Convergence Corp. 10-11, 17-18, 35-36
Dolby Laboratories 133-34
Eastman Kodak 148-49
Eigen Video 41
Elmo Manufacturing 156
Film Equipment Rental 208-10
Frezzolini Electronics 180-61
Fuji Magnetic Tape 221
Fujinon Optical 222-24
General Electric Lamps 186-87
General Enterprises 264
Goldberg Brothers 157-59
Alan Gordon Enterprises 134-35
Grass Valley Group 115
GTE/Sylvania 101
Karl Helt Inc. 256
Hazeltine 132-33
Hitachi-Denshi 21-22, 31-32
Holofog Optical Systems 105
Hollywood Film 219-20
Ikegami Electronics 118-21
Image Devices 102
JVC Industries 19-20, 33-34
Kliegl Brothers 116-17
KLM Associates 215-18
Lenco Electronics Division 110, 112
Lipsner-Smith 200
Listec Television Equipment 185
Lowel-Light 177-78
L.T.M. Corp. 124-27
L-W International 225
Mackbet Sales 227
Magnasyn/Moviola 144-47
Magnasyn Electronic 150-51
Marconi Instruments 241
Matthews Studio Equipment 183-84

Broadcasting Oct 30 1978

46
Fax newspapers are stand-out at digital satellite meeting

Over 430 engineers, most from the United States, Canada, Japan and Europe, met in Montreal last week for the fourth International Conference on Digital Satellite Communications. One of the highlights of the three-day meeting (Oct. 23-25), according to Serge le Francois of Teleglobe Canada, one of the conference co-sponsors, was a digital transmission of newspaper facsimilies by satellite from Europe.

French and Italian newspapers participated in the satellite feed to the conference at Montreal's Queen Elizabeth hotel. The participating newspapers included Le Figaro and Le Monde of France and Corriere della Sera of Italy. The transmissions were relayed to Teleglobe via an Intelsat trans-Atlantic satellite. (The international conference, which is held every three years, is sponsored by Intelsat and professional organizations of the host country.)

According to Mr. le Francois, the "highly technical" papers presented at the meeting seemed to "satisfy the needs of most of the delegates," who showed considerable interest in the Teleglobe facsimile demonstration.

He said there were 13 equipment exhibitors at last week's meeting, including the American firms, McDonnell-Douglas and Digital Communications Corp. He said that there was little in the way of sales at the conference, however, and that the exhibitors were there principally to introduce new equipment and techniques to the delegates.

Comsat request for earth station at Lake Placid gets snagged at the FCC

The Communications Satellite Corp. has run into a problem in its effort to build an earth station at Lake Placid, N.Y., to be used to beam television coverage of the 1980 winter Olympics to Europe. The FCC last week designated the application for hearing.

What is troubling the commission is the financial arithmetic involved. Comsat estimates construction costs at $589,000, operating costs at $289,000 and revenues at $365,000.

That leaves a shortfall of $513,000, and the commission is concerned about the possibility of Comsat requiring rate-payers to make up the difference. The service has been requested by the European Broadcasting Union.

As a result, the staff recommended and the commission adopted an order designating the application for hearing in order to answer the question of how the shortfall would be made up.

Larry Darby, chief of the Common Carrier Bureau, indicated the staff was prepared to recommend rejection of the application, but was deterred by a requirement barring rejection without a hearing.

Commissioners expressed concern about the effect of a denial of the application on coverage of the winter Olympics for Europe. However, the staff alternate means of transmitting the television signals are available.

Technical Briefs

Modernizing in Seoul. Tongyang Broadcasting Co., Seoul, Korea, is upgrading its television studios with RCA broadcast equipment worth more than $1.3 million. Channel 7 station has ordered RCA's newest studio TV cameras, video tape recording systems and associated switching, monitoring and audio equipment.

Communications confab. Institute of Electrical and Electronic Engineers is holding National Telecommunications Conference Dec. 4-6 in Birmingham, Ala. Upgrading on changes in communications includes more than 50 technical sessions with panel discussions and presentation of approximately 250 papers. Satellite communications, fiber optics and transmission technology are to be highlighted. For information, contact Chairman H. T. Uthlaut, Jr., Box 771, Birmingham 35201.
AMST has misgivings over Rand UHF study

Urges FCC task force not to develop policy based on data it says is out of date

The Association of Maximum Service Telecasters has urged the FCC not to rely on a Rand Corp. econometric model in developing UHF policy. AMST says there are discrepancies in the model, which it says are not supported by the study, dated February 1976 and revised a year later, predicted for 1990.

AMST’s president, Tom B. Paro, in a letter to FCC Chairman Charles D. Ferris, noted that the commission staff, in various proceedings, is preparing recommendations that are based on UHF station projections derived from the Rand report. He noted that the new disbanded task force relied on the report in the VHF drop-in proceeding, in which the commission is now considering four short-spaced VHF drop-ins.

And last summer, Mr. Paro added, the task force used the report to predict UHF television needs by 1990. One purpose of the staff study was to determine the number of new UHF stations that would be barred by the reallocation of various amounts of UHF spectrum to nonbroadcast use. The study was made in connection with an evaluation of a Texas Instruments receiver, which is designed to permit a reduction in the number of UHF "taboos."

Mr. Paro added that "we understand" that the disbanded task force is relying on Rand projections in developing its final report on future UHF television needs. The report would be aimed at providing the basis for future allocations policy.

Using the revised Rand model, the task force has predicted there would be 196 commercial UHF stations in the top 100 markets by 1990, however. Mr. Paro said, "225 commercial assignments are already occupied, i.e., stations on the air, permits granted, or applications pending for new stations." Mr. Paro added that in almost 80% of the markets, there are now at least as many channels occupied as Rand forecast for 1990.

Mr. Paro said that a partial explanation for the discrepancy between reality and the Rand projections "is that Rand counted a channel as vacant even where a construction permit had been granted or applied for, if no station was yet operating. It said many channels Rand would consider vacant are being fought over in multiparty comparative hearings.

Accordingly, AMST said, "it is clear from present-day facts that any studies and recommendations based on the Rand study would be unreliable and futile. The commission’s staff should not proceed with further work based on the Rand projections."

Overheard at the EIA. The board of the Electronic Industries Association, meeting last week in Los Angeles during the group’s annual fall meeting, decided to go ahead with a "five-year plan" for United States manufacturers to hold regular trade shows overseas. A source on the board said that the "U.S.-only shows will be held “at least” once a year in places such as Singapore, Cairo, Latin America or wherever "targets of opportunity” may appear. □ □ Flying the crowded skies. At this week’s meeting of the Society of Motion Picture and Television Engineers in New York, Liston Abbott of RCA’s David Sarnoff Research Center in Princeton, N.J., is scheduled to present a paper entitled “Transmission of Four Simultaneous Television Programs via a Single Satellite Channel,” proposing a technological remedy to a problem that has already become apparent and promises to get worse: Demand for space on the country’s four domestic broadcast satellites is close to outstripping the space available. □ □ One case in point. Just how serious the problem is becoming was made obvious last week when BROADCASTING reported (in “Brief” Oct. 23) that Satellite Communication Systems, Tulsa, Okla., had filed a $2.8-million law suit against RCA Americom in an attempt to continue use of horizontally polarized transponder 18 on RCA’s Satcom I. The case seems pretty much to boil down to SCS wanting to hold onto a channel for which RCA has found another tenant. □ □ One solution. Mr. Abbott calls his "four-in-one” use of satellite transponders, and he is going to report on a successful demonstration of the process held in Juneau, Alaska, last April 26 when RCA Alascom transmitted four program signals and delivered them to that city’s B-C Cable TV Inc. □ □ One hitch. Although, as Mr. Abbott says, the four-in-one feed is merely an "extension” of the present four-in-two feed that have been going to Alaska from Los Angeles 16 hours a day since January 1977, the four-in-one feed requires a 10-meter or greater antenna dish. He says the 4.5-meter dishes used by most cable systems have problems with "excessive noise." □ □ But it looks like a step in the right direction—earthward. Sources in the industry have said they expect no new domestic communications satellites before the “advanced Westar” project, a large-capacity Western Union satellite that will provide communications for NASA and commercial users and that is scheduled to go up on one of the early space shuttle flights in late 1980 or early 1981. Western Union sources will not go into specifics, but they do say their “capacity will be increased” above the present 24 channels. And RCA, it’s understood, is now activating its vertically polarized transponders on Satcom’s I and II to bring those birds up to their combined 48-channel capacity. (According to SCS, most cable systems in the country are equipped to receive only horizontally polarized signals, and conversion could be costly.) Officially, RCA refuses to reveal how much space is left on its Satcoms, but a source there who should know admitted he “understands Americom’s booked up.” A Western Union official said the Westars are “getting very close to capacity” and that there is a “shortage of occasional capacity” on the system. □ □ Dollars for dishes. Although still only in the “demonstration phase,” RCA’s four-in-one process could precipitate a new sales boom in ground station equipment. If demand for satellite time continues to grow, larger market cable operators, especially those that owe much of their financial success of late to such satellite-fed services as wrcnnl Atlanta and Home Box Office, may find the $50,000-plus price tags for the larger dishes (as opposed to $25,000 for the smaller ones) a small price to pay to continue attracting the numbers of services and subscribers they want. □ □ While the sub-jects at hand. Dan Wells, senior vice president for engineering at the Public Broadcasting Service, says that as of last week 152 of 165 PBS member stations are now receiving their programming via the Westar satellite. Most of the 13 stations not yet connected, Mr. Wells says, are in locales posing special construction problems. Among those are one each in Alaska, Puerto Rico, Virgin Islands, another in Binghamton, N.Y., one in Cookeville, Tenn., and three in New York City. Mr. Wells expects the 13 stations to join the rest of the system by the end of the year. □ □ Under the wire. PBS, by the way, does not appear to have any problems about losing its satellite space. It has a seven-year contract for four transponders (there are 12 on each of the two Westars) with an option of four more years at a fixed price and four years beyond that at a price to be negotiated. □ □ News from the Midwest. SMPTE is by no means the only broadcast conclave this week. Out in Chicago, the ninth annual Loyola (University) National Radio Conference, a sort of mini-NAB for college and high school radio personnel, is expecting 1,000 delegates for a three-day meeting, Nov 3-5. Steve Wagner of the conference says that equipment manufacturers have been taking a real interest in this year’s show—greater, in fact, than the record companies that have long supported the meeting. Among the equipment firms that will be present are 3M, McMartin, Radio Systems Design and two Canadian firms, Ottawa Equipment and Bailey Engineering Ltd. □ □ Final note. Scientific-Atlanta came up with an interesting set of numbers last week. By its figuring, 55% of all of licensed earth stations in the country bear the S-A logo. And, it says, 80% of the stations that are now awaiting FCC approval are also of S-A design.
From AP to ABC

Benson replaces O'Brien as network names new head of news on its four radio networks

Robert Benson, deputy director of broadcast for AP, has been named vice president, ABC News, Radio, effective Nov. 13, replacing Thomas A. O'Brien, who becomes director of radio news operations.

Before joining AP in 1974, Mr. Benson, now 35, spent six years with the ABC-owned AM group, as news director at WLS(AM) Chicago and KGO(AM) San Francisco and then as operations director at KGO.

In July 1974, Mr. Benson was hired by AP to develop its AP Radio network and served as its first managing director. About a year later, he was promoted to deputy director of broadcast and has also served as an assistant secretary of AP. AP Radio currently has 620 affiliates.

Mr. Benson's new responsibility (subject to pro forma approval by the ABC Inc. board) will be over-all supervision of the news programming and administration of ABC Radio's four networks: American Contemporary, American Information, American Entertainment and American FM, which combined have about 1,600 affiliates.

He also will be involved in tailoring new concepts and updating news operations for the four networks. He explained that he will be looking at new technology, adding that he was "very involved with that" at AP.

Mr. O'Brien, who has held the top slot at ABC Radio news for the past 15 years, will be responsible for coordinating the radio newsgathering of ABC's domestic and overseas bureaus, as well as for periodic reviews of coverage plans with assignment and cable managers.

Mr. O'Brien, whose credits include planning the news operation for ABC's four-network split in the 1960's and putting actualizes and newsmen (rather than announcers) on the air, last week claimed some relief by the higher management decision to bring in Mr. Benson. "I'm delighted to have lost the day-to-day headache of administration," he said.
Biggest stand up best to bears in the market

Larger broadcast companies hold own in Wall Street decline; smaller firms, however, suffer

Major broadcasting stocks seemed to be holding fairly steady in the stock market slide that began two weeks ago, but many other issues were taking hard lumps along with the market generally.

In broadcasting and related fields, secondary stocks appeared to be hit hardest—as was also the case in the general decline.

On Wall Street the plummeting prices were blamed on a selling frenzy heightened and carried along by rising interest rates. The market seemed on the verge of stabilizing early last week but kept edging downward as midweek approached.

Between Oct. 11 and the market's closing last Tuesday, Oct. 24, the Standard & Poor's 400 industrials average dropped 8%. In Broadcasting's index of broadcasting and related stocks, a few issues did well, but a lot didn't.

Among broadcasting issues, Capital Cities Communications dropped 4% in that span, closing Tuesday at 41 7/8. ABC was off 5% to close at 37; CBS was down 6%, closing at 53 3/8; Cox dropped 7% to 52 3/8, and Scripps-Howard was off 7% to 47 1/2.

Among less fortunate stocks in the broadcasting list were Metromedia, down 18% in that period to close Tuesday at 54; Taft and LIN both off 17%—Taft closed at 20 5/8 and LIN at 35 3/4. Storer was down 11% to 31 1/4.

Sonderling Broadcasting, in the category of broadcasting companies with other major interests, was virtually the only gainer in the Broadcasting index during the Oct. 11-24 period. Perhaps on the strength of its improved merger deal with Viacom (Broadcasting, Oct. 23), Sonderling rose 3% in price, reaching 24 3/8 at the Tuesday closing. (Viacom, in the cable index, dropped 13%, closing Tuesday at 23 1/2.)

The Washington Post Co. was off 2% to 44; Multimedia was down 4% to 25; Combined Communications was off 6% to 30 3/4; Dun & Bradstreet was off 6% to 33 3/4; Gannett was down 7% to 42 1/2; McGraw-Hill also down 7% to 22 3/8, and Jefferson-Pilot down 9% to 29 3/4.

Among those dropping 10% or more were Media General, 10% to 19 7/8; General Tire, 12% to 24 3/8; Meredith, 13% to 31 1/4; Cowles, 14% to 19 5/8; Wometco, 15% to 15 3/8; Outlet Co., 19% to 24 3/4, and John Blair & Co., 23% to 23 1/8.

Along with Viacom, other cable stocks also found robustness. Teleprompter declined by 21% to 10 5/8; General Instrument was off 28% to 27; Burnup & Sims was down 26% to 4 3/8; UA-Columbia Cable dropped 14% to 31 1/4; Time Inc. was down 10% to 43 1/2, and American TV & Communications was off 9% to 45.

In the programing group, Disney lost about 10%, closing at 39 on Tuesday. Warner Communications was off 12% at 43 3/8; 20th Century-Fox was down by 14% to 30 3/4; Columbia Pictures fell 16% to 19 1/8, and Filmmaks was off 23% to 12.

In the service category, Grey Advertising performed one of the rare feats of the Oct. 11-23 span by holding even, at 32 1/2. BBDO's decline was held to 6% with a 32 1/2 closing. J Walter Thompson's drop was 8%, to 25 3/4; Foote, Cone & Beldings's was 9%, to 19 7/8; Ogilvy & Mather's, 10% to 23 1/4. Interpublic and Doyle Dane Bernbach both had 11% losses, the former to close at 34 3/4 and the latter at 17 3/4.

The electronics and manufacturing company stocks in the index sustained losses ranging up to 15% or more during the two-week period. RCA dropped about 9% in closing at 27 on Oct. 24. General Electric was also off about 9%, to 48 1/8; Zenith dropped about 12%, to 14 1/8, and Westinghouse was down 13% to 19 1/2.

Cox: steep climb in third

Cox Broadcasting Corp. reported that net income for the first nine months of 1978 rose to $23,500,000 ($3.25 per share), up 42% over the like period of 1977.

For the third quarter net income climbed by 70% to $8,701,000, equal to $1.30 per share. Broadcast revenues for third quarter grew by 26%, with strong gains in both national and local advertising. Earlier this month the General Electric Co. entered into a preliminary agreement to acquire Cox for approximately $488 million in GE stock (Broadcasting, Oct. 9).
### Contemporary

<table>
<thead>
<tr>
<th>Last This week week</th>
<th>Title □ Artist</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 1</td>
<td>You Needed Me □ Anna Murray</td>
<td>Capitol</td>
</tr>
<tr>
<td>2 2</td>
<td>Hot Child in the City □ Nick Gilder</td>
<td>Chrysalis</td>
</tr>
<tr>
<td>5 3</td>
<td>Whenever I Call You &quot;Friend&quot; □ Kenny Loggins</td>
<td>Columbia</td>
</tr>
<tr>
<td>4 4</td>
<td>MacArthur Park □ Donna Summer</td>
<td>Casablanca</td>
</tr>
<tr>
<td>1 5</td>
<td>Reminiscing □ Little River Band</td>
<td>Harvest</td>
</tr>
<tr>
<td>7 6</td>
<td>Right Down the Line □ Barry Rafferty</td>
<td>United Artists</td>
</tr>
<tr>
<td>6 7</td>
<td>Boogie Oogie □ A Taste of Honey</td>
<td>Capitol</td>
</tr>
<tr>
<td>14 8</td>
<td>Double Vision □ Foreigner</td>
<td>Atlantic</td>
</tr>
<tr>
<td>10 9</td>
<td>Who Are You □ Who</td>
<td>MCA</td>
</tr>
<tr>
<td>12 10</td>
<td>Get Off □ Foxy</td>
<td>TK</td>
</tr>
<tr>
<td>11 1</td>
<td>Kiss You All Over □ Exile</td>
<td>Warner Bros</td>
</tr>
<tr>
<td>12 16</td>
<td>Beast of Burden □ Rolling Stones</td>
<td>Rolling Stones</td>
</tr>
<tr>
<td>18 13</td>
<td>You Never Done It Like That □ Captain and Tennille</td>
<td>A&amp;M</td>
</tr>
<tr>
<td>14 14</td>
<td>Ready to Take a Chance Again □ Barry Manilow</td>
<td>Arista</td>
</tr>
<tr>
<td>23 15</td>
<td>I Just Wanna Stop □ Gino Vannelli</td>
<td>Polydor</td>
</tr>
<tr>
<td>17 16</td>
<td>How Much I Feel □ Ambrosia</td>
<td>Warner Bros</td>
</tr>
<tr>
<td>15 17</td>
<td>Love is in the Air □ John Paul Young</td>
<td>Scotti Bros.</td>
</tr>
<tr>
<td>11 18</td>
<td>Summer Nights □ John Travolta/Olivia Newton-John...</td>
<td>RSO</td>
</tr>
<tr>
<td>27 19</td>
<td>Don't Bring Me Flowers □ Streisand/Diamond</td>
<td>Columbia</td>
</tr>
<tr>
<td>21 20</td>
<td>Got to Have Lovin' □ Don Ray</td>
<td>Polydor</td>
</tr>
<tr>
<td>26 21</td>
<td>Alive Again □ Chicago</td>
<td>Columbia</td>
</tr>
<tr>
<td>24 22</td>
<td>Sharing the Night Together □ Dr. Hook</td>
<td>Capitol</td>
</tr>
<tr>
<td>8 23</td>
<td>Don't Look Back □ Boston</td>
<td>Epic</td>
</tr>
<tr>
<td>29 24</td>
<td>She's Always a Woman □ Billy Joel</td>
<td>Columbia</td>
</tr>
<tr>
<td>26 25</td>
<td>It's a Laugh □ Daryll Hall &amp; John Oates</td>
<td>RCA</td>
</tr>
<tr>
<td>30 26</td>
<td>I Love the Night □ Alicia Bridges</td>
<td>Polydor</td>
</tr>
<tr>
<td>45 27</td>
<td>Time Passages □ Al Stewart</td>
<td>Arista</td>
</tr>
<tr>
<td>42 28</td>
<td>Sweet Life □ Paul Davis</td>
<td>Bang</td>
</tr>
<tr>
<td>34 29</td>
<td>Don't Want to Live Without □ Pablo Cruise</td>
<td>A&amp;M</td>
</tr>
<tr>
<td>36 30</td>
<td>One Nation Under a Groove □ Funkadelic</td>
<td>Warner Bros.</td>
</tr>
<tr>
<td>-31</td>
<td>My Life □ Billy Joel</td>
<td>Columbia</td>
</tr>
<tr>
<td>49 32</td>
<td>(Our Love) Don't Throw It All Away □ Andy Gibb</td>
<td>RSO</td>
</tr>
<tr>
<td>33 31</td>
<td>Blue Collar Man □ Styx</td>
<td>A&amp;M</td>
</tr>
<tr>
<td>22 34</td>
<td>Back in the U.S.A. □ Linda Ronstadt</td>
<td>Asylum</td>
</tr>
<tr>
<td>35 32</td>
<td>Talking in Your Sleep □ Crystal Gayle</td>
<td>United Artists</td>
</tr>
<tr>
<td>-36</td>
<td>Hold the Line □ Toto</td>
<td>Columbia</td>
</tr>
<tr>
<td>25 37</td>
<td>Hot Blooded □ Foreigner</td>
<td>Atlantic</td>
</tr>
<tr>
<td>35 38</td>
<td>Macho Man □ Village People</td>
<td>Casablanca</td>
</tr>
<tr>
<td>38 39</td>
<td>In the Bush □ Music</td>
<td>Prelude</td>
</tr>
<tr>
<td>43 40</td>
<td>Dance □ disco Heat □ Sylvester</td>
<td>Fantasy</td>
</tr>
<tr>
<td>-41</td>
<td>Strange Way □ Fireball</td>
<td>Atlantic</td>
</tr>
<tr>
<td>-42</td>
<td>Instant Replay □ Dan Hartman</td>
<td>Blue Sky</td>
</tr>
<tr>
<td>48 43</td>
<td>Change of Heart □ Eric Carmen</td>
<td>Arista</td>
</tr>
<tr>
<td>44 44</td>
<td>Straight On □ Heart</td>
<td>Portrait</td>
</tr>
<tr>
<td>33 45</td>
<td>Josie □ Steely Dan</td>
<td>ABC</td>
</tr>
<tr>
<td>-46</td>
<td>Ooh Baby Baby □ Linda Ronstadt</td>
<td>Asylum</td>
</tr>
<tr>
<td>44 47</td>
<td>Just What I Needed □ The Cars</td>
<td>Elektra</td>
</tr>
<tr>
<td>48 40</td>
<td>Three Times a Lady □ Commodores</td>
<td>Motown</td>
</tr>
<tr>
<td>-49</td>
<td>Le Freak □ Chic</td>
<td>Atlantic</td>
</tr>
<tr>
<td>37 50</td>
<td>Miss You □ Rolling Stones</td>
<td>Rolling Stones</td>
</tr>
</tbody>
</table>

### Country

<table>
<thead>
<tr>
<th>Last This week week</th>
<th>Title □ Artist</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 1</td>
<td>Sleeping Single in a Double Bed □ Barbara Mandrell</td>
<td>ABC</td>
</tr>
<tr>
<td>5 2</td>
<td>Anyone Who Isn't Me Tonight □ Rogers &amp; D. West...</td>
<td>UA</td>
</tr>
<tr>
<td>1 2</td>
<td>Little Things Mean a Lot □ Margo Smith</td>
<td>Warner Bros</td>
</tr>
<tr>
<td>6 4</td>
<td>Cryin' Again □ Oak Ridge Boys</td>
<td>Capitol</td>
</tr>
<tr>
<td>15 5</td>
<td>I Just Want to Love You □ Eddie Rabbitt</td>
<td>Elektra</td>
</tr>
<tr>
<td>7 6</td>
<td>One Sided Conversation □ Gene Watson</td>
<td>Capitol</td>
</tr>
<tr>
<td>20 7</td>
<td>Sweet Desire □ Kendalls</td>
<td>Capitol</td>
</tr>
<tr>
<td>3 8</td>
<td>Let's Take the Long Way Around the World □ R. Milkap...</td>
<td>RCA</td>
</tr>
<tr>
<td>4 9</td>
<td>Ain't No California □ Mel Tillis</td>
<td>RCA</td>
</tr>
<tr>
<td>9 10</td>
<td>Heartbreaker □ Dolly Parton</td>
<td>RCA</td>
</tr>
<tr>
<td>8 11</td>
<td>Tear Time □ Dave &amp; Sugar</td>
<td>RCA</td>
</tr>
<tr>
<td>-12</td>
<td>Two Lonely People □ Moe Bandy</td>
<td>Columbia</td>
</tr>
<tr>
<td>12 13</td>
<td>Who Am I to Say □ Statler Bros.</td>
<td>Mercury</td>
</tr>
<tr>
<td>11 14</td>
<td>If the World Ran Out of Love □ Brown &amp; Cornelius...</td>
<td>RCA</td>
</tr>
<tr>
<td>16 15</td>
<td>It's Been a Great Afternoon □ Merle Haggard</td>
<td>RCA</td>
</tr>
<tr>
<td>18 16</td>
<td>What Have You Got to Lose □ Tom T. Hall</td>
<td>RCA</td>
</tr>
<tr>
<td>10 17</td>
<td>No Sleep Tonight □ Randy Barlow</td>
<td>Republic</td>
</tr>
<tr>
<td>24 18</td>
<td>Back in Heaven □ Razzy Bailey</td>
<td>RCA</td>
</tr>
<tr>
<td>-19</td>
<td>Daylight □ T.G. Sheppard</td>
<td>Warner Bros</td>
</tr>
<tr>
<td>17 20</td>
<td>Another Goodbye □ Donna Fargo</td>
<td>Warner Bros</td>
</tr>
<tr>
<td>14 21</td>
<td>Here Comes the Hurt Again □ Mickey Gilley</td>
<td>Epic</td>
</tr>
<tr>
<td>13 22</td>
<td>Fadin' In □ Fadin' Out □ Tommy Overstreet</td>
<td>ABC</td>
</tr>
<tr>
<td>19 23</td>
<td>I've Always Been Crazy □ Waylon Jennings</td>
<td>Columbia</td>
</tr>
<tr>
<td>-24</td>
<td>The Gambler □ Kenny Rogers</td>
<td>United Artists</td>
</tr>
<tr>
<td>22 25</td>
<td>Womanhood □ Tammy Wynette</td>
<td>Epic</td>
</tr>
</tbody>
</table>

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

Media

Donal L. Flynn, VP, business affairs and contracts, ABC Television, New York, named to new post of VP, ABC Television, working with President Frederick S. Pierce in all areas, particularly business affairs, legal and governmental relations and employee contract negotiations. Richard Kozak, director of station relations, ABC-TV, and Mario Cucinotta, director of affiliate relations, named VPs.

Mike Weinblatt, president of NBC Entertainment, Los Angeles, elected to board of directors of NBC.


Albert H. Sanders Jr., WHAZIAM Salisbury, Md. Elected new district director to 15-member board for three years: Robert M. Weeks, WSBFAM Saratoga, Fla., and Luke Medley, WHUBAM Cookeville, Tenn. C. Richard Griggs, WSGIAM Decatur, Ill., re-elected district director. Appointed directors-at-large: Richard S. Stakes, WSPAAM Spartanburg, S.C.; Lowry Mays, WSOIAM San Antonio, Texas; and Lloyd Cooney, KROIAM Seattle. Board executive committee for coming year will consist of Mr. Sanders, chairman; Mr. Lester, vice chairman; Mr. Carey, secretary-treasurer; Mr. Griggs and Cliff Close, WKEIAM Keene, N.H.

Larry Ciamage, program manager, WSPX-TV Tampa-St. Petersburg, Fla., appointed general manager.

Vince Genson, former general manager of WMAFAM (FM) Washington (now WQXIFM), joins WYFA-AM-FM Fredericksburg, Va., as general manager. He succeeds John Carl Morgan, who retires at end of year.

Scott Siocum, operations manager, KOLEAM Port Arthur, Tex.-KZOMAFM Orange, Tex., joins WXEIAM Amery, Wis., as general manager.

Neil Brickhouse, owner and president of WGBIAM Geneva, Ill., assumes responsibilities of general manager.

Joseph V. Chaplineski, responsible for formation of television products division of Control Data Corp., Rockville, Md., joins WDVN-TV Washington as operations manager.

Russ Vossen, production manager, WVTBMI Grand Rapids, Mich., appointed operations manager.

Christopher J. Ciauso, business manager, WOWOAM Fort Wayne, Ind., named assistant controller, Group W Productions, Los Angeles. Robert W. Stare, assistant business manager, WAIV-TV Baltimore, named business manager, Group W Productions. Stations and production company are owned by Westinghouse Broadcasting Co.

Appointments in reorganization of noncommercial WITF-FM-TV Hershey, Pa.: Michael J. Ziegler, assistant general manager, named executive VP; James T. Coyle, controller, named VP-administration and finance; Michael L. Greenwald, manager of promotion and development, named VP-development; Robert F. Hostetler Jr., director, named community relations, named VP-media and community, and Dr. Walter P. Sheppard, manager of WITF-FM, named VP-broadcasting.

Gene Jankowski, president of CBS/Broadcast Group, New York, named to receive first annual media medal from Medaille College, Buffalo, N.Y.

John S. Hayes, former head of Post-Newsweek Stations and ambassador to Switzerland, re-elected chairman of Radio Free Europe/Radio Liberty. Douglas L. Mansfield, president of WBOBAM-FM-WBRZ-TV Baton Rouge, re-elected vice chairman and Jack Harris, president of KPRc Inc., Houston, also elected vice chairman, succeeding Sig Mickelson, former operating head of overseas operations headquartered in Munich, who remains on RFE/RL board. New board members are: Arthur Adams, assistant provost and history professor, Ohio State, Columbus, and expert on Soviet affairs; John H. Gayer, president of Radio Colorado Corp., and Walter

Zachariasiewicz, retired, expert in Polish-American affairs.

Wendell Mayes Jr., president and majority stockholder of KNOWAM Austin, KSFGW Washington, KCSWFM San Marcos, KVIAAM Victoria, KCRSAM-KWMIXFM Midland, and KENYAM Snyder, all Texas, named Pioneer Broadcaster of Year by Texas Association of Broadcasters.


New officers, Northern California Broadcasters Association: Bill Clark, KABLAM-FM Oakland-San Francisco, president; Tom Pierce, KCSF-FM San Francisco, VP; Pat Norman, KFRCAM San Francisco, secretary, and Don Platt, KFSKAM San Francisco, treasurer.

Broadcast Advertising

Hal Altman and Frank DiGiacomo, VPs and creative group heads, Benton & Bowles, New York, elected senior VP’s.


Michael Silverstein, VP-marketing director, Bozell & Jacobs, New York, elected senior VP.

Joel Gilman, VP and senior art director, Hall & Levine Advertising, Los Angeles, named senior VP. Colleen Mattice, media director, H & L, and Donald Amsel, marketing director, named VPs.

Jo Ann Kessler, from Cunningham & Walsh, New York, joins Grey Advertising there as VP-director of radio and TV business affairs.

Norman Prady, creative director, BBDO, Detroit, elected VP.

Barry G. Olson, VP-creative director, Mel Crom & Lew Shwitt, Cleveland, joins Byer & Bowman Advertising, Columbus, Ohio, in same capacity.

Bryce Rudolph, from Grey Advertising, Los Angeles, joins J. Walter Thompson, San Francisco, as field account representative. Elisabeth Overaker, freelance artist, joins JWT/San Francisco as art director. Bob Morrison, freelance copywriter in San Francisco, joins JWT in same capacity.
Susan Piccolo, account executive, Rosenfeld, Sirowitz & Lawson, New York, joins DKG Advertising there in same capacity.

Patrick J. Powers, VP-account supervisor, Meldrum & Feowski, Cleveland, joins Hume-Smith-Mickleberry Advertising, St. Petersburg, Fla., as manager of company's Tampa Bay office.

Fred Smuda, associate research director, D'Arcy-MacManus & Masius, St. Louis, named manager of research and planning.

Johnny Canton, executive VP, Masters & Associates, Minneapolis, leaves to establish new firm, Canton Communications there.


Robert L. Silberberg, VP and director of Eastern sales, ABC-TV network, named VP and national sales manager, succeeding H. Weller (Jake) Keever, who recently was named VP in charge of sales (Broadcasting, Sept. 19).

Gordon L. Link, Eastern sales manager, succeeds Mr. Silberberg as VP, director of Eastern sales.

Glen Fitzgerald, regional coordinator in sales department of NBC Radio Network, New York, appointed manager of station advertising, NBC Entertainment.


Andrew Feinstein, Eastern sales manager, ABC-TV Spot Sales, New York, named national sales manager of ABC's WABC-TV New York.

Gary N. Sellers, local sales manager, WCIA-TV Champaign, Ill., named general sales manager of co-owned WMBO-TV Peoria, Ill.

Richard K. Burton, president of King Communications, Myrtle Beach, S.C., joins WLS-TV Roanoke, Va., as general sales manager.

Ted Listing, station and sales manager, WCSS-AM-FM Amsterdam, N.Y., joins WOKQ-FM) Albany, N.Y., as sales manager.

Nancy Bartalino, account executive, WGSE-FM Geneva, Ill., named sales manager.

Frank L. Wyche, account executive, KDQ-TV St. Louis, given additional duties as director of marketing and research.

Anthony Rose, account executive, WKYS-FM Washington, named manager of retail sales.


Dick McKay, sports announcer, WOTV-TV Grand Rapids, Mich., named sales representative.

Tom O'Connell, account executive, WKQO-FM Lexington, Ky., and Dick Downes, account executive, KSOK-FM) Des Moines, Iowa, join KWWI (AM) St. Louis in same capacity.

Julie Hubbard, sales service manager, WOKO (AM) Amsterdam, N.Y., joins WJIT (AM) New Britain, Conn., as account executive.

FM Grand Rapids, Mich., named sales representative.

Programing

Paul King, writer-producer from Quinn Martin Productions, Hollywood, joins NBC Entertainment, West Coast, as VP of prime time series.

Marsha Kleinman, freelance casting director in Hollywood, joins NBC Entertainment as VP-casting, West Coast. Eileen Knight, from Warner Bros. Television casting department, Los Angeles, and Jeff Ryder, freelance casting executive with Kathy Henderson firm in Los Angeles, join NBC as managers of casting, reporting to Ms. Kleinman.

Brian McGrath, VP, administration, Viacom Enterprises, New York, named VP, international marketing.


James Moloshok, director of on-air promotion, Group W Productions' Mike Douglas Show, Los Angeles, named manager of promotion and station relations. Paul Nichols, unit publicist, named director of publicity. Elaine Sulzer, from KNBC-TV Los Angeles, joins Mike Douglas Show as promotion coordinator.


Gerald F. Homer, chief engineer, KGMB-TV Honolulu, named manager of Hawaii Production Center, station's production company there.

Ronald E. Nichols, community affairs director, KMOX-TV St. Louis, joins WJZ-TV Baltimore as executive producer.

Sally Konowitch, production coordinator of NBC's WRGB-TV Washington, named unit manager for NBC-TV. Carol Baker, secretary, WGR-TV named production coordinator for programs.

Jim Finerty, weekend co-anchor, WKW-TV Cleveland, and Cathy Brugett, production coordinator, Fox & Associates, Cleveland, named co-hosts of PM Magazine, WKW-TV. Other appointments on PM Magazine: Mary Horth, producer of Morning Exchange, named producer; Randy Martin, senior director and producer for noncommercial W72-TV Cleveland, named production coordinator, and Holly Strawbridge, producer for W72(AM) Cleve-

---

**American Radio is BMI Territory**

55,000 writers and publishers license their music through BMI, and provide radio with most of the music it uses.

What the world expects from the world's largest music licensing organization.
News and Public Affairs


Beth Konrad, news director, WCAR-AM-FM Detroit, joins WOYV there as editorial director.

Roy Martin, assistant make-up editor, Washington Star, joins WLS-TV Roanoke, Va., as news director.

David Bartlett, news editor, WRCAM Washington, named manager of news.

Jon Rosen, producer, WARC-TV New York, named assistant news director.

Don Ross, assistant news director, WZTV Baltimore, moves to co-owned WBZ-TV Boston in same capacity.

Natalee A. Brown, executive producer of WCMH-TV Columbus, Ohio, joins WZTV Baltimore as assistant news director.

Appointment, KVOA-TV Tucson, Arie: Bill De Vinny, from KGRTV Harlingen, Texas, named assignment editor; Fred Allison, reporter, KGUN-TV Tucson, joins KVOA-TV in same capacity; Dave Stermon and Tim Wilson, from KFMN-TV San Diego, named photographers, and Tommy Wright, from KGMN-TV, named weekend weather reporter.

Janet Janjigian, researcher for Weekend program, NBC News, Burbank, Calif., named associate producer for Weekend, based in Washington.

Diane Drummey, reporter and researcher for People magazine, Washington, joins NBC News there as researcher on Weekend.

Frank Hudson, co-anchor, WDBO-TV Orlando, Fla., named executive producer; Robert Bates, weekend anchor, WCAY-TV Largo, Fla., joins WDBO-TV as co-anchor. Ralph Bebins, film technician, WDBO-TV, named news photographer.

Harry Donahue, freelance newsmen for KYW(A) Philadelphia, joins staff as news anchor.

Nancy Herr, correspondent, ABC Radio, New York, joins KCBS(AM) San Francisco, as midday anchor.

Appointment, KIRO-TV Seattle: Lebaron Taylor, from KESN-TV Fresno, Calif., and Don Madsen, from KMCH-TV Denver, named general assignment reporters; Tom Purdy, from WCPD-TV Cincinnati, named news producer; Joe Capalotto, from WXTV Jacksonville, Fla., and Mike Rosen, from WLUK-TV Green Bay, Wis., named photographers, and Gail Neubert, from KAPP-TV Yakima, Wash., named staff writer.

Cable

Steven M. Saferin, attorney with law department of Viacom International, New York, named VP for Viacom Communications there, responsible for Viacom's cable franchising and acquisition efforts.

Dianna Dudley, pay TV marketing administrator for pay TV division of Viacom Communications, named marketing manager for Home Box Office, New York.


Broadcast Technology

Paul H. Koppelman, assistant manager, television network operations, ABC-TV New York, named manager of broadcast operations and engineering.

Don Gallagher, assistant chief engineer, WOTVTV Grand Rapids, Mich., appointed chief engineer.

Howard Nishimoto, assistant chief engineer, KGMB-TV Honolulu, named chief engineer, succeeding Gerald Homer (see page 53).

John A. Bosak, chief engineer, noncommercial WITF-TV Hershey, Pa., named director of engineering development. Peter C. DiBacco, production coordinator for WITF-TV, named director of technical operations for WITF-TV.

Daniel H. Smith, retired senior VP/director of engineering for Capital Cities Communications, has affiliated with Silliman, Moffetti & Kowalski, Washington, consulting engineering firm. Mr. Smith was recipient of National Association of Broadcasters' 1977 Engineering Award.

Charles M. Elving, supervisor of technical maintenance and construction, WMAT-TV Chicago, retires after 31 years with NBC, licensee of station.

Austin Hodges, studio engineering supervisor, WRTS-TV Providence, R.I., named assistant chief engineer.

Philip S. Golbeck, sales engineer for Midwest and Ohio Valley sales offices, Oak Industries, named regional sales manager for southwestern region, based in Richmond, Tex.

James D. Ketner, manager of field engineering for microwave communications products, Hughes Aircraft Co., Torrance, Calif., appointed supervisor of test and alignment for same product line.

Eleanor McIntosh, with Reeves Telefax Facilities Group, New York, in billing, client coordination and syndication capacities since 1972, named manager of duplication and distribution services.

Chuck Gring, owner of Music Center, retail store in Augusta, Ga., joins Electro-Voice, Buchanan, Mich., as music sales manager.

Deaths

Gerald G. Peterson, 40, VP-general manager of WAIV(FM) Jacksonville, Fla., died Oct. 13 at his home there of heart attack. Mr. Peterson joined Roundsville Enterprises, licensee of WAIV, in 1965 as announcer for company's...
WDAE(AM) Tampa, Fla. He later was VP-general manager of Rounsaville's WBBJ-FM Orlando, Fla., until May 1978 when he joined WAX. Survivors include his wife, Onie, and three sons.

Leo D. Welch, 80, first chief executive officer and chairman of board of Communications Satellite Corp. Washington, D.C., died Oct. 21 in an accident near Cuernavaca, Mexico, while on vacation. Mr. Welch was appointed head of newly formed Comsat in 1963 by President John Kennedy. He had been chairman of Standard Oil Co. of New Jersey. Although he retired from Comsat in 1965, he remained on board until 1977. Survivors include one daughter.

W. G. (Bill) Hay, 91, best known as announcer for Amos 'n Andy from the late 1920's until 1942. died Oct. 12 in convalescent home in San- 
ta Monica, Calif. In 1922, Mr. Hay relinquished his job as piano salesman in Hastings, Neb., to join KFKE(AM) there when Westinghouse established Hastings station to seek a booster for KOKA(AM) Pittsburgh. He later worked for WGN(AM) Chicago, meeting and becoming asso- ciated with singers Freeman Gosden and Charles Correll who were starting Sam and Henry, late retitled Amos 'n Andy. He left NBC Red radio series in 1942 after suffering heart at- 
tack. He also served for period as sales manager for WMAQ(AM) Chicago.

Henry E. Goldenberg, 73, engineer, for Kan- sas City, Mo., stations from 1922 until his retire- ment, died Oct. 14, at Baptist Memorial hospital there. Mr. Goldenberg began his career with WBBJ(AM) Kansas City, Mo., in 1922 when station was founded. He later worked for KMBC-AM- 
FM-Tv (now KMBZ-KMBC-FM) and KMAC-Tv until 1964 when he retired. Survivors include his 
wife, Sandy, and one son.


George Gayou, 86, exhibit manager for Na- tional Association of Broadcasters convention from 1955 to 1979, died Oct. 12 of pulmonary disease in St. Louis. His son, Edward L. Gayou is current NAB exhibit manager.

As compiled by BROADCASTING based on 
filings, authorizations, petitions and other actioned contested by the FCC during the period Oct. 16 through Oct. 20.


New Stations

Application

[French Tick, Ind.—Willimotte seeks 100.1 mhz, 3 kw. HAAT 300 ft. Height: 3904 (not 3084 as reported last week) Ashridge Dr., Indianapolis, Ky. 40222. Estimated construction cost $59,000, first-year operating cost $47,300, revenue $52,000. Format: C&W. Prin- cipal: Lt. Col. William Gerald Willis. Department of Defense, who has no other broadcast interests. Ann. Sept. 13]

Grants


[Manit, Utah—Broadcast Bureau granted Sanpete County Broadcasting 105.1 mhz, 30 kw. HAAT 130 ft. PO. address: 122 West Union St., Mani, Utah 84642. Estimated construction cost $35,800, first-year operating cost $22,800, revenue $26,000. Format: standard pop/standard/country. Principal: Principles: Douglas Lee (40%) and Kay Christensen Barton (10%), who own same percents of KMTT(AM) Mani. Action Sept. 29]
### Summary of Broadcasting

**FCC tabulations as of Sept. 30, 1978**

<table>
<thead>
<tr>
<th>Licensed</th>
<th>On air</th>
<th>STA*</th>
<th>CP's on</th>
<th>Total on</th>
<th>CP's not on</th>
<th>Total not</th>
<th>Total authorized*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial AM</td>
<td>4.497</td>
<td>5</td>
<td>36</td>
<td>4,536</td>
<td>38</td>
<td>4,571</td>
<td>4,571</td>
</tr>
<tr>
<td>Commercial FM</td>
<td>3.005</td>
<td>35</td>
<td>130</td>
<td>8,597</td>
<td>259</td>
<td>8,856</td>
<td>8,856</td>
</tr>
<tr>
<td>Educational FM</td>
<td>938</td>
<td>0</td>
<td>35</td>
<td>973</td>
<td>80</td>
<td>1,053</td>
<td>1,053</td>
</tr>
<tr>
<td>Total Radio</td>
<td>8,840</td>
<td>7</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

| Commercial TV | 724 | 1 | 3 | 728 | 57 | 785 | 785 |
| VHF | 513 | 2 | 516 | 7 | 523 | 523 |
| UHF | 151 | 1 | 151 | 4 | 155 | 155 |

*Special temporary authorization
**Includes on-air licenses

---

**Grants**


- **WYFD-FM** Palatka, Fla. Broadcast Bureau granted assignment of license from Hall Broadcasting Co to Sis Radio Inc for $288,000. Seller is George F. Hall, who also owns WPFW(AM) Palatka, Buyer is owned by Stanley N. Kaplan (23.2%), his wife, Harriet (56.9%), and 24 others. They also own WAYS(AM)-WRDF(AM) Charlotte, N.C., WAEF(AM) Jacksonville, Fla., and chain of weekly papers in Charlotte area. Action Oct. 5.

- **WGAL-TV** Lancaster, Pa. (ch. 8) and WETV(TV) New Bedford, Mass. Providence, R.I. (ch. 6) Broadcast Bureau granted assignment of license from wholly-owned subsidiary of Pulizer Publishing Co., publisher and 100% owner of St. Louis Post Dispatch daily and Sunday newspaper. 100% owner of St. Louis Post Dispatch daily and Sunday newspaper. 100% owner of St. Louis Post Dispatch daily and Sunday newspaper. 100% owner of KSAT(AM)-TV St. Louis. KPBL(AM)-TV Omaha Neb. Pulizer Publishing is principally owned by Joseph Pulizer Jr., his brother Michael E., David E. Moore, Kenward G. Elgin and Afrain P. Moore, all in voting trust agreement. Applicant is new corp. formed to acquire licenses, principally owned by John F. Steinman, Louise von Hess (widow of J. Hale Steinman) and Shirley W. Steinman (Mrs. John F.), also principal owners of WDEL(AM)-WSTV(FM) Wilmington. Del. Action Oct. 3.

- **WSLV(AM)** Ardmore, Tenn.-Ala. (AM: 1110 kHz, 1 kw-D) Broadcast Bureau granted assignment of license from Sun State Broadcasting Co to WLOV Inc for $150,000. Seller: owned by Mr. and Mrs. Ed Hilekrite and Ike Hobson. Mr. Hilekrite is owner of NASA Marshall Space Flight Center. Mrs. Hobson is registered nurse. Mr. Hobson is bank president in Ardmore. None has other broadcast interests. Buyer: principally owned by Richard Albritt, William Poit, J. W. Mabush and William A. Shelton. Albritt is owner-manager of WDBN(AM)-WTOQ(FM) Dickson, Tenn. Mr. Poit is former owner of WDBN. Mr. Mabush is bank and investor. Mr. Shelton is city employee. Mr. Poit is affiliates representative of Tennessee Radio Network. Action Oct. 16.

---

**AM applications**

- **WXXL** Demopolis, Ala. Seeks CP to install new alt. trans. and tank
- **KTRB** Modesto, Calif. Seeks CP to change TL install new trans.; make changes in ant. system.
- **WIPC** Lake Wales, Fla. Seeks CP to change hours of operation to U with 500 w. DA-N
- **WQBA** Miami, Fla. Seeks CP to increase night-time power to 1kw.
- **WAUC** Washula, Fla. Seeks CP to increase power to 5kw; install D-A; change TL; install new trans.; make changes in ant. system (increase height).
- **WRED** Monroe, Ga. Seeks CP to install new alt. trans.
- **KCBN** Caldwell, Idaho. Seeks CP to change city of license from Caldwell to Meridian. Idaho; change hours of operation to U using power of 1kw DA-N.
- **KMDQ** Font Scott, Kan. Seeks CP to increase power to 1kw; install new type trans.
- **WIXY** East Longmeadow, Mass. Seeks mod. of license to operate by trans. remote control from SL.
- **WEPQ** Carthage, Miss. Seeks CP to change TL and SL; make changes in ant. system (increase height).
- **WNBF** Binghamton, N.Y. Seeks CP to change tower height and install new prop. radius.

**FM applications**

- **WLW1** Montgomery, Ala. Seeks CP to change TL; install new trans. install new ant.; increase ERP: 10kw
- **WLW2** Montgomery, Ala. Seeks CP to change TL; install new trans. install new ant.; increase ERP: 10kw
- **WLW3** Montgomery, Ala. Seeks CP to change TL; install new trans. install new ant.; increase ERP: 10kw

---

**AM actions**

- **KFRB** Fairbanks, Ala. Granted CP to reduce power of aux. trans. to 300w and change specified ant. impedance.
- **KCLM** Redding, Calif. Granted CP to install new alt. in main trans. and PSA.
- **KHOW** Denver, Colo. Granted CP to change in ant. system.
- **KCLY** Florence, Ky. Granted CP to make changes in ant. system to accommodate FM ant.
- **KWMY** Fort Dodge, Iowa. Granted CP to make changes in ant. system
- **KUXA** Eeele, Hawaii. Granted CP to install a new trans. with 1 kw U.
- **WTCR** Ashland, Ky. Granted CP to install new trans. to be used with main trans. system.
- **WFXY** Middlesboro, Ky. Granted CP to change ant. location.
- **WDMJ** Marquette, Mich. Granted CP to make changes in ant. system (increase MEO's on night-time pattern)
- **WAOP** Otsego, Mich. Granted CP of permit to extend completion date for changes to March 31.
- **WBFN** Quitman, Miss. Granted CP of CP to extend completion date for changes to March 11.
- **KWK** St. Louis, Mo. Granted CP to install new alt. main night trans. with 1 kw DA-SL to be determined.
- **KMBJ** Las Vegas, Nev. Granted CP of CP to change SL; remote control permitted.
- **WBRM** Marlon, N.C. Granted CP to change SL; install new trans.
- **WWIL** Wilmington, N.C. Granted CP to install 250w aux. trans.
- **WHBC** Canton, Ohio. Granted CP to delete monitoring point 79
- **WQJZ** St. George, S.C. Granted CP to change SL; increase ant. height.
- **KROD** El Paso, Tex. Granted CP to change monitoring points.
- **KRWK** Winters, Tex. Granted CP of permit to change TL.

**FM actions**

- **WTUG-FM** Tuscaloosa, Ala. Granted CP of CP to change TL and SL; change trans. and ant.; change TPO: ERP: 3 kw (H&V); ant. height 300 ft. (H&V)
- **WBOC-FM** Ocean City, Salisbury, Md. Granted CP to change TPO and ERP: 33 kw (H&V)
- **WBNZ** Frankfort, Mich. Granted CP of CP to change ERP: 1.45 kw (H&V); ant. height 410 ft. (H&V); change type trans. and ant.
- **KBSB** Bemidji, Minn. Granted CP to change frequency to 93.7 MHz. ERP: 115 w; ant. height 125 ft.; change trans. and correct coordinates.
- **KOAG** Opalala, Neb. Granted CP of CP to...
Professional Cards

ATLANTIC RESEARCH CORP.
Jansky & Bailey
Telecommunications Consulting
Member AFCCE
5390 Cherokee Avenue
Alexandria, Virginia 22314
(703) 354-3400

CARL T. JONES ASSOCs.
(formerly Jones Consultants)
CONSULTING ENGINEERS
2990 Telestar Ct., Suite 405
(703) 560-6800
Falls Church, Va. 22042
Member AFCCE

STEEL ANDRUS & ASSOCIATES
2029 K Street, N.W.
Washington, D.C. 20006
(301) 827-8725
(301) 384-5374
Member AFCCE

CARL E. SMITH
CONSULTING RADIO ENGINEERS
8200 Snowville Road
Cleveland, Ohio 44141
Phone: 216-526-4386
Member AFCCE

JOHN H. MULLANEY
Consulting Radio Engineers, Inc.
9616 Pinkney Court
Potomac, Maryland 20854
(301) 299-3900
Member AFCCE

MATTHEW J. VLIJSIDES, P.E.
STRUCTURAL CONSULTANT
Towers, Antennas, Structures
Studies, Analysis, Design Modifications
Inspections, Supervision of Erection, Maintenance
7601 BURFORD DRIVE, McLean, VA 22102
Tel: (703) 350-9504
Member AFCCE

JOHN F.X. BROWNE & ASSOCIATES, INC.
CONSULTING ENGINEERS
1901 Pennsylvania Ave., N.W.
Washington, D.C. 20006
525 Woodward Avenue
Bloomfield Hills, Mich. 48013
Tel: (313) 642-6226
(313) 293-2020
Member AFCCE

COMMERCIAL RADIO MONITORING CO.
PRECISION FREQUENCY MEASUREMENTS, AM-FM-TV
Monitors Repaired & Certified
123 S. Market St.
Los Altos, California 94022
(209) 293-2002
Member AFCCE

EDWARD F. LORENTZ & ASSOCIATES
CONSULTING ENGINEERS
1334 G St., N.W., Suite 500
Washington, D.C. 20005
Member AFCCE

LOHINES & CULVER
Consulting Engineers
1116 15th St., N.W., Suite 606
Washington, D.C. 20005
(202) 296-2722
Member AFCCE

HAMMETT & EDISON, INC.
CONSULTING ENGINEERS
Radio & Television
Box 68, International Airport
San Francisco, California 94128
(415) 842-3208
Member AFCCE

VIR JAMES
CONSULTING RADIO ENGINEERS
Applications and Field Engineering
Computerized Frequency Surveys
345 Colorado Blvd., Suite 6020
(303) 335-3563
DENVER, COLORADO
Member AFCCE

E. Harold Munn, Jr.,
& Associates, Inc.
Broadcast Engineering Consultants
Box 220
Coldwater, Michigan 49036
Phone: 517-278-7339

C. P. CROSSNO & ASSOCIATES
CONSULTING ENGINEERS
P.O. Box 18312
DALLAS, TEXAS 75216
Computer Aided, Design & Allocation Studies Field Engineering
Aerial Radiation Measurements
(214) 321-9140
Member AFCCE

WILLIAM B. CARR
& ASSOCIATES, INC.
DALLAS/FORT WORTH
15745 Venoco Lane Circle
Dallas, Texas 75240
214-233-6034
WILLIAM B. CARR, P.E.
1805 Handgrove Lane
Burleson, Texas 76028
817-285-1191
Member AFCCE

BILL DAWSTEN & ASSOCIATES
Radio Representatives
Offices Nationwide
1680 N. Vane St.
Los Angeles, Ca 90028
(213) 464-9263
Natl. & Reg. Representation
WE INCREASE SALES

COMMERCIAL CRYSnL-crCRYSTALS
PRECISION FREQUENCY MEASURING SERVICE
MEASURING SERVICE FOR AM-FM-TV
445 Concord Ave.
Cambridge, Mass. 02139
Phone (617) 876-2810

COHEN and DIPPEL, P.C.
CONSULTING ENGINEERS
527 Monsey Blvd.
(202) 783-0111
Washington, D.C. 20004
Member AFCCE

SILLIMAN, MOFFET & KOWALSKI
Waltham, D.C. Area
301 Ga. Ave., Silver Spring, MD 20901
ROBERT M. BULLIAN, P.E.
(301) 589-0288
1285 N. Lynn St., Arlington, Va. 22209
JOHN A. MOFFET, P.E.
(703) 491-2000
Member AFCCE

ROSEN TELEVISION SYSTEMS
CONSULTING & ENGINEERING
250 West 57th Street
New York, New York 10019
(212) 246-3967

DAWKINS ESPY
Consulting Radio Engineers
Applications/Field Engineering
PO. Box 59-P, Olympic Station 80121
BEVERLY HILLS, CALIF.
(213) 272-3344

E.M.R. ENGINEERING, INC.
PO BOX 766, CHANNEL VIEW, TX 77530
(713) 452-6147
CONSULTING ENGINEERS
COMMUNICATION SYSTEMS, ALLOCATIONS, BROADCAST SYSTEMS & MICRO-WAVE SYSTEMS
FRED L. ZELLNER

DON'T BE A STRANGER
To Broadcast's 157,000 Readers
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 Readership Survey showing 44 readers per copy.

Services

COMMERCIAL RADIO MONITORING CO.
PRECISION FREQUENCY MEASUREMENTS, AM-FM-TV
Monitors Repaired & Certified
103 S. Market St.
Los Altos, California 94022
(209) 293-2002
Member AFCCE

CAMBRIDGE CRYSTAL-CRYSTALS
PRECISION FREQUENCY MEASURING SERVICE
MEASURING SERVICE FOR AM-FM-TV
445 Concord Ave.
Cambridge, Mass. 02139
Phone (617) 876-2810

BILL DAWSTEN & ASSOCIATES
Radio Representatives
Offices Nationwide
1680 N. Vane St.
Los Angeles, Ca 90028
(213) 464-9263
Natl. & Reg. Representation
WE INCREASE SALES

DATAWORLD INC
Technical broadcast data base
Engineering computations
FCC actions "tag" service
1302 18th St. N.W., Suite 502
Washington, D.C. 20036
(202) 296-4790
Call Letters

Applications

New FM's

KOKK
McFadden Broadcasting Co., Maneca, Calif.

WQAS

KWXI
Media Properties Inc., Portland, Tenn.

KXMK
Sanpete County Broadcasting, Mant, Utah

New TV

KQHJ
Montery County Schools, Salinas, Calif.

Existing AM's

KLDR
KAFY Denver, Colo.

WXKI
WBRC Jackson, Miss.

Existing FM's

WZEN
WORZ-FM Alto, Ill.

WKRL
WGOH-FM Graydon, Ky.

WGS-FM
WLUF Gouverneur, N.Y.

KOAX
KCLM-FM Miami, Okla.

WGXS
WEYA Bayamon, Pr.

KABE
KFOM Chem, Utah

Existing TV's

WPFT-TV
WRDU-TV Raleigh, N.C.

WMCN-TV
WBJA-TV Binghamton, N.Y.

Grants

Call

KLRG

KYDS
San Juan School Dist., Sacramento, Calif.

KAPI
KAPI Inc., Pueblo, Colo.

WCAT-FM
Pioneer Broadcasting, Cattahage, III.

KQRS
American Radio Missions, South Haven, Mich.

KDKC-FM
Community Broadcasting, Parsons, Kan.

WHJU
John Hopkins University, Baltimore, Md.

WDBV
Dansville Broadcasting, Dansville, N.Y.

WVT
WALT Enterprises, Haverstraw, N.Y.

KTZ
Fuchs Broadcasting, Hobart, Ohio.

KICR
Intercontinental Ministries, Coos Bay, Ore.

WUTC
University of Tenn., Chattanooga, Tenn.

WWLC
Lynchburg College, Lynchburg, Va.

KZD
WDSM Inc., Superior, Wis.

KLLK
Pioneer Broadcasting, Saloagaxa, Wy.

Existing AM's

WKXA
WROS Scortonboro, Ala.

KEKX
KEMY Monterey, Calif.

WVMS
WAPL Appleton, Wis.

WCLJ
WLOT Marietta, Wyo.

Existing FM's

KEAR
KRFB-FMSacramento, Calif.

KOKK-FM
KMRS-FM Morits, Minn.

KBSO
KBSO Espanola, N.M.

KRIZ
KRFZ-FM Roswell, N.M.

KKEZ
KGRT-FM Minot, N.D.

KJBN-FM
KJBYSuperior, Wis.

WOSY

WCLJ
WLOT Marietta, Wyo.

Existing TV's

WMGC-TV
WBWA-TV Birmingham, N.Y.

WPIT-TV
WROU-TV Raleigh, N.C.

change ani., TPO and modulation monitor.

• WPUT Brewster, N.Y.—Granted CP to install new aux. trans.

• WISP Kinston, N.C.—Granted CP to make changes in an. system (increase height)

• WTOR Winston-Salem, N.C.—Granted CP to install new trans.; change TPO: ERP: 100 kw (H&V); ani. height 1420 ft. (H&V).

• *WJR Easton, Pa.—Granted CP to change TL: install new trans.; increase ani. height: remote control permitted.

• WRJS Oil City, Pa.—Granted license covering permit for changes.

• WXKK Pittsburgh, Pa.—Granted CP to install new ani.; change TL.

• Ogden, Utah.—Ben Lomond Broadcasting Co.—Granted mod. of CP to redesign TL; change SL: change trans. and ani. and increase height.; change TPO: ERP: 16.5 kw (H&V); ani. height 3770 ft. (H&V).

• Salt Lake City, Utah.—Listeners Community Radio of Utah, Inc.—Granted mod. of CP to redesign TL: change SL: change trans. and ani. height; increase height.

• *KPLU-FM, Tacoma, Wash.—Granted CP to install new trans. and ani.; increase height; 620 ft. (H&V); change ERP: 100 kw (H); 98 kw (V).

Complaints


• Total of 3,219 complaints from public was received exceeding the FCC in August, decrease of 615 from July. Other complaints and inquiries for August told of 1,920, increase of 581 over previous month. Ann. Oct. 19.

Cable

Certification actions

The following operators of CATV systems have been granted certifications of compliance:

• Airmont, N.Y., for Hessmer L. (CAC-13080): Cedar Grove Cable TV, for Crown Hill, Gallagher, Hansford and Mammoth, W.Va. (CAC-13113-6); Clear View Cable, for San Assenmo, Calif. (CAC-12207); Multiple for Fshburn, Idaho: Bend Community Video, for Bend, Ore. (CAC-10875): Valley Video, for Norwalk, North Norwalk, Ox Yacht Club, for Pompton Lakes, N.J. (CAC-11489); Ports Teleca ble, for Forks and Lake Creek area. Wash. (CAC-11519); Bettervision Systems, for Upward and Manly, Idaho, WOS (CAC-10876): Sammons Cable TV, for Stanhope, Necon and Homacung, N.C. (CAC-12458-50); Delta Video Cable, for Tiponville and Biddle, Tenn. (CAC-13221-21); Coming New. Channels for, Connym, N.C. (CAC-13226); Sidney Video, for Sidney, N.Y, (CAC-12228); Montgomery Cable TV, for Montgomery, Ala.: Rock River, Montgomery, Oak Ridge North, Spring Forest, Fox Run, Glenegans, Spring HIll, Vicksburg, Spring Oaks and Rayford, Texas, (CAC-12347-47): Dubois Cable TV, for Dubois, Pa. (CAC-13251-2): Works Cablevision, for Lowell, Mass. (CAC-13259): Maudowlands Communications, for Rutherford, East Rutherford, Carisvadt, Lundinghurst and North Arlington, N.J. (CAC-13265-9); Warner Cable, for Oskosh, Wis. (CAC-13260): Transpromper for Graham and Young, Tex. (CAC-13292-21): Utah Cablevision, for Salt Lake City, Utah. (CAC-13293), Rockport Cable TV, for Rockport and Aranas, Tex. (CAC-13294-5): Betterview Cablevision, for Riddle, Ore. (CAC-13296); West Hudson Communications, for Fair Haven, N.Y. and East Newark, N.J. (CAC-13297-8): Mahaska Cablevision, for Okloska, Iowa (CAC-13299): Armstrong Utilities, for McDonald, Pa. (CAC-13300); Monmouth Cablevision, for Lakeland, Fla. (CAC-13301); Aleri Cable, for Cherry Point, N.C. (CAC-13306): American Cablevision, for Pemrom, Calif. (CAC-13311); Warner Cable, for Billings, Mont. (CAC-13312); Ohio Cablevision, for Chillicothe, Ohio, (CAC-13318); Communications, for Greenfield and Somerdale, N.J. (CAC-13391-4): Wyoming Televents, for Casper, Wyo. (CAC-13399); Bend Cable TV, for Bend, Ore. (CAC-13407); Storer Cable TV, for Miramar and Pembroke Pines, Fla. (CAC-13349-30): Cedar Rapids Cable TV, for Cedar Rapids, Iowa (CAC-13352); Canadian Cablevision, for Canadian, Tex. (CAC-13361); Laurel Cablevision, for Litchfield, Watertown and Thomaston, Conn. (CAC-13389-91): Shoshone Cablevision, for Nashvillle, Ark. (CAC-13392); Cable Systems, for Haddonfield and Somerdale, N.J. (CAC-13399-4); Wyoming Televets, for Casper, Wyo. (CAC-13399); Bend Cable TV, for Bend, Ore. (CAC-13407); Public Cable, for Falmouth, Me. (CAC-13409); Twin Cities Cable, for Fulton and South Fulton, Ky, (CAC-13430-11): Webster City Cablevision, for Webster City, Iowa. (CAC-13413): Cablecom Walton, for Walton, N.Y. (CAC-13414-5): Littlefield Cablevision, for Littlefield, Tex. (CAC-13420-5); Mountain Video, for Kokomo, Ind. (CAC-13427): Metropolitan Cablevision, for Greensboro, N.C. (CAC-13426-9); Warner Cable, for Kosciusko, and Winona Lake, Ind. (CAC-13457-8); Dynamic Cablevision, for Haleth, Texa. (CAC-13479); TeleMedia, for New Cumberland, W.Va. (CAC-13481): CHS. for Hammond, La. (CAC-13507); Cablevision South, for Pochanta ulla, N.D. (CAC-13509-10): Salem Cable TV, for Salem, Va. (CAC-13477); Laurel Cablevision, for Torrington, Conn. (CAC-13388); Keystone Com municable, for Windsor, Pa. (CAC-13354).
SEE LAST PAGE OF CLASSIFIED SECTION FOR RATES, CLOSING DATES, BOX NUMBERS AND OTHER DETAILS.

RADIO

HELP WANTED MANAGEMENT

Sales Manager needed for powerful Florida major market radio station. Send resume and track record and salary requirements to Box N-170.

AM-FM combo seeking highly organized General Manager. Prefer someone with programming background, who is sensitive to sales. Must be people-sensitive, willing to be community involved, and know FCC. EQO is vital in wake of Southern's fastest growing markets. Excellent benefits with a company that wants to expand. Salary open. EO. Send resume to WCSC, PO. Box 136, Charleston, SC 29402.

Executive Director for nation's only bilingual (Spanish-English) public FM station. Duties: administer station operations, including grants, fiscal management, contributions, and planning future strategies. Experience required with funding sources and public radio. Contact: Jose R. Lopez, Exec. Comm. Chairman, KBFF-FM, PO. Box 7189, Santa Rosa, CA 95401.

Sales Manager, Boston area experience required. Your chance to move up in the market. AM 1330 617-890-1400.

Public Radio Station Manager, KWSU pioneer 5000 watt AM NPR affiliate. Master's degree and management experience required. Salary competitive. Send resume and three references to: Director - University Relations, Washington State University, Pullman, WA 99164, Application review begins December 1, 1978. An equal opportunity/affirmative action employer.

Manager for 5000 Watt AM in Southern Oklahoma. Excellent facility. Good salary, commission, plus profit sharing for right person. Contact Ron Ricard at 405-332-2074 or 405-869-3393. Must have good record in sales and leadership.

Unapplied Opportunity: Vice President-Sales. Income in Upper range for experienced radio sales professional to take complete charge of AM and FM sales. Major Northeastern market. You must be a leader planning a new move. EOE. Box P-3.

Operations Director Major Market-50,000 Watts. Professional experience in both AM and FM formats required. Send resume to: Director - University Relations, Washington State University, Pullman, WA 99164, Application review begins December 1, 1978. An equal opportunity/affirmative action employer.

Sales Manager—Beautiful San Luis Obispo, California. Adult MOR with outstanding news and sports profile. Career opportunity with growing group for a professional with an impeccable track record in local sales. EOE/MI. Dan Clarkson, KVEC, Box 787, San Luis Obispo, CA 93404, 805-543-8830.

FM Station Manager—KOED FM (San Francisco PBS) needs experienced, service-oriented Manager to direct broadcast and production activities. EO. Send resume to Personnel Dept., KOED, 500 Eighth St., San Francisco, CA 94103.

Creative Sales Manager to take charge of dynamic AM/FM combination. Must have strong RAB, retail, and agency experience. Hardworking with sales promotions that work. Ability to handle own list plus train, motivate and lead staff. Salary plus override commission, health insurance, paid vacation, security, profit sharing. Send detailed resume with references to: Mark Lucifora, Grossman, WSD/WLPL, 6293 Reisterstown Road, Baltimore, MD 21215, E.O.E.

HELP WANTED SALES

Good Colorado Regional AM Station needs a good sales person. Brand new 100,000 3 watt FM station with station debuts in weeks so lots going on. Send full resume to Manager, Box 890, Lamar CO 81052, E.O.E.

Learn to sell at a professional Midwest radio station. Continuous sales training. Box M-68.

50 KW Top 50 Leading Country Music Station is looking for an experienced, aggressive Salesperson. If you are willing to work hard, the rewards are there for you. Send complete resume, including current billing and rate card. Excellent fringe benefits. We are an Equal Opportunity Employer. Box N-191.

It's here! It's a small market but, it's a great place to live, love and sell radio! If you're looking for a lifetime opportunity, you just found it. Here's what you do best, sell radio and make money doing it... you have found it... Wisconsin Rapids. Wisc. You must have a successful radio sales background and be willing to continue to learn, work hard and want. More information? Write: Jack Gennaro, WHFW/RW 103, 220 First Avenue South, Wisconsin Rapids, WI 54494.

Sales Professional Needed Yesterday in Pullman, WA. Replace our top bidder who retired due to illness. Call Bill Weed 509-332-6551.

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.

Come to the sun belt, Sales Manager wanted for New Mexico city of 45,000. Must have local Sales experience in small market, be enthusiastic, well organized and a self starter. Call Chuck Wolfe, KKGO-FM, 505-769-2108.

Sales Position for aggressive street fighter. Sales Management for the right person, the person selected should make $40,000 plus in the first year. If you feel that you have outgrown your job and/or market, we offer unlimited growth potential in Pennsylvania. Send resume to Box P-6.

KEZY Radio, located in a market of 1,700,000 people and $10,000,000,000 spendable, is looking for two retail sales people that will have a fantastic opportunity to make money and live a sunshine lifestyle. For your support we have audio virtual presentations and over 1000 million dollars in material to help you in your dollars earnings. Call me today Barry B. Shainman, Vice President, Corporate Sales 714-776-1191.

Connecticut AM wants sales'announcer for dominant adult contemporary. Experience only WMMW, 21 Colony St., Meriden, CT 06450, EOE/MA.

Live and work at Lake Tahoe! Contemporary Country FM seeks aggressive, self starter. Salary and liberal commissions. Small market advantages (i.e., you'll do a little of everything). Beautiful place to live. Contact Manager at 916-546-5936, or write PO, Box 88, Kings Beach, CA 95719.

50 KW FM 1 KW AM Daytime in Charleston, WV market seeking two sales persons. Salary plus commission, and other benefits. Call Bill Sutton at WVLK 304-722-3308 days.

KVEC—San Luis Obispo, California, has career opportunity for sales person with proven record in local sales. Adult MOR with outstanding news and sports profile. Career opportunity with growing group. EOE/ME. Dan Clarkson, Box 787, San Luis Obispo, CA 93401, 805-543-8830.

Madison, WI. Excellent career opportunity for bright young problem-solver strong on creativity with ability to write and imaginative campaigns. Thirteen station Midwest group seeks eager sales person with 1-2 years experience and outstanding record. Our people earn far more and Madison living is superior. All management positions are in! Write resume, Madison, WI 53701 Mid-West Family Station EOE.

HELP WANTED ANNOUNCERS

WTL-C-FM/Indianapolis accepting applications for future on air positions. Applicants must have at least one year experience on a large or medium market. Send tape and resume to Asst Manager, WTL-C, 2126 N. Meridian, Indianapolis, IN 46202, EO/MA.

Announcer with good voice and air personality wanted by top station in excellent market in North Carolina. EOE. Good production. First Phone, required. Call Manager to Box N-182.

A Contemporary/Personality AM Station is looking for a morning person with at least 3 to 5 years experience. Must be humorous, creative and community minded. Must also be good at production. Good pay. Good benefits. Good market in the Southeast. EOE. Write Box N-186.

Beautiful music WLG seeks a mature afternoon drive announcer. Good production ability and recording for automation also required. Position is now open, but we will keep it open until we find desired person. Tapes and resumes to: Ron Joseph, 8th and Church Street, Lynchburg, VA 24504.

Professional Morning Drive Personality. Possible PD. Good Stability. Good pay. Good market. Experienced only WTCM, Box 472, Traverse City, MI 49684.

Natural Sounding/Jock Production. Person needed for the fastest growing station in metro city of 1/4 million. Brand new adult top 40 format, SE/25/mo., to start. Tapes and resumes to Tom Greenleeh GM. KVOG, 1506 Gibson, Ogden, UT 84404.

Operations Director plus air shift. 24-Hour AM Easy Country with excellent ratings. Sharp detail and good production essential. EOE/NEC. Contact Sara Crawford, GM. WHPI, Box 550, Merritt, IA 52648.

PD/AM Drive WINE, Danbury, CT. Top-rated with Pop/Adult format. Good bucks and stability in beautiful, affluent Fairfield County. If you're research and promotion minded, this one's for you. Send resume, aircheck and salary requirement to Chris Caglano, VQVM WINE, Box 11, Brookfield, CT 06804. No calls.


Contemporary personality for 100,000 market. News and production skills a must for this team play. Tape and resumes to Jim Leonard, Box 330, Lewistown, ME 04240.

Automation director position open. Must have production ability and good news delivery. Good position. Send resume and aircheck to KBAT, 401 W. Missouri, Midland, TX 79701.

Combo Announcer-Engineer: position open for experienced broadcaster with good voice, air work, technical maintenance. FCC 1st Phone or 3rd Endorsed required. Submit tape and resume to: Pat Finnegan, WLBC AM/FM, 920 E. 29th St., Muncie, IN 47302. Equal Opportunity Employer.

Immediate opening for experienced country jock, voice, minimum 1 year experience, send tape and resume to PD, WFMB, 920 Myers Building, Springfield, MA 01197, EOE.

WLAY-Muscle Shoals, 120,000 plus market needs two experienced Announcers/Production People. Possible music directorship. Tom Pepper 1-205-383-2925, Box 220, Sheffield, AL 35660, E.O.E.

WSTU in Beautiful Stuart, Florida, needs an experienced night time announcer. Good news delivery and writing, sales skills required. Successful MOR CONTemporary station with ideal location and top equipment. Send tape, resume to Ron Beckey, General Manager, WSTU, Stuart, FL 33494.
**HELP WANTED ANNOUNCERS CONTINUED**

**WOBM-FM Is Looking** for a night time announcer. Soft AOR Conversational style... plus good production. Third Phone Endorsed. Excellent opportunity for talented female or male. Send tape and resume to WOBM-FM Alix Greg Kozias Box 927, Tom's River, NJ 08753. No phone calls.

**Connecticut AM wants all around pro for air shift, production, and some news. At dominant adult contemporary, tape, resume, and production samples to WMWM, 21 Colony Street, Meriden, CT 06450. EOE/ MF**

**Live and work at Lake Tahoe!** Contemporary Country FM needs morning personality Potential program management responsibilities. Production experience preferred. Contact Manager at 916-548-5936 or send resume and tape to PO. Box 88, Kings Beach, CA 96147.

Personality announcer to fill an evening shift at KEWI. Person must be able to relate to young adults. Send aircheck, your best production and reasons why we should hire you. J.R. Grelley Box 4407, Topeka, KS 66604. You may call 913-272-2122 An Equal Opportunity Employer. MF

Needed immediately: Experienced announcer for afternoon MOR. Good production essential. Send tape and resume to Mike Gummels, WCVA, Box 672, Culepeper, VA 22701. Read: EOE.

**Talk Host with Program Management experience. Well read and outspoken, not afraid to/opinion. Third Class Ticket. EOE. Resume and salary to P.O.**

**HELP WANTED TECHNICAL**

Chief Engineer – 105/145Kw, non- highly directional AM, plus Class C, automated FM—transmitter and studio. Warning: No Connecticut... resume and salary requirements to Bill Hart, G.M. KKVQ, PO. Box 926, Cheyenne, WY 82001, an equal opportunity employer.

Radio Chief Engineer for 50 K all-newoperation in Washington, D.C. Group Owner. Contact: Cinch McDaniels, 202-686-6225. Equal Opportunity Employer MF.

Chief Engineer—Midwest group owned AM/FM needs experienced. Chief strong on directional & FM automation. Must have good audio. Must be able to direct technical staff. Excellent working conditions. EOE. Resume to Box N-135.

**Combo Engineer/Announcer. Small AM-FM in Virginia. Good pay plus. E.O.E. Box N-195.**

**Seeking—Chief Engineer for AM and FM stations in medium sized market in the Southeast. Will be responsible for transmitter and studio equipment for both stations. Must be versed in directional operation and FCC regulations. Above average salary. Excellent company benefits. EOE. Send resume to Box N-197.**

Senior Maintenance engineer with a minimum of 4-5 years experience with FCC 1st Class. Must know Ampex 1200K. To look for NBC small market in Rockhills for the better life. Contact Ceci Cope, KFI TV, Box 2148, Idaho Falls, ID 83401.

**Sharp Chief Needed—Class IV AM with young, aggressive management and computerized automation. Well run company. Experience you need to do your job right. Resumes and references to: Tom Greenleigh, GM, KVOG, 1506 Gibson Ave, Ogden, UT 84404.**

Colorado—combo DJ-Engineer Class IV transmitter experience essential. Adult contemporary format. EOE/MF Contact Dick Elliott. KEKO, Box 1448, Grand Junction, CO 81501.

"I've been chief here for 11 years and I'm retiring. I'd like to leave the stations in good hands. I'll be around to show you all I know and make the change easier. We've got a 5 kw directional and a stereo FM with Control Room. Our company is sound financially. Send your resume and salary requirements to the General Manager, KMNO No. 7 Holiday Drive, Great Falls, MT 59405.

We're looking for experienced part-time chief engineer for AM/FM combination in beautiful Northern Wis. Nearby lake hunting, fishing. IRA place to retire with part-time income. Roger Ultemhees, PO. Box 310, Antigo, WI 54409.


Palm Springs, California has an immediate opening for a Chief for directional AM, FM automated. Send resume to Dick Jorgulow, KDES, 821 N. Palm Canyon Drive, Palm Springs, CA 92262—An Equal Opportunity Employer.

**Immediate Opening, First Class Engineer/Anouncer for Small Market Daytime. 319-754-7555 Buttington, Iowa.**

Third Ticket Chief Engineer? We've got the first, but need experienced hands on a technician. A small, but thoroughly professional company 12K K106 FM, Beaumont, TX 713—769-2852.

Chief Engineer for 100,000 watt FM station with all new equipment and new studios in Dallas/Ft. Worth Market. Must have strong background in radio studio, RF, and Engineering Maintenance. Knowledgeable of FCC Rules. Attractive salary and car furnished. All replies confidential. Send complete resume. Salary history and references to Box 169.


Radio Chief Engineer, Minnesota Public Radio seeks chief engineer to be responsible for daily maintenance and technical support for a large public radio station. Will work closely with the Audio Engineering department and remote broadcasting. Qualifications include: 1st Class FCC radiotelephone operator's license; experience with radio station studio and remote equipment; high power broadcast equipment, 950 MHz STL equipment. Full-time availability for emergency service necessary Individual should be able to accomplish tasks without extensive direction, and have supervisory potential, as this department will expand in the near future. Practical broadcast experience will weigh heavily in the selection. Salary $13,000 to $18,000. Send resume, including references, immediately to Lynne Cruise, Manager of Station Operations, KSJN, 400 Sibley Street. St. Paul MN 55101. EOE.


Chief Engineer for 50K non-commercial FM operation. Excellent opportunity if you are looking for a greater challenge. Send resume to WMSP 24 S. 2nd St., Harrisburg, PA 17101.

KQGS, Tulsa, is a University-owned, NPR affiliated FM looking for an experienced Chief Engineer dedicated to broadcasting wishing to settle in a beautiful medium size city. Salaries negotiable. Closing date November 17, 1978. Contact Gary Chew, KQGS, 600 S. College, Tulsa, OK 74104, 918-939-6351. University of Tulsa has an equal Opportunity/Affirmative Action program for students and employees.

KERV-KFMF, Kerrville, Texas, has an immediate opening for a full-time chief engineer. Excellent opportunity for qualified staff member on the way up. Call Dennis Forsyth, 512-257-8200, E.O.E.

Transmitter engineer for AM-FM to replace retiring 40 plus years employee. We require a First Phone Intransmitter experience. Must have good experience in the ability to maintain and adjust transmission equipment, and the ability to handle some maintenance and radio engineering to Don Lange, Chief Engineer, WBERW/WNED-FM, 23 North Street, Buffalo, NY 14202. An equal opportunity employer.


**HELP WANTED NEWS**

News Director: News oriented, 24 hour A.M. in Western Michigan. Send resume and salary requirements to Box N-131. News car furnished. E.O.E.

News Director—Two cuts above the average, qualified journalist, dedicated to news, public, and community affairs, wishing experience in investigative and street reporting training to the ability to produce issues and document a view point. Opening is immediately to qualified experienced person. Send resume, tape, and salary requirements to: Byron Cowan, WSAQ Radio, Box 70, Fort Knox, KY 40121.

**Wanted: News Director for energetic, highly respected news department at WCFR, Springfield. Must have good voice, gathering and writing skills. Please send tapes, resume, and references along with a cover letter to WCFR, Box 800, Springfield, VT 05156.**

**Experienced News Director to grow with expanding AM News Operation. Currently 3 person department. Emphasis: Local news. Agri-business news, Public Affairs. If you can handle ground-floor expansion, send particulars to: Larry Crawford, Operations Manager, KLYD AM/FM, Box 1499, Bakerfield, CA 93301, E.O.E.**

A busy Northeast small market AM/FM needs an experienced and creative reporter/announcer capable of eventually becoming News Director. P.O. ****

South Georgia small market fulltime network affiliate heaunted involved in local news operation. Multiple opportunities... new director progressive college community is a great place to live, work and play. Send complete resume, salary expectations and audition tape to Al Cohen, WTIF, PO. Box 986, Tifton, GA 31901.

Live and Work on Beautiful Cape Cod. Leading station seeks experienced Anchor/Reporter. Intelligently personable with authoritative delivery Salary to 10K, Box P-11.

**When You Hear WBBC in Bloomington, Illinois, is looking for a darned good newspaper, you probably don't lift your eyebrows unless you know you regularly win more awards than most any station in size... that WBBC is a hoot of a station in a great radio market, 44.6 average share was the highest in the nation in the spring Arbitron... that WJBC offers exceptionally good facilities and a very strong, professional news commitment in a fine community. Send tape, resume, salary requirements in letter to Steve Vogel, WJBC, Box 221, Bloomington, IL 61701. No phone calls. Equal opportunity employer.**

Award-winning Midwest radio newsroom needs responsible reporter to cover black-oriented newscasts and anchor duties. College-training preferred. Send resume, cassette/tape, and references. Salary negotiable. EOE. Contact Dave Jones, WTLC-FM, PO. Box 697, Indianapolis, IN 46206.

KSTT-WKLP is looking for an aggressive reporter with strong journalism background to join our six person news staff. Some anchor work involved. A degree is essential. Tapes and resumes to: News Director, PO Box 3758, Davenport, IA 52803.


**HELP WANTED PRODUCING, OTHERS**

One of the Top Ten Black Stations in the Midwest has a growth opportunity for a Program Director/Corporate Sales Account Executive. This person will handle either housing or five years radio experience. Ability to motivate creative people a must plus good administrative skills. Send tape and resume to General Manager, Box 697, Di- napolis, IN 46205. EOE/AFM

WASY/WIXY Seeks Assistant Operations Manager. This person we need you and will do it all, including airwork, copywriting, production etc. Automation experience helpful. Tape, resume to J. Rising, WAXY, 45 Fisher, Ave. East Longmeadow, MA 01028, E.O.E.

Broadcasting Oct 30 1978
HELP WANTED PROGRAMMING, PRODUCTION, OTHERS CONTINUED

Operations Director needed by one of Northern California's top beautiful music stations. Must have mature voice and copywriting experience and ability to direct others. Send detailed resume and audition tape to: Gordon Zlot, KZST Box 2755, Santa Rosa, CA 95405, EOE.

Production Director for small market AM/FM, West coast recreational area. We need a person with leadership who can coordinate and supervise production, write copy, and follow through. Excellent opportunity to learn management concepts in preparation for advancement. Salary negotiable. E.O.E. Box P-22.

Lead news-information programming staff. We have aggressive news-oriented team and are ready for you if you are a leader. Modem facilities, county of 30,000. Please send letter and resume to Box P-36.

Public Affairs Director for 50kw public radio station. Assistant News Director in formulating all information programming; produces features, documents, some newscasts. Must be proficient in interviewing, editing, creative production. Base salary $10,580 plus liberal fringe and vacation. Requires bachelor's degree or equivalent, 3rd phone. Resume, references and audition tape immediately: Michael Lazer, WNU-FM, Northern Illinois University, DeKalb, IL 60115. An Equal Opportunity/Affirmative Action Employer.

$10,000 to $12,000 annually if you're a first-rate copy chief and traffic supervisor rolled into one exception individual. We're extremely quality-conscious programmers looking for a stronguding back and offer: motel, hotel, radio contact for further details. Try out on world-famous Hilton Head Island. Send copy samples, resume and references to WHRR, Box 5683, Hilton Head Island, SC 29928, 903-785-9447. Equal Opportunity M/F.

Program Director. Full responsibility for Air Sound, hiring announcers, production, etc. We are located 35 miles West of Minneapolis. Have to sound good, Contact Don Wolkenhaus/KRWC Radio Buffalo, MN 55310, 612-644-1664.

Farm Director. Agricultural experience required, salaries helpful. Good opportunity for professional in medium West-Market. Resume to General Manager, KECK, Box 6006, Lincoln, Nebraska 68506.

Program Director for suburban N.Y.C., Atlantic Contemporary. Good voice and production a must. No beginners, please. An EOE. Resume to Box P-52.

SITUATIONS WANTED MANAGEMENT

General Manager/Sales Manager—prefer South or Southwest. Heavy in promotions, programming and profit. Available immediately. Box N-106.

Profil Oriented General Manager with extensive background in AM/FM management, sales and programming. Seeking opportunity as take charge GM/ GSM leader and doer. Box N-154.

General Manager, winner track record, super heavy sales, programming, administration, management, FCC, right credentials background, searching stable position in Top 100. Available immediately. Speak for himself, reply in confidence. Box N-166.


MBA with small market GM background ready for entry level management spot in top 100 market. East Coast preferred. Box P-14.

Experienced, Capable, Energetic General Manager with strong sales background in large and medium markets. If you are a problem is asking talents toward new or old competition, a new acquisition “turn around” or any of the other little headaches that make our business so much fun… please contact me. I would particularly like to hear from you if you’re willing to consider offering investment opportunities. Write in confidence to Box P-48.

Group Owners—30 year old aggressive broadcaster seeks sales or management position with opportunity for rapid advancement. Credentials include 11 years experience in major market, experience with NAD and PO, BSA in Management, MBA in Finance, 1st Class License. All markets considered. Available Jan. 1, 1979. Box P-32.

Young executive desires management position with a challenge! Take charge individual for good competitive market. Contact Bill Elliott at 914-565-5365.

SITUATIONS WANTED SALES

General Manager/General Sales Manager, available immediately. Major Market track record and references. Will look at any offer that makes sense. Box N-126.

SITUATIONS WANTED ANNOUNCERS

Broadcast School Grad, 3rd Endorsed, looking for first job. Phone weekdays 716-834-4457.


Experienced First Phone Announcer seeks position with station in or near the Baltimore, Washington, or Richmond markets. Currently employed. Tape available. Box N-200.

Family man wants morning or midday in small or medium market. Experienced. Gary Morgan, Route 2 Box 12E, Cameron, W. Va. 54822.

Hi Power DJ seeks hi power place. Hi level talent. Experience, 1st. Box P-4.


Three Years of Success as top-rated DJ, production man, back engineer, for Benorded. 3rd endorsement, some production experience, no tape. Family man, 27, seeks to grow as announcer, production man with professional Top-40 or Contemporary small or medium market station. Prefer Florida; have a seeing-eye dog and can travel. Proven, tried, and tested. Past performances and references speak for themselves. John howard (Gav) Steve 21, 16030 N.E. 15th Ave., No. Miami Beach, FL 33182, 305-947-2673.

1st Phone—4 years pro. Production Director; BA Journalism. Background for full-time Program/Production/Contemporary. Tape, resume from Lee Drew, 201-467-2478, 25 Mountain Avenue, Warren, N.J. 07020.


PersonalitySeekingContemporarywithin100mileradiusofPhiladelphia.215-256-6330,JohnLaMonica.

Soul Personality Seeking to relocate to either North Carolina, South Carolina or Virginia area. 919-483-6530.

Able and Ready: hardworking and reliable, 3rd endorsed, will relocate. Tape and resume on request. Call or write Jim, 512-335-3058, 501 N. Harlem, Oak Park, IL 60602.


Radio Pro with good commercial delivery and production, reliable, looking after 2-1/2 years at present station—Ken 914-856-6757.

Help! I got my first break, but was shafted. Need another chance to start over. Above-average air talent seek above-average Florida position. Write: Rick Richards, 621 Lenox Avenue, Miami Beach, FL 33139 or call 305-672-4890.

Female, 22, from Midwest eager to learn, work, relocate. B.A. with strong voice and production. Tape, resume on request. Nancy 312-352-3866.


SITUATIONS WANTED TECHNICAL

Experienced Chief Engineer, available in November. Knowledgeable in Construction, Re-construction as well as human relations. Box N-147.

Engineer—mature, competent, personable—directions, automation, FCC, programming, production, copy, economical, intelligent, references. Box P-50.

Kansas GM: Cut this ad out and save it. You may need me one day. Crack engineers are hard to find; especially with announcing and programming skills. I know FCC rules. Partial & Audio Pruds, Digital/Audio Automation. Long Circuits. Solid State and more, I can wait for the right job. Call when you need a pro. 712-943-4184, Joe.

SITUATIONS WANTED NEWS

Third Phone DJ, good production, news, commercials, will relocate, some experience, hard worker. Box N-20.

Ambitious, Bright, and Young female—B.A. in Theatrical Communications has interest in broadcast, journalism, and sales. Desires position as Announcement Copy Chief, Andrea Lidd. 7553 Spring Lake Dr, Bethesda, MD 20034.

News director, 10 years experience, seeks medium or major market radio or tv position. Immediate availability. Robert Cohen, 219-447-2460, 2724 Staadale Dr, Fort Wayne, IN 46816.

Top play-by-play announcer seeking job. Prefer California. Also production. Call Cameron, 213-765-1234.

Excellent Basketball Play By Mitty current Sports Director looking for larger market, college setting, Sportscasts, activities, production, commentary B.A. Journalism 908-774-3987.

Outside reporting only. Radio newsmen, 4 years experience, B.A. preferred, MS broadcast journalism, currently ND. Box P-19.

Broadcast Journalist, 1-1/2 years small market, Master's Radio/Television, prefer East—Great Lakes, dedicated. Box P-47.

Seeking first break at your station, UNC Graduate. BA Broadcast Journalism Radio stringer experience. Will relocate. For tape and resume contact Charles Freeman, 1404 Hillwood Court, Charlotte, NC 28210, 704-525-1477.

Willing to work hard for first break. UNC Graduate. BA Broadcast Journalism. Stringer experience. Will relocate. For tape and resume contact Charles Freeman, 1404 Hillwood Court, Charlotte, NC 28210, 704-525-1477.

SITUATIONS WANTED PROGRAMMING, PRODUCTION, OTHERS

11-Year Broadcast Vet and former Billboard Personality Finalist looking for combination Operations/Manager/Programming slot in Medium or Large Market. Presently on-air at top-rated Medium Market Country Station in Southeast, in addition to Music Director duties. Qualifications: former Major Market PD, impeccable references, degree, good production requirements. Very good money, creative freedom, sincere, stable management. Box P-31.
SITUATIONSANTED PROGRAMMING, PRODUCTION, OTHERS CONTINUED

Dedicated, versatile announcer: seeking advancement. Over 5 years experience Top Forty news, talk show automation and programming. Box N-133.

TELEVISION

HELP WANTED MANAGEMENT


Widespread communications company seeks financial manager who can establish and administer systems for radio, TV and newspaper properties and simultaneously assist top management in corporate direction and control. Reply Box N-165.

Business Manager. College degree in accounting or equivalent. Three years minimum experience. Some supervisory experience. All phases of accounting including payroll. Western New York location. EOE. Send resume and salary requirements to Box N-175.

Television Sales Executive. With plenty of hands-on experience in sales, newscasts and affiliates. Must be able to build sales for both the top and bottom rated affiliates in a market. Heavy on ideas, administrative drive, innovation. Eastern group. Reply Box P-9.

Immediate opening. Local Sales Manager for Mid-west station. Must be able to work with all groups. Must be fully conversant with up-to-the-minute selling and pricing techniques. Equal opportunity employee. Box P-20.

Director of Program Production—KOED, Inc. (San Francisco PBS) needs experienced Manager to plan the production, acquisition, and packaging of KOED programs. EOE. Send resume to Personnel, KOED, 500 Eighth Street, San Francisco, CA 94103.

Here is an exciting opportunity in Colorado. KTVC in Pueblo has an opening for experienced Development Specialist to create and expand the public relations and fund raising activities of the station. The individual in this position will be responsible for the development of sources of income through underwriting, memberships, auction grants and other fund raising activities: must coordinate station publicity, public relations and advertising: will direct the publication of the monthly program guide: will prepare press materials related to station activities. Applicants should present evidence of two years experience and be able to demonstrate skills required to carry out the above activities. BA degree required. MA will influence salary determination. Salary range $20,000 to $24,000. Applications must include: 1. Letter of intent. 2. Resume. 3. Names and addresses of at least three recent references. Closing date November 18th, 1978. Send applications to: John C. Crabbe, KSD/TV University of Colorado, Colorado 900 West Orange Ave, Pueblo, CO 81004.

HELP WANTED SALES

TV Sales Representative: Network affiliate in top 100 market needs experienced sales representatives to assume active account list at dynamic progressive North Central station. Please send resume showing ability / experience relevant to: Box P-30. An Equal Opportunity Employer.

Local Sales Manager. Responsible for local and regional sales for ABC affiliate. Must be able to manage, implement and motivate. Excellent wage plus fringe benefits. Send resume before October 31, 1978 to Rod Gradstein, WXYZ 3800 Shady Run Rd., Youngstown, OH 44502. An EOE.

HELP WANTED TECHNICAL

Engineers. International accounting firm, with established broadcast color studio, is seeking a quality-minded Assistant Chief with strong maintenance ability RCA Quad, studio cameras, and field production systems. Become involved in new studio construction in near future. Pleasant Mid-west suburban location. Also an opening for a Staff Engineer who is aggressive, with strong technical capability. We are an Equal Opportunity Employer. Send resume to Box N-178.

Assistant Chief—Working engineer to direct studio maintenance. Must be qualified on quad and umatic tape, IVC and RCA cameras. $17,500 to start plus benefits. Harold B. Wright, WJR/TV, Detroit, MI 48221, 800-977-7082. An Affirmative Action Equal Opportunity Employer.

TV Studio Maintenance Engineers.Prefer experience with Ampex 1200, RCA TR-70, RCA TK-45 and Sony BVU-200. Experienced only write or phone Don Smith, Chief Engineer, WRD/W-TV, Drawer 1212, Augusta, GA 30903, 803-218-1212, EOE.

Experienced Chief Engineer, for independent UHF Family Christian Television in South Florida. Responsible for employment of all technical personnel and supervision of maintenance department. Must be experienced in all aspects of UHF television operations. Must be eligible for FCC license; must have personal transport. Must coordinate all internal and external relations. Send resume to Box 201-

Immediate opening for TV maintenance engineer. Experienced in quad and helical VTR, color cameras and associated equipment. FCC first class license required. Excellent opportunity in the beautiful Pacific Northwest. Contact Don Lambert, E.F., KIMA-TV, Box 702, Yakima, WA 98907. 509-755-0029, EOE.

Television Broadcast Maintenance Engineer for KXTV, the CBS affiliate in Rapid City, South Dakota. Must have experience in all phases of television installation and strong on maintenance with emphasis on digital circuitry. Advancement potential. First Phone Licenses required. An Equal Opportunity Employee. Resume to Don Ferguson, Chief Engineer, PO Box 10, Sacramento 95801, 916-441-2345.

Studio/transmitter maintenance supervisor needed for Central Maryland NBC affiliate. Must have First Class FCC license and solid background and experience maintaining VTR, camera and all studio equipment, and UHF transmitter plant facilities. Contact Chief Engineer at 301-797-4400.

Independent television production facility in NYC seeks experienced camera operators and generators. Must work primarily on large scale production projects. 2 years experience preferably. Send resume to Joe Costello, PO Box 43403, New York, NY 10156.

TV Studio Engineer. Heavy maintenance experience on video tape, quad and Helical as well as studio cameras and ENG cameras. Knowledge of digital systems a prerequisite. Minimum of 3 years' experience required. Should have outstanding technical background. Send resume to: Chief Engineer, KDTH, 98th Street and Olive, Kansas City, MO 64114.

Chief Engineer, VHF station, small Southeast market, strong on quad and 3/4 inch maintenance, attractive location. Send resume to Box P-43.

Chief Engineer, VHF station, small Southeast market, strong on quad and 3/4 inch maintenance, attractive location. Send resume to Box P-43.

Wanted, Audio-Television Engineer: CCTV color system. Knowledge of picture, sound, effects, lighting, MATV, technical writing required. Beginning salary $18,618. Send resume to Personnel Coordinator, 9517 Main St, Fairfax, VA, 22031.

Engineer: Operate/maintain production/broadcast equipment, First Phone, two years technical training, two years related experience. Base $51,150, excellent benefits. PTV station. Equal Opportunity Employer. Send resume to Personnel, WDCN-TV, Box 120609, Nashville TN 37212 by 11/6/78.

TV Studio Engineers (2). At KOCE-TV Channel 50 PBS. Requires heavy maintenance on broadcast equipment. Some operation, quad and cassette editing. Must have first class FCC license. Salary range $7100-7900. Apply to: Community College City, 1370 Adams Avenue, Costa Mesa CA 92626, 714-556-5947. Application or resume by 5:00 p.m. November 9, EOE M/F.

Television Engineers. Immediate openings at WVGC-TV, Channel 35, a growing, all-color remote-controlled UHF public television station in beautiful Charlotte, NC. Excellent salary, benefits, paid holidays. Responsible for maintenance and development of engineering department including personnel, budget and administrative areas; maintaining sale, legal and reliable operation of technical facilities, and new program and future facilities. Requirements: First class FCC ticket; 3-5 years supervisory experience with strong maintenance background; must be proficient in all areas of RF, tape and FCC videolapse and Bosch Fernseh cameras helpful. B.A. degree preferred. Assistant Chief Engineer responsible for supervision of studio and transmitter personnel, coordinating technical facilities with production and programming department and assisting chief engineer in budget preparation and engineering department operations. Must be eligible for First class FCC ticket; UHF transmitter experience; 2 years supervisory experience; strong maintenance background. B.A. degree preferred. Send resume for scheduling and performing required maintenance; installing, operating, and maintaining and repairing broadcast equipment including GE UHF transmitters, RCA videotape, Teleman film chain, Bosch Fernseh cameras and Vital and Grass Valley switching. Requirements: First class FCC license; 2-4 years broadcast maintenance experience. Strong on state of the art broadcast equipment; ability to recommend, write specifications, evaluate and install broadcast equipment; must be familiar with all major manufacturers. Salary dependant upon qualifications. Excellent fringe benefits. Send resume to Personnel Office, Lake Superior Hall, Grand Valley State Colleges, Allendale, Michigan 49401. Equal Opportunity/Affirmative Action Institution.

HELP WANTED NEWS

Dominant VHF E.O.E. wants experienced producer/ writer for early or late evening newscast. Must be expert coordinator including live microphone, concise lively copy writer able to edit film and tape. Organize fast moving newscast with lots of filmtape packages and TV monitor pieces. Send cassette, references and resume to Jerry Levin, News Director, WBCR-TV, PO Box No. 6, Birmingham, AL 35201.

TV News Producers/Reporters for active public television station in northeast mid-west area. Bachelor's Degree in Broadcast Journalism or related field is preferred. Two years experience in broadcast news reporting/announcing. Salary $8,600-$10,600, Deadline for submission of applications is November 10, 1978, or whenever filled. Send letter of application, resume, official college transcript, three letters of recommendation, audition tape, current head shot to Barbara Brown, WTVT, 2251 Central Avenue, OH 43403. WBGU-TV is an Equal Opportunity Employer.

Dominant VHF E.O.E. is expanding sports. Looking for aggressive, tireless, enterprising sports reporter/ writer. Must be able to cover major sports in northeast environment of interest. Send resume to: Sportscaster/Reporter in the state. Must be able to be one person band in covering local amateur and pro sports hard and continuously. Must edit sports tape. Must have experience in TV and radio. Must cover live sports, tape, references and resume that proves your worth. Send to Jerry Levin, News Director, WBCR-TV, PO Box No. 6, Birmingham, AL 35201.

Dominant V.H.F.E.O.E. wants ENG Coordinator to supervise, coordinate, edit and write live and pre-taped news stories for microwave network. Experience in production/copy writing experience required. Send cassette, references and resume to Jerry Levin, News Director, WBCR-TV, PO Box No. 6, Birmingham, AL 35201.

Weather Person—Top rated Southern TV station wants weather professional who will become strong contributing third member of prime on-air news team, and can also do solid reporting, environmental and other general news. Some experience desirable. Send tape and/or resume to: WMBB-TV, Box 1340, Panama City, FL. Attn: Bob Nelson.

NEWSPAPER

Newspaper New York: NY Times AM/NY is the major metropolitan newspaper in New York City. We are seeking a creative, energetic, and well-organized director of advertising. The ideal candidate will have a minimum of 5 years experience in newspaper advertising and a proven track record of success. We offer a competitive salary and an exceptional benefits package. Please send your resume to: Classified Sales Director, AM/NY, 620 Eighth Avenue, New York, NY 10018.

Advertising Manager, Daily News, New York City: Responsible for managing a team of advertising sales professionals. Strong experience in newspaper advertising is required. Must have a proven track record of success and excellent communication skills. Please send your resume to: Manager, Advertising, Daily News, 40 West 40th Street, New York, NY 10018.
HELP WANTED NEWS
CONTINUED

Photographer – We are looking for an experienced television news photographer capable of handling both studio and field assignments. Must be experienced in all phases of news photography and editing. Send video cassette with samples of field work and resume to: New Day 500, PO Box 1274, Durham, NC 27702. A Capital Cities Station. E.O.E.

Reporter – A substantial background in television news reporting is required. Must be experienced in all phases of TV news operation. Reporting, 16mm photography, electronic news gathering, writing, editing. Heavy emphasis on reporting and writing. No telephone applications can be accepted. Send complete resume to: News Director, WTVT, PO Box 2009, Durham, NC 27702.

TV Weather/Reporter. We’re an aggressive News Department with the best numbers in our Sun Belt market, looking for someone willing to back up our regular weather team and report. Knowledge of film and ENG helpful. E.O.E. Box N-144.

Managing Editor. Must have at least 5 years experience in Television News. Knowledge of production techniques, excellent reporting and writing skills. Ability to organize work and lead staff of young, aggressive writers. Must be able to assume responsibility and provide direction. Resume, salary in first letter. An EOE Employer. Box N-159.

Weather Anchor/Environmental Reporter for progressive Midwest network affiliate. Should have knowledge of weather and ability to convey it in a personality driven radio news setting. Resume and salary requirements to Box N-180.

Co-Anchors M/F for large, aggressive state of the art department, North Central affiliate, pleasant smaller community, 525K, letter and resume to Box N-193.

Weekend sports anchors/sports reporter in medium market with current studio and heavy prep sports action. Strong station commitment to sports. Box N-198.

Producer – Previous experience in news, sports and field reporting is required. Send resume to: News Director, WTVI, 3800 Shady Run Road, Youngstown, OH 44510. A EOE.

11 o’clock Anchor – Must be experienced reporter/photographer; Send resume and recent cassette to WWTV-RTV, Box 751, Charlottesville, VA 22902. An Affirmative Action/Equal Opportunity Employer.

Producer – Looking for an experienced producer for our 11 p.m. news. Must have solid background in all phases of news and ENG, including live microwave. If you can produce a highly visual fast pace newscast and are a good writer who can also supervise scripts and send cassette sample of your work to Allen Jones, PO Box 2009, Durham, NC 27702, E.O.E.

Position for an experienced Photographer/Writer in the News Department. Send resume and examples of work to Eric Rabinowitz, 6th Avenue, Altoona, PA 16602. An Equal Opportunity Employer.

Weedend Anchor wanted for major East Coast market. Must have prior on-air anchoring experience and street reporting background, Equal Opportunity Employer Detailed resume to Box P-41.

Very Good medium market news operation in sunbelt still looking for anchors. If you are currently an anchor and would like to talk to you about doing our S and 10, Females are urged to apply. EOE, Resume and salary requirements to Box P-48.

Newspaper Photographer/Editor position open at major East Coast station. Successful applicant must have total ENG/Field photojournalistic skills. Equal Opportunity Employer. Detailed resume to Box P-49.


HELP WANTED PROGRAMMING, PRODUCTION, OTHERS

Producer/Director for PTV Station. Responsible for the production of television and/or film programs for broadcast. Must have extensive knowledge and experience in all phases of production including directing/field producing and field directing/field producing. Excellent Opportunity. Send resume to: Professional.”

Producer/Director. Take charge individual. Experienced in news, music, sports, remotes and studio production. Must have strong systems person. Send resume to: Don Chevalier, WBBQ, PO Box 713, Sumter, SC 29150. Application deadline October 31, 1978 or whenever filled.

TV Studio Production Personnel. Previous professional TV experience required. Send applications to: Personnel, WDDA-TV, 5202 River Road, Washington, DC 20018, E.O.E.

Producer for Public Affairs Specials. Must be a good writer, news and documentary background. At least 5 years experience. An Equal Opportunity Employer. Box P-10.

Wanted – Commercial Video/Cinematographer. Experienced and creative help. Top station in market make transition from film to EFP. Must have working knowledge of film processing equipment; professionalism, reliability, quality consciousness, and great spirit can open door to fine job opening. EOE. Send resume to Box P-12.

Public Affairs Producer wanted for Top Fifty Market. Must do on-air hosting on a daily talk show in addition to producing documentaries. Excellent Salary and fringe benefits and a place to live. An Equal Opportunity Employer. Send resume to Box P-35.

TV Producer/Director. Write to produce and direct TV and other audiovisual presentations for University of Wisconsin-Milwaukee. Must have M.A. required, M.A. desirable; must have thorough knowledge of the media production process and experience in performing these functions. $13,000 minimum salary. Send resume before November 10, 1978 to TV Services, University of Wisconsin-Milwaukee, PO Box 413, Milwaukee, WI 53201. Equal Employment Opportunity, Affirmative Action Employer.

Experienced Art Director to take over department in Medium Market Television Station. Excellent opportunity for Assistant Art Director to move up. Contact Betty Reynolds 815-987-3515, EOE.

Film/Tape Librarian: Schedule shipping/receiving of filmstapes for broadcast in coordination with suppliers and/or other stations. Maintain film/tape library, issue film/tapes as scheduled for production and broadcast. College degree and experience in related fields. Send resume to: Personnel, WTVI, EEO. Excellent Opportunity Employer. Personnel, WTVI, Box 120509, Nashville, TN 37212 by 11/6/78.

Talk Show Host/Producer: Send Tape and resume to: Judy Girard/WWK/TV, 625 4th Avenue, Huntington, WV 25701. An EEO Gateway Communications Station.

Traffic Manager. Top 50 market, must have at least three (3) years experience, preferably with BIAS system, Equal Opportunity Employer. Send resume to Ronnie J. Catoe, WDSU-TV, 520 Royal Street, New Orleans, LA 70130, 504-589-8378.

Operations/Traffic Manager – KGUN-TV, Tucson, Arizona is looking for a strongly built systems person with administrative capability to take on major responsibility of Traffic department with Cox Computer. Salary commensurate with experience. Submit resume to KGUN-TV, PO Box 5707, Tucson, AZ 85703, Equal Opportunity Employer.


Program Manager for public TV station to develop, select, and acquire programming for broadcast; develop broadcast schedules; develop and administer program budget; and manage program operations staff. Salary $12,800-$26,650. Application deadline: November 28, 1978. Contact: Personnel Commission, Office of the Santa Clara County Superintendent of Schools. 100 Skyport Dr., San Jose, CA 95110. 408-299-3701.


SITUATIONS WANTED MANAGEMENT

Broadcast Group Manager with heavy TV/Radio sales and news background seeks more challenge. Has special flair for sales, news, promotion, writing and renewals. Consider any challenging management position or special assistant to president in medium or major market station or group. Box N-187.

General Manager with outstanding credentials. Television 22 years; Radio 12 years; Management 18 years. Thoroughly experienced all aspects: ownership, administration, sales, programming, film-buying, news, community involvement, etc. Ideally, leader in industry. Very competitive! Produced spectacular sales and profits. Plus prestige. Achieved revitalization/rapid turnarounds. Can produce outstanding ratings, sales, profits and prestige! Box P-2.

SITUATIONS WANTED SALES


SITUATIONS WANTED TECHNICAL

Technician, videotape operator, cameraman, audio- man, video technician with over nine years experience looking for a warmer climate. Box P-44.

College Grad, First Phone, 4 years production/editing experience seeks first on-air position. Call Doug Landman 212-697-5100 Days, 212-643-3395 Eves.

SITUATIONS WANTED NEWS

Attractive, Spanish surnamed young woman seeks entry level position in broadcast Journalism. BA Highly articulate, resourceful, tireless worker. Published writer. Quick to learn any aspect of broadcast field. Writing to relocate. Virginia Perez, 1677 Beaird Road, Cleveland Heights, OH 44118, 216-932-9280.

Documentary news producer with strong news background in reporting, editing, on camera work desires news station shooting, producing, or news reporting. Florida preferred. Box N-138.

Thorough and Aggressive 4th generation journalist—Tireless researcher and sharp writer. If you need hard-hitting newsman for editorially committed program, give us a chance. You’ll find on-air position or potential for such. Excellent references. BA top J school. All markets considered. James Forbes 3240 Henry Hudson Pkwy, Bronx, NY 10462, 212-549-1124.


Highly successful news director looking for new challenge. If you want a top rated product, but more importantly one you can be proud of . . . we should talk. Write Box P-37.
ALLIED FIELDS

HELP WANTED SALES
Salesperson interested in broadcast equipment marketing. Primarily telephone soliciting for established accounts. Send resume with salary requirements. Box N-18.

Ten year old music and entertainment paper seeks aggressive space salesperson. $300/wk. $20% commission. Send resume. Box N-18.

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 N-14.

HELP WANTED PROGRAMMING, PRODUCTION, OTHERS
Production Manager: For Advertising Agency. Must have experience in TV production or directing; copy writer. Write: Personnel Supervisor, Northwestern University, 3010 N. Orchard St., Evanston, Ill. 60201.

Audio Producer in Minneapolis. You've heard about the quality of life in Minnesota? Add to that quality by bringing your experience and background to a large Minneapolis corporation as an expert audio video producer. Extensive knowledge required of multi-track mixing, field recording and audio for film and video. Location lighting experience also desirable. Contact: Personnel Supervisor, Northwestem Bell, 200 South Fifth Street, Room 3A90. Minneapolis, MN 55402. Tel 612-344-6907. An Equal Opportunity Employer.

HELP WANTED INSTRUCTION

Broadcast News Teacher. A major university with a strong journalism program seeks an experienced broadcast news reporter and writer to teach television radio/broadcast news and related courses. Emphasis will be on broadcast news reporting, writing, editing, and developing community coverage, with some attention to the technical processing of news and public affairs programming. Master's degree preferred. Assistant professor rank. Salary open. Start Aug. 1, 1979. Contact: Dr. R. L. Littlewood, 119 Gregory Hall, University of Iowa, Iowa City Ia. 52242. Phone (217) 333-0709. For full consideration, applications must be received by Feb. 1, 1979. The University of Illinois is an Affirmative Action/Equal Opportunity Employer.

Mass Communication Instructor (Tenure track). Position available September 1979. Duties include teaching of Broadcast Television Techniques, Advanced Television Techniques, and Television Writing. Master's degree preferred, Ph.D. preferred. Salary to $15,000 depending on qualifications and experience. Application deadline: March 5, 1979. Send complete credentials to: Dr. Irene Shipman, Chairperson, Department of Speech and Mass Communication, Towson State University, Towson, MD 21204. An equal opportunity, affirmative action employer.

Tenure track position open September 1979. teaching advertising principles, broadcast and print advertising, agency operations. Professional experience required. Ph.D. and teaching experience preferred; assistant or associate level. Send resume and three recommendations to Dr. E. L. Lomax, Communications Department, Washington State University, Pullman, WA 99164. Application review and selection begin January 15, 1979. WSU is an equal opportunity affirmative action employer.

HELP WANTED TO BUY EQUIPMENT

Wanted: 320 ft. of 6 1/8 in., 75 OHM RCA Universal Coax Need Immediately. $600, 189-2933 for Ron Hare WHTV Medford, Ms.

PC-60 CCU. Power transformer must be OK. Call contact: Dennis Bornhof 805-922-0505.


HELP WANTED FOR SALE EQUIPMENT


Pre-recorded. Excellent oldies. Like new. 500 3 1/2- Min. cassettes; 40 3A- 1/2 Min. cassettes. Purchase for $200.00. Call Dave Richard, KUSA, Denver, Co. 311-375-1230.


Radio transmitter for sale. Back up transmitter. Revenue $40,000. Can sell or trade for an automobile or truck of equal value. For more details call Bill Kirk 305-628-4488.


240 Foot Fort Worth Steel: epoxy coated beam and side lights…$7,000, Contact Paul Monoyia. Chief Engineer, KMKJ/KLUC Radio, 702-739-3833 or write 3510 W. Hacienda Ave. Las Vegas, NV 89118.


Scully 280B-4 Recorder in console and AKG BX-20 Stereo Echo Chamber both mint, $7500. FOB, St. Louis, Mo. 618-271-5975.


COMEDY
Free sample of radio's most popular humor service! OLINERS, 366-C West Bullard, Fresno, California 93704.

GUARANTEED FUNNIER! Hundreds renewed! Freebie! Contemporary Comedy. 5804-B Twilling, Dallas, TX 75227.

Not Comedy—Total personality service for top 40, MOR, AGP, Sample, Radio. 3A992-S Atlanta, GA 30359 (phone 404—231-9884).


"Free" Catalog! D.J. Comedy... Wild Tracks... more! Command. Box 26348-H, San Francisco 94126.

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., 166 E. Superior St. Chicago, Il. 60611, call collect 312—844-3705.


Money-making radio quiz shows. 99c each. Free details, Worldwide, 3 Sandia, Edison, NJ 08817.


Successful, original comedy program wants to syndicate. Pat Barr, KSLI. Radio. 1250 Bellflower Blvd., Long Beach, CA 90804.


Move Up Announcers, newscasters, djs, anchors. Face these faults; high voice; no breath; jery reading; incorrect pronunciation; boring interviews; regional-ethnic accent; no style, authority, confidence. You need our national broadcast service. Write, 5950 cassette air-check and $39.95——receive 30 minute personal analysis-coaching cassette of send 5500 for diagnostic script and cassette. Critique, Box 27026, Kansas City, Mo. 64110, 316—363-3166.

INSTRUCTION

OMEGA STATINS. MBF training for FCC First Class licensees, color TV production, announcing and radio production. Effective placement assistance, too. 237 East Grand, Chicago, 312—321-9400.

Free booklets on job assistance, 1st Class FCC license and D.J.-Newscaster training. A.T.S. 152 W. 42nd St. N.Y.C. Phone 212—221-3700. Vets benefits.


REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin September 11 and October 23. Student rooms at each school.
INSTRUCTION CONTINUED

REI 51 N. Pineapple Ave., Sarasota, FL 33577. 813-955-9222.

REI 2402 Tidewater Trail, Frederickburg, VA. 22401.

First Class FCC License in six weeks. Our unique course was designed for its effectiveness by Bill Ekins himself. If you want training second to none, contact Ekins Radio License School, 332 Braniff Tower, PO. Box 45785, Dallas, TX 75245. 214-352-3422.

Cassette recorded First contact. REI's cassette will be recorded for each course. Cassette recorded is First contact. IGMINTI.

Radiation welcome Air Check Critiques. CA Radio.

Year teaching Cassette recorded. First contact.

Regional Sales Engineers Wanted

IGMINTI seeks two capable and creative individuals to represent our products in the southeastern states and the central states. The Atlanta, Georgia, and the Dallas, Texas areas, these key positions require someone with an excellent technical background in broadcasting. Preference will be given to individuals with proven sales experience. Our compensation package includes salary, commission, and expenses. Interested applicants please submit a resume, in confidence, to: Nick Solberg, Engineering Sales Manager, IGMINTI 4041 Home Road, Bellingham, Washington 98225, or call 206-733-4567. Interviews will be arranged in Atlanta and Dallas. IGMINTI is an equal opportunity employer.

Help Wanted News

Morning anchor.

50,000 watt station. We have a strong news and public affairs mission. We need someone with strong writing and delivery skills. Public Affairs background a plus. Must have on-air experience. Major contender benefits. Excellent working conditions. Send tape and resume to: John Price, News Director, WWVA Radio 1015 Main Street, Wheeling, WV 26003. Equal Opportunity Employer.

Help Wanted Technical

Help Wanted Announcers

MORNING PERSON

With Adult Appeal
To Work Afternoon Drive
And Play Rock Music
Plus
News Director
To Direct Four-People Staff
And Dig Out Real News
Midwest Metro Contemporary.
Box N-185.
EEOO.

Help Wanted Sales

MAJOR MARKET

WODK-FM, Cleveland's best beautiful music station needs an aggressive sales pro who wants to grow with a major broadcast company. If you qualify for The Best, send your success story at once to Ken Hopp, Sales Manager, WODK-FM, Park Centre, 1250 Superior Avenue Cleveland, Ohio 44114. A Company of Combined Communications. An Equal Opportunity Employer.

WE NEED A SALES MANAGER

Successful Talky MOR in market of 150,000 in Upper Midwest needs a strong Sales Manager, preferably a CRM. Should have strong suits in professionalism, leadership, training/communications and cooperation. Standards are high but so is wage/benefit package. Box P-40.

Help Wanted Programing, Production, Others

PROGRAMMER

Program consultant needs adult music (beautiful +) programmer. Must have demonstrated ability, experience in field and thorough knowledge of music and record scene. Major organization with top image. This is important position with good future for right person. Broad duties. Compensation open. All benefits. All replies confidential. EOE. Write Box N-164 with all details.

Help Wanted Management

PROGRAM AUTOMATION SPECIALIST

If you enjoy working with automation and have a background in its programming and technical operation, you could be the customer service person we are looking for.

Broadcast Electronics is located in a pleasant, small midwestern town. We have a good team and are enthusiastic about our future. The new "Control 16" Automation System is finding excellent acceptance among radio stations which has created an opening for a Customer Service specialist. Get in on the ground floor. We offer outstanding working conditions and benefits.

If you're experienced in program automation and interested in a challenging career position, please send resume, including salary history in confidence to:

John A. Buttle
Director Automation Products
Broadcast Electronics, Inc.
4100 North 24th Street
P.O. Box 3808
Quincy, Illinois 62301
Help Wanted Programming, Production, Others

GREAT OPPORTUNITY
for qualified person. Major program service organization seeking highly skilled, ambitious individual to consult adult music stations. Must have experience and background in formatting, format execution, promotion, etc. Some travel. Our staff is aware of this ad. All replies in strict confidence. EOE. Good benefits. Send qualifications to Box N-204.

Situations Wanted News

Play-By-Play/Sportstalk
Professional journalist with 14 years experience seeks sports broadcasting position. Tapes and background available on request. Write: P.O. Box 905, Fairfax, CA 94930. Or Phone: 415-383-6955.

Help Wanted News

Program Director
Operations Manager
Ambitious, talented, promotion-minded individual seeks greater challenge. Three years experience in all facets of radio including MOR, AD, Top 40 and Beautiful Music formats. Strong writing skills, automation, production, remotes, sales, public relations, direct mail. Encouraged. AWA of R.C. Rules. Competent motivator along with excellent organizational ability. For more background information write: Glenn Piotrowski, 149 Wild Road, Orchard Park, New York 14127.

TELEVISION
Help Wanted News

Meteorologist
True weather communicator. 8 & 10 newscasts weekdays. No. 1 News/ABC affiliate. No calls. Resume and tape to NO Ridge Shannon, KMBC-TV, 1049 Central, KCMO 84105.

TV NEWS PEOPLE

On behalf of our clients, we are looking for experienced anchors, reporters, weathercasters and sportscasters.

All replies will be kept strictly confidential. Send videocassette and resume to PO. Box 666, Fairfax City, Virginia 22030. Tapes will be returned promptly.

MCP
MCHUGH and HOFFMAN, INC.

Help Wanted News Continued

ASSIGNMENTS/PRODUCTION REPORTING
Our midwest net hill group owned "V" needs a news oriented desk person to assign and produce and a street report who can shoot and edit film. Excellent salary & benefits. We're an equal opportunity employer. Reply Box N-132.

Assignment Editor:
Top 30 market ... We need a smart, well organized assignment editor with previous TV assignment desk experience. Good management opportunity for the right person. Contact Bae Applegate, News Director, WABC-TV, Buffalo, N.Y. An equal opportunity employer.

NEWS ANCHOR
for new NBC affiliate. We need a strong Anchor with proven record for 6:00 PM and 10:00 PM newscasts to begin with our new affiliation in early 1979. Send tapes and full information to R.C. Fransen, VP & General Manager, WTCN-TV, 441 Boone Avenue North, Minneapolis, MN, 55427. An Equal Opportunity Employer.

TOP AIR METEOROLOGIST
needed for 5:00 PM and 10:00 PM newscasts on WTCN-TV, Twin Cities, to be affiliated with NBC in early 1979. Send tapes and full information to R.C. Fransen, VP & General Manager, WTCN-TV, 441 Boone Avenue North, Minneapolis, MN, 55427. An Equal Opportunity Employer.

NEWS DIRECTOR
Skilled administrator to lead a young aggressive staff of 20 for ABC affiliate in sunny Southwest, second-50 market. Salary commensurate with experience. Submit detailed resume to: Box P-33.

AN EQUAL OPPORTUNITY EMPLOYER

SPORTS ANCHOR
for two major newscasts per day on major market affiliate. Some play-by-play. An Equal Opportunity Employer. Send full information to Box P-42.

Help Wanted Technical

First Ticket People
Experienced or not, we are taking applications for operator and maintenance positions. Send salary requirements and resume. Excellent opportunities Send to: Personnel Office, PO. Box 840, Corpus Christi, Texas 78403. Equal Opportunity Employer.

TELEVISION MAINTENANCE ENGINEER

Chief Engineer

and

Asst. Chief Engineer

Las Vegas CBS affiliate, KLAS-TV, is expanding its Engineering Department and invites you to be part of that growth. We are searching for a Chief Engineer with ten to fifteen years of broadcasting experience, the past five of which should be as Chief or Assistant Chief. Your Equipment familiarity should include TK-76/BU-100, AE600's, TCR-100, TKP-45, TK-46, and parallel GE transmitters. Also, since we maintain our own 350 mile network microwave system, your background should include some familiarity with Lenkurt, Microwave Associates, or Fairchild Microwave. If you are selected as Chief Engineer, you will be answering to the Director of Engineering and be earning in the upper teens. KLAS-TV is also searching for an Assistant Chief Engineer who has five to ten years in broadcasting, with the past three to five years as Assistant Chief or as a heavy studio maintenance engineer. The Assistant Chief will report to the Chief Engineer and will be earning in the mid teens. Please send complete resume, salary history, salary requirements, and references to Linda Imboden, KLAS-TV, PO. Box 15047, Las Vegas, NV 89114. Equal Opportunity Employer.

Broadcasting Oct 30 1978 66
HELP WANTED TECHNICAL CONTINUED

VITAL HAS A FUTURE FOR YOU

ENGINEERS
International accounting firm, with established broadcast quality color studio, is seeking a quality-minded ASSISTANT CHIEF with strong maintenance ability. RCA Quadri studio camera, and field production capability for remote. Become involved in new studio construction in new facility. Excellent midwest suburban location. Also an opening for a STAFF ENGINEER who enjoys IEEE, with strong technical capability. We are an Equal Opportunity Employer. Send resume to Box N-178.

VICE PRESIDENT ENGINEERING
Major broadcast group with radio/TV stations from California to Rhode Island requires the services of an executive engineer to direct all technical aspects of its "growth thru acquisition" program.
Applicants should present a track record of proven managerial skills and complete familiarity with the current "state of the art". The position requires travel and negotiation with suppliers in addition to new building projects and upgrading present stations.
Salary and benefits are competitive.
Contact: Charles F. Kennedy
Vice President Planning
Outlet Broadcasting
170 Weyosset Street
Providence, R.I. 02903
We are an Equal Opportunity Employer M/F

TELEVISION STUDIO ENGINEER
An immediate opening exists for a qualified engineer with a minimum of 3 years experience in Television Systems. If you are seeking a career that provides for growth and significant responsibilities, then please read on.
The position requires a background in the operation, maintenance and troubleshooting of TV studio equipment, including TR-70 VTR's and TK-28 telecine cameras. The use of modern TV test signals is required to maintain picture and sound quality. A good working knowledge of video and audio frequency modulation and demodulation is also required.
If your experience can match our needs, we offer a challenging opportunity in a high technology environment. Our compensation and benefit package is excellent and our future bright.
Please submit resume, including salary history, in complete confidence, to:
RCA New Products Division
7900 Rockville Road
Indianapolis, IN 46224
We are an equal opportunity employer F/M.

TELEVISION SUPERVISOR
A leading graduate institution is seeking a supervisor of television services. Experience in administration, TV production, technical video services. Experience with B&W, (half-inch and one-inch cameras), and color cameras. Salary negotiable. Resumes first, please.

Help Wanted Programing, Production, Others

OPERATIONS MANAGER
Skilled manager with experience in both production and promotion to organize and administer newly forming department. Station department head experience a must. Resume to: Kent Replogle, KMBC TV, 1049 Central, Kansas City Missouri 64105.

WCVB-TV Channel 5 Boston

ADVERTISING & PROMOTION OPPORTUNITIES
WCVB-TV seeks creative individuals to advertise its programs as follows:

ADVERTISING MANAGER
This person will be responsible for campaign concepts, writing, production budgets, and supervision of all media. Applicants must have 5-7 years experience with on-air, radio, and print production, as well as knowledge of local and syndicated program promotions. Good writing skills are a must. Some knowledge of public relations and press relations is desirable.

PROMOTION MANAGER
This individual will be responsible for the creation, production, supervision, and distribution of print materials, including TV Guide ads, newspaper ads, as well as creation and production of on-air promos. Requires 2-4 years of print advertising and on-air production experience.

ON-AIR PROMOTION COORDINATOR
The responsibilities of this position include supervision of on-air promos, ordering on-air plugs, and fulfilling the secretarial needs of the department. The person will also have to coordinate all file materials, budget books, daily schedule of department members, and distribute materials as well as create and produce radio spots.

HELP WANTED SALES

SALES MANAGER
We need a sales manager and sales people who are looking for a good career opportunity! We need people who like to work, make money and enjoy the benefits. Send resume and all requirements to Box P-25 Equal Opportunity Employer.

Broadcast Sales Engineer
New York City Area

Must have good basic knowledge of Video Tape Recorders and related equipment. Personality required to deal with high level management personnel at group and network levels. Experience in a broadcast station desirable. Candidate should be highly motivated and a self-starter.

We are a Fortune 500 electronics leader, with a rapidly growing direct broadcast sales organization. Liberal salary and compensation program.

Regional Sales Manager Midwest Territory
A leading manufacturer of Television Broadcast and Post Production equipment has an opening for a Regional Sales Manager for the Midwest Territory. The company has been in business for twenty years and has consistently led the industry in technical innovations in switchers, automation and VTR editing. This opening is a unique opportunity for an experienced professional broadcast sales manager with a strong technical background to meet his own personal objectives in a well established territory where the company already enjoys a large market share. The successful applicant will have an excellent base salary plus commissions with benefits, Company Car and paid travel expenses.

For further information send your resume, in confidence, to:
CENTRAL DYNAMICS CORPORATION
Alte: Howard A. Shepard
President
331 West Northwest Highway
Palatine, Illinois USA 60067

BROADCASTING
Oct 30 1978
SALES ENGINEER
PROFESSIONAL AUDIO PRODUCTS

A major manufacturer of Professional Audio Products to Television, Radio and Recording Studios is opening a Sales Office for the Southwest/West Coast U.S. We have an immediate Position for a qualified Sales Engineer to be responsible for this area. This person must be a responsible Self-Starter capable of working with a minimum of Supervision. The ideal person will have an in-depth knowledge of Audio Production techniques and a reasonable technical background. Excellent starting salary plus commission. Growth and earning potential wide-open. Send resume and salary history or telephone collect to:

VICE PRESIDENT - MARKETING
AUDIO DESIGNS
AND MANUFACTURING, INC.
16005 Sturgeon
Roseville, MI 48066
313-778-8400
an equal opportunity employer

405 PROFESSIONAL ELECTRICAL/ELECTRONIC ENGINEER'S LICENSE STUDY GUIDE by Ed Ross. A complete study guide for the electronics or electrical engineer who wants to prepare for either the Power Option or the Electronics Option of the Professional Engineering (PE) exam. The author discusses basics of electricity and electronics, plus the most advanced states of the art—digital techniques and solid-state devices. The text is designed to accommodate the engineer who has been out of school too long, as well as the recent graduate. 448 p., 465 illus. $10.95


HELP WANTED Sales Continued

Situations Wanted News

Excellent Anchorman Talkshow Host
I want to get back in major market. Currently anchoring in medium market. Anchored and hosted shows in Los Angeles and New York. Let's start talking. Box P-17

Radio Programming
THE BIG BANDS ARE BACK
One 55-minute weekly program of Big Band sounds with host Jim Bolin.

LUM and ABNER
5 - 15 MINUTE PROGRAMS WEEKLY
Program Distributors
410 South Main
Jonesboro, Arkansas 72401
Phone: 501-972-5884

Television Programming
GIVE YOUR TV STATION A NETWORK SOUND
Have copy tags, spots, openings, IDs, etc., recorded by national talent. Don't neglect your voice promotion and sell. Let us explain how we can economically dress up your act. Contact: NET SOUND, 4715 Lincoln Blvd, Marina Del Rey, Cal., 90291.

Employment Service
PROFESSIONAL EMPLOYMENT SERVICE
Placement of Engineering Personnel Coast to Coast
All Locations, Levels & Disciplines. No fee to applicant. Employee inquiries invited. Program/Resume—Alan Kohnst. KEY SYSTEMS, New Bridge Center, Kingstion, Penna. 18704. (717) 822-2196.

Cable
ATTENTION
Station Groups & Owners
Highly experienced individual CATV branches excellent system and industry contacts interested in representing a financial qualified buyer of Cable Franchises and available systems. Write Box P-24 or call (212) 736-2960.

Business Opportunity
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.
Talent Arrangements: 8322 Beverly Blvd.
Hollywood, CA 90048 (213) 658-5052

Broadcasting Oct 30 1976 68
ATTENTION: TV PRODUCTION DIRECTORS

EXCESSIVE BLANKING WIDTHS A PROBLEM?  
(Public Notice FCC78-423)

DON'T THROW AWAY THAT VALUABLE VIDEO! WE CAN, USING 
DIGITAL VIDEO EXPANSION, RETURN YOUR VIDEO TO FCC 
SPCS. WE WILL DELIVER VIDEO STARTING ON LINE 19 AND 11.0 
MICRO SECONDS HORIZONTAL BLANKING. IMMEDIATE TURN-
AROUND AVAILABLE!

FOR MORE INFORMATION CALL: 
CHARLES BALMERE 
(717) 823-3101 
WLBRE TV 
WILKES-BARRE, PA.

SATELITE EARTH STATION: 
30 ft. Domeable Dish w/Directional Controller and 
Pedestal w/o or without Microwave Associates etc. or 
xmit electronics for any freq. up to 22 GHz. If your war-
ranty is installed by us. Might accept unreasonable offer. Mark Kozumplik, 5842 Paddock Circle, Orlando, 
Florida 32809. 305-859-9576.

WANTED TO BUY STATIONS

OREGON, WASH, 
COASTAL AREA

Midwest people looking for small or medium market 
properly Write: 504 West Drive, St. Louis, Mo. 63130.

Midwest broadcaster wants ...
Small & Medium Market FMs 
Prefer Central, South & South-east. Replies confidential. Reply 
Box P-26.

SCHAFER 902 
AUTOMATION SYSTEM

Excellent condition. Used only a few 
months. 615-457-1380 or 615-
457-2697 Charles Phillips.

FOR SALE STATIONS

NORTH CAROLINA

Major Market Full Time AM Owner Offering. 
Excellent Potential In Rich Growth Area. Terms 
to Qualified Buyer: Submit Financial Qualifica-
tions.

Box N-139.

FLORIDA AM 
OPPORTUNITY

Young daytime station in explosive growth area. New 
equipment. Must make sale commitment within 30 
days. $100,000 down. Terms on balance. Serious in-
quires to Box N-171.

CHAPMAN ASSOCIATES®
media brokerage service

STATIONS CONTACT
S Small AM $250K Terms Bill Chapman (404) 458-9226
MW Small AM $175K 29% Jim Mackin (312) 354-3340
SW Small AM $110K 29% Bill Whitley (214) 387-2303
E Major AM $600K Terms Warren Gregory (203) 767-1203
MW Major AM-FM $2.7MM Terms David Kelly (414) 499-4933

To receive offering of stations within the areas of your interest, 
write Chapman Company, Inc., 1835 Savoy Dr, N.E., Atlanta, Ga. 30341

BROADCASTING BOOK DIVISION
1735 DeSales St., NW 
Washington, DC 20036

Please send me book(s) num-
ber(s). My payment is enclosed.

Name ____________________________

Firm or Call Letters ____________________________

Address ____________________________

City ____________________________

State ____________________________ Zip ____________
For Sale Stations Continued

RALPH E. MEADOR
Media Broker
AM - FM - TV - Appraisals
P.O. Box 36
Lexington, Mo. 64067
Phone 816-259-2544

SOUTHWEST COMBO
Daytime AM/Class C FM powerhouse in Top-100 Sunbelt market of near 450,000 population. AM religion format delivers steady revenue. Separately programmed FM is erupting. 1976 billings over doubling those of 1971! Still plenty of upside growth potential. Priced at 2 1/2 x growth - $875,000.

MEDIUM METRO SUNBELT MARKET
AM-FM for sale. Blue Chip Industry, Federal Installations, Abundant Agriculture and Tourism. Increased sales potential guaranteed in fast growing market. Stations are respected and profitable. Terms available for financially qualified buyers. If interested send complete identification to owners at Box P-45 c/o Broadcasting.

Full Time
Non Directional AM
Plus companion FM ready to file. Well equipped in single station market, WV, college city. Excellent Cash Flow. Great lease. $350,000. Qualified principals only. Box 31171, Washington, DC 20031

East Tennessee.

HOLT CORPORATION
BROKERAGE - APPRAISALS - CONSULTATION OVER A DECADE OF SERVICE TO BROADCASTERS
The Holt Corporation
Box 11
111 South 3rd St., N.W.
Washington, D.C. 20036

Select Media Brokers
N.C. daytimer adjacent to metro market $225,000. Terms.
Daytimer. 1KW N.C. Terms.
FM in Pennsylvania. Excellent opportunity.
AM/FM available in New England Area.
P.O. Box 5
Albany, Georgia 31702
(912) 883-4908

- Overseas property. New listing. AM/FM/TV. $420,000.
- Eastern Central area. Daytimer. $240,000.
- Fulltimer in coastal Georgia. Good bitting. $550,000.
- Fort Worth-Dallas area. Fantastic coverage. Billing $500,000. Make offer.
- Cable TV operation in Indiana. A good buy. $360,000.
- Daytimer Southern Kentucky. Only station in county. $240,000.

All stations listed every week until sold. Let us tell your station inquiries and details confidential.

BUSINESS BROKER ASSOCIATES
815-756-7635  24 HOURS

BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or money order only.

Rates: Classified listings (non-display) Help Wanted: 70c per word. $10.00 weekly minimum. Situations Wanted: (personal ads) 40c per word. $5.00 weekly minimum. All other classifications: 80c per word. $10.00 weekly minimum. Blind Box numbers: $2.00 per issue.

Rates: Classified display: Situations Wanted: (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 VII of the Civil Rights Act of 1964, as amended.

Word count: Include name and address. Name of city (Des Moines) or state (New York) counts as two words. Zip code or phone number including area code counts as one word. Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, etc. count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.
### Stock Index

**Stock symbol**  |  **Exch.** |  **Closing price Oct 25** |  **Closing price Wed Oct 18** |  **Net change in week** |  **Y change in week** |  **High** |  **Low** |  **P/E ratio** |  **Approx. shares out (000)** |  **Total market capitalization (000)**  
--- | --- | --- | --- | --- | --- | --- | --- | --- | --- | ---  

#### Broadcasting

| Station | Call Letter | City | Ownership | Address | Year founded | Network | Affiliation | Region | State | SEO | ZIP | 
--- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |  

#### Broadcasting with other major interests

| Company | Industry | Revenue | Net Income | P/E Ratio | Market Capitalization | 
--- | --- | --- | --- | --- | --- |  

#### Cablecasting

| Company | Industry | Revenue | Net Income | P/E Ratio | Market Capitalization | 
--- | --- | --- | --- | --- | --- |
### Programming

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>COLUMBIA PICTURES</td>
<td>CPS</td>
<td>18 5/8</td>
<td>21 1/2</td>
<td>-2 7/8</td>
<td>-13.37</td>
</tr>
<tr>
<td>DISNEY</td>
<td>DIS</td>
<td>38 5/8</td>
<td>41 1/2</td>
<td>-2 1/2</td>
<td>-6.07</td>
</tr>
<tr>
<td>FILMWAYS</td>
<td>FMY</td>
<td>12 1/2</td>
<td>13 7/8</td>
<td>-1 3/8</td>
<td>-9.90</td>
</tr>
<tr>
<td>FOUR STAR</td>
<td>FST</td>
<td>1 7/8</td>
<td>1 3/4</td>
<td>+1 7/8</td>
<td>7.14</td>
</tr>
<tr>
<td>G&amp;F + WESTERN</td>
<td>GFW</td>
<td>12 7/8</td>
<td>13 3/4</td>
<td>-1 7/8</td>
<td>-6.36</td>
</tr>
<tr>
<td>MCA</td>
<td>MCA</td>
<td>49 5/8</td>
<td>51 1/2</td>
<td>-1 7/8</td>
<td>-3.64</td>
</tr>
<tr>
<td>MGM</td>
<td>MGM</td>
<td>39 7/8</td>
<td>42 5/8</td>
<td>-2 3/4</td>
<td>-6.45</td>
</tr>
<tr>
<td>Transamerica</td>
<td>TRAN</td>
<td>1 6/8</td>
<td>1 3/16</td>
<td>-1 1/16</td>
<td>-7.57</td>
</tr>
<tr>
<td>20TH CENTURY-FOX</td>
<td>TF</td>
<td>31 3/4</td>
<td>34 1/6</td>
<td>-2 3/4</td>
<td>-6.95</td>
</tr>
<tr>
<td>VIDEO CORP. OF AMER</td>
<td>VC</td>
<td>0 5/2</td>
<td>6 1/2</td>
<td>-1 1/6</td>
<td>-15.38</td>
</tr>
<tr>
<td>WRATHER</td>
<td>WRA</td>
<td>12 7/8</td>
<td>12 3/8</td>
<td>-1/4</td>
<td>-2.02</td>
</tr>
</tbody>
</table>

**TOTAL:** 220,730 5,597,112

### Service

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>BDDO INC.</td>
<td>BDDO</td>
<td>33 3/2</td>
<td>32 1/2</td>
<td>+1/2</td>
<td>+1.53</td>
</tr>
<tr>
<td>COMSAT</td>
<td>CO</td>
<td>38 5/8</td>
<td>41 3/8</td>
<td>-2 3/4</td>
<td>-6.06</td>
</tr>
<tr>
<td>DOYLE DANE BERNBACH</td>
<td>DOYL</td>
<td>18 1/2</td>
<td>19 1/4</td>
<td>-3 4/1</td>
<td>-3.69</td>
</tr>
<tr>
<td>FEDEX</td>
<td>FDX</td>
<td>19 7/8</td>
<td>21 1/16</td>
<td>-1 1/8</td>
<td>-5.35</td>
</tr>
<tr>
<td>GREY ADVERTISING</td>
<td>GREY</td>
<td>32 1/2</td>
<td>32 1/2</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>INTERPUBLIC GROUP</td>
<td>IPG</td>
<td>33 3/4</td>
<td>37 3/4</td>
<td>-3 4/1</td>
<td>-8.78</td>
</tr>
<tr>
<td>MCI COMMUNICATIONS</td>
<td>MCIC</td>
<td>4</td>
<td>4</td>
<td>0</td>
<td>2.37</td>
</tr>
<tr>
<td>Movielab</td>
<td>MVDA</td>
<td>2 3/4</td>
<td>3 1/2</td>
<td>-1/4</td>
<td>-21.42</td>
</tr>
<tr>
<td>MPO VIDEOTRONICS</td>
<td>MPO</td>
<td>5</td>
<td>5 3/8</td>
<td>-3/8</td>
<td>-6.97</td>
</tr>
<tr>
<td>NIELSEN</td>
<td>NIELB</td>
<td>25 1/2</td>
<td>26 3/4</td>
<td>-1 1/4</td>
<td>-4.67</td>
</tr>
<tr>
<td>OGVILY E. MATHER</td>
<td>OGLIL</td>
<td>23 1/4</td>
<td>23 4/4</td>
<td>1/4</td>
<td>0.06</td>
</tr>
<tr>
<td>TPC COMMUNICATIONS</td>
<td>TPCC</td>
<td>9 3/8</td>
<td>9 1/2</td>
<td>-1/8</td>
<td>-1.31</td>
</tr>
<tr>
<td>J. WALTER THOMPSON</td>
<td>JWT</td>
<td>25 2/8</td>
<td>27 1/8</td>
<td>-2 1/8</td>
<td>-7.83</td>
</tr>
<tr>
<td>WESTERN UNION</td>
<td>WN</td>
<td>17</td>
<td>17 3/4</td>
<td>-3/4</td>
<td>-4.22</td>
</tr>
</tbody>
</table>

**TOTAL:** 75,300 1,434,060

### Electronics/Manufacturing

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>AEL INDUSTRIES</td>
<td>AELBA</td>
<td>7 1/8</td>
<td>8 1/4</td>
<td>-1 1/8</td>
<td>-13.63</td>
</tr>
<tr>
<td>AMPER</td>
<td>APX</td>
<td>13 7/8</td>
<td>15 3/4</td>
<td>-1 7/8</td>
<td>-11.90</td>
</tr>
<tr>
<td>ARVIN INDUSTRIES</td>
<td>ARVN</td>
<td>15 1/4</td>
<td>16 1/4</td>
<td>1</td>
<td>6.15</td>
</tr>
<tr>
<td>CCA ELECTRONICS</td>
<td>CCA</td>
<td>5/8</td>
<td>5/8</td>
<td>0</td>
<td>5/8</td>
</tr>
<tr>
<td>CECET</td>
<td>CEC</td>
<td>4 3/4</td>
<td>3/4</td>
<td>-1/4</td>
<td>-5.00</td>
</tr>
<tr>
<td>COMU</td>
<td>COMU</td>
<td>3</td>
<td>3</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>CONNAC</td>
<td>CONNAC</td>
<td>18 1/8</td>
<td>19 1/4</td>
<td>-1/8</td>
<td>-5.84</td>
</tr>
<tr>
<td>EASTMAN KOOK</td>
<td>ESKD</td>
<td>59 6/8</td>
<td>62 1/8</td>
<td>-3 1/8</td>
<td>-5.03</td>
</tr>
<tr>
<td>FARNIN</td>
<td>FARN</td>
<td>12 1/2</td>
<td>12 1/2</td>
<td>0</td>
<td>12.00</td>
</tr>
<tr>
<td>GENERAL ELECTRIC</td>
<td>GE</td>
<td>48 3/4</td>
<td>51 3/8</td>
<td>-2 5/8</td>
<td>-5.10</td>
</tr>
<tr>
<td>HARRIS CORP.</td>
<td>HRS</td>
<td>30 1/2</td>
<td>31 3/4</td>
<td>-1 1/4</td>
<td>-3.93</td>
</tr>
<tr>
<td>HARVEL INDUSTRIES</td>
<td>HARV</td>
<td>4</td>
<td>4 1/4</td>
<td>0</td>
<td>3</td>
</tr>
<tr>
<td>INTRAL. VIDEO CORP.</td>
<td>IVCP</td>
<td>1 7/8</td>
<td>1 7/8</td>
<td>0</td>
<td>2.701</td>
</tr>
<tr>
<td>KWA &amp; COMPANY, INC.</td>
<td>KWA</td>
<td>29 3/4</td>
<td>33 1/4</td>
<td>-4/4</td>
<td>-12.78</td>
</tr>
<tr>
<td>3W</td>
<td>3W</td>
<td>57 7/8</td>
<td>59 1/4</td>
<td>-1 3/8</td>
<td>-2.92</td>
</tr>
<tr>
<td>MOTOROLA</td>
<td>MOT</td>
<td>42</td>
<td>42 1/4</td>
<td>-1/4</td>
<td>-5.99</td>
</tr>
<tr>
<td>N. AMERICAN PHILIPS</td>
<td>NPHP</td>
<td>27 7/8</td>
<td>29 1/2</td>
<td>-1 5/8</td>
<td>-5.50</td>
</tr>
<tr>
<td>OAK INDUSTRIES</td>
<td>OAK</td>
<td>27 3/4</td>
<td>29 3/8</td>
<td>-1 5/8</td>
<td>-5.53</td>
</tr>
<tr>
<td>RCA</td>
<td>RCA</td>
<td>26 3/4</td>
<td>27 3/4</td>
<td>1</td>
<td>-3.60</td>
</tr>
<tr>
<td>ROCKWELL INTL.</td>
<td>ROK</td>
<td>34 1/4</td>
<td>36 1/8</td>
<td>-2 9/16</td>
<td>-5.19</td>
</tr>
<tr>
<td>RSC INDUSTRIES</td>
<td>RSC</td>
<td>3</td>
<td>3</td>
<td>0</td>
<td>7.69</td>
</tr>
<tr>
<td>SCIENTIFIC-ATLANTA</td>
<td>SFA</td>
<td>30 3/4</td>
<td>32 1/2</td>
<td>-1 1/4</td>
<td>-3.90</td>
</tr>
<tr>
<td>SONY CORP.</td>
<td>SNE</td>
<td>7 1/4</td>
<td>7 1/4</td>
<td>0</td>
<td>3.33</td>
</tr>
<tr>
<td>TENTRONY</td>
<td>TKN</td>
<td>43 4/5</td>
<td>45 1/2</td>
<td>-2 1/2</td>
<td>-5.49</td>
</tr>
<tr>
<td>TELELATION</td>
<td>TLNT</td>
<td>1 3/4</td>
<td>1 3/4</td>
<td>0</td>
<td>1.54</td>
</tr>
<tr>
<td>VALTEC</td>
<td>VTCE</td>
<td>8 3/4</td>
<td>9 1/4</td>
<td>-1/2</td>
<td>-5.40</td>
</tr>
<tr>
<td>VARIAN ASSOCIATES</td>
<td>VAR</td>
<td>15 3/4</td>
<td>17 1/2</td>
<td>-2 3/4</td>
<td>-10.00</td>
</tr>
<tr>
<td>WESTINGHOUSE</td>
<td>WEY</td>
<td>19</td>
<td>19 1/2</td>
<td>0</td>
<td>5.00</td>
</tr>
<tr>
<td>ZENITH</td>
<td>ZE</td>
<td>13 7/8</td>
<td>14 1/2</td>
<td>-5/8</td>
<td>-4.31</td>
</tr>
</tbody>
</table>

**TOTAL:** 984,459 35,255,400

### Standard & Poor's 400 Industrials Average

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>$A$-American Stock Exchange</td>
<td>$M$-Midwest Stock Exchange</td>
<td>$N$-New York Stock Exchange</td>
<td>$O$-Over the counter (bid price shown)</td>
<td>$P$-Pacific Stock Exchange</td>
</tr>
</tbody>
</table>

**TOTAL:** 1,490,819 59,225,788

**Grand Total:** 1,490,819 59,225,788

**Approx. shares outstanding:** 1,000,000

**Total market capitalization:** 59,225,788

---

*The Stock 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 Broadcastings own research. Earnings figures are exclusive of extraordinary gains or losses.*


*Yearly high-lows are drawn from trading days reported by Broadcastings. Actual figures may vary slightly.*

*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.*
Howard Head: helping bridge the gap from the technical side

"Baloney!" That's what Howard T. Head, managing partner of A.D. Ring & Associates, the Washington consulting engineers, says to those who fall too easily into stereotypes and separate the technology of broadcasting from the business and politics of it. "There is no fine dividing line where technology ends."

And from his office, on the fourth floor of the National Association of Broadcasters building in Washington, he tries hard to get that message across to both the engineers and the broadcast managers he represents as well as to the lobbyists, bureaucrats and politicians with whom he must deal as one of the industry's leading engineers.

"There's too wide a gap between the technician in our society and the rest of the society," says Mr. Head. "It's a popularly held view that the technician can't communicate his ideas, that he can't participate in the political process because he's not articulate. I've been plug, plug, plugging away to get that reversed.

"We have to see to it that the engineer participates in the political process. We have to bring the technician and the non-technician in our society closer together because neither side seems to know what the other side does. Political decisions are made by people who really don't understand technology. The technician crawls into his shell and is almost afraid even to vote. We have to do something to reverse that."

And Mr. Head is doing something. Among other things, he is active in the new Committee on Telecommunication Policy, a group formed by the Institute of Electrical and Electronics Engineers to introduce and enlist broadcast engineers to the political issues and causes facing broadcasting. For the past 26 years, Mr. Head has written on television and radio engineering for the American Annual, the yearbook of the Encyclopedia Americana; and he writes a regular monthly feature, "FCC Update," for an engineering trade magazine.

"It looks to me like every little step we take is a step forward," he says optimistically.

So where are engineers best suited to press their expertise on to the political sphere? Right now, says Mr. Head, it's at next year's World Administrative Radio Conference in Geneva.

"On the allocations front, there's absolutely nothing more important than the outcome of WARC '79. That will shape allocations not just worldwide, but in North America and the United States as well, for the rest of this century. The allocations decisions that come out of WARC '79 will have a profound effect on broadcasting in this country."

At the upcoming meeting, Mr. Head explains, "all the countries of the world will try to reslice the radio and television spectrum. It is expected that there will be considerable pressure brought to bear on the industrial nations by the Third World for more spectrum space for radio services that are sure to develop there through the 1980's and 1990's."

"They, hopefully, will arrive at a divvying up of the entire radio frequency spectrum for a period which is expected to extend for the next 20 years. That is to say, what service gets what spectrum under what conditions."

Although Mr. Head doubts that North America is in any real danger of losing radio or television space, he expects that UHF broadcasters will again have to face the onslaught of the land-mobile forces as they try to expand their foothold in the UHF portion of the spectrum. Nor is he especially sanguine about the prospects of the shortwave frequencies in the United States and Canada. He sees the reallocation of some North American frequencies in that service to countries overseas, where shortwave has a far broader audience.

Congress's rewrite of the Communications Act of 1934 is another political issue that would "probably come in second" on Mr. Head's list of those that ought to be of concern to the engineering community. The rewrite is "bound to have a profound influence on broadcasting, as well as the entire electronics industry."

In its present form, he says, the rewrite is "not of an engineering nature or even remotely close to engineering in nature." But, once again, that in itself makes the rewrite all the more important to the technological world.

Thirty-seven years of involvement with Howard Head have not been wasted on Mr. Head, either. From his unique vantage point as technician in a city that lives and breathes politics, Mr. Head and the company he directs have often found themselves in the middle of some of the swirling political storms broadcasting has weathered over the years. His list of clients reads like a roll call of the radio and television industry.

Something else, which Mr. Head has dubbed "the domestic struggle for the allocation of spectrum space," is looming that could potentially have as great an impact on domestic communications as WARC promises to have on international.

"It boils down to the competition between television broadcasting and everybody else. Everybody else being primarily the mobile services. And getting into that is the matter of cable distribution."

Other less monumental issues that are facing the broadcast world could also use the special insight of the technicians. Specifically, Mr. Head sees the FCC's clear-channel and VHF drop-in docket, Townsend Head, who once described himself as "a midwife to the broadcasting industry" during a 1974 speech to the International Conference on Communications, sees as being as important to the engineering community as they are to the managerial and political communities. Part of his job, and a big part, is to get those groups talking to one another.

"Each side feels a little bit awed by the other," said Mr. Head. "And anything that can be done to explain one to the other and vice versa is all for the good as far as I am concerned."

Profile

Howard Tanner: Head - managing partner, A.D. Ring & Associates, Washington; b. Dec. 15, 1919, DeQueen, Ark.; BS, University of Arkansas, Fayetteville, 1941; junior engineer, RCA Laboratories, Camden, N.J., 1941-42; captain, U.S. Army Signal Corps Laboratories, 1942-45; engineer, A.D. Ring, 1945; named partner, 1951; president since 1969; m. Constance Van Lowe, April 19, 1978; children — James, 35; Susan, 33; Lottie, 19; Henry, 17 (all by previous marriage); Craig, 23; Eric, 20; Vicki, 19, and Heidi, 16 (by wife's previous marriage).
Right direction

It comes as welcome news that the FCC, at the initiative of Chairman Charles D. Ferris, is considering the removal of some regulation from radio stations in a few of the biggest markets (Broadcasting, Oct. 23). Any tangible evidence of bureaucratic interest in deregulation is to be applauded.

There is, however, no news yet from the FCC to start broadcasters dancing in the streets. Mr. Ferris's instructions to the staff were delivered in an atmosphere that may have made them look to be more dramatic than they really were. Two days earlier the FCC had been berated by a departing member, Margita White, for what she called a pell-mell plunge toward harsher regulation. As counterprogramming, Mr. Ferris's mere mention of deregulation acquired theatrical emphasis. The substance of the results may be disappointing.

To begin with, it is not at all clear what Mr. Ferris has in mind when he uses the standard of "major market" as the restricted province of deregulation. How much competition is enough to qualify for Mr. Ferris's version of marketplace regulation as a substitute for governmental regulation? Seventy-five stations, as in New York? Fifty stations? Twenty-five?

The real-world fact is, of course, that competition in terms of sheer survival can be more severe in smaller markets where the total economy is stretched to support a few broadcast stations along with other local media than in the primary markets of national as well as local advertiser interest. Small-town radio is in far more intimate touch with its community than New York radio can ever be and the individual station therefore more sensitive to changes in marketplace demands. There are more sophisticated ways to measure competition than to quit with the counting of stations in a given locality.

Still, starting with consideration of deregulation of only radio in only the biggest markets may be the politic thing to do. It avoids the instant enlistment of alarmist opposition that proposed deregulation on a larger scale would precipitate. It gives the FCC staff a chance, if it truly desires to exploit it, to work up a rational and legal underpinning.

In the long run deregulation must come everywhere and in both radio and television, but that process will take a while and is certainly excluded from the program of the Ferris Communications Commission, which is out to tighten regulation of TV. Meanwhile, count it as at least a hint of progress that Mr. Ferris, for whatever reason, has suggested thinking of loosening the government's grip on radio programing and advertising.

The hanging judge

Major advertising interests are making a vigorous attempt to obtain the disqualification of Federal Trade Commission Chairman Michael Pertschuk from participation in the agency's rulemaking against children's advertising on television. They have picked a likely target. In his own comments Mr. Pertschuk has already asserted his conviction, beyond the shadow of a doubt, that television advertising directed to the young is inherently unfair and therefore ought to be prohibited.

As has been reported here, Mr. Pertschuk refused to excuse himself after such interests as the Association of National Advertisers, the American Association of Advertising Agencies and the American Advertising Federation had formally petitioned him to do so. He is now the defendant in a federal court petition filed by the same parties and other plaintiffs, including the Kellogg Co., that challenges his suitability to preside at a hearing that could put large companies out of business and take $600 million a year in advertising billings off the U.S. television system.

The evidence turned up so far is devastating. Mr. Pertschuk has portrayed himself in correspondence uncovered by the plaintiffs as the mastermind of a rulemaking that is intended only to substantiate his preconceptions. It is also a matter of record that his bias is fully shared, if not encouraged, by his staff. Tracy Westen, who designed the rulemaking as deputy director of the FTC's Bureau of Consumer Affairs, has been touring the country to denounce the perfidy of advertisers and advertising. Mr. Westen's first mentor, Nicholas Johnson, the faded flower child who was once on the FCC, conditioned him completely.

Whatever happens in the court, this FTC proceeding has lost any claim to credibility. Unless all confidence in the system of justice is to be abandoned, it must be assumed that eventually television advertising will be exonerated and Mr. Pertschuk's destructive dreams dashed. Meanwhile, however, it will cost the government and business untold time and money to indulge this excursion in bureaucratic excess. It is precisely the kind of government action that contributes to inflation.

Whose welfare?

The FCC has now acquired a bale of comments in its inquiry into the proposed subsidizing of citizen participation in FCC proceedings (Broadcasting, Oct. 23). It can put all the comments aside and look at its own record to arrive at the only sensible conclusion it can reach: that the public is fully represented under present arrangements and that government reimbursement would only benefit lawyers in the special practice of recruiting and representing citizen dissent.

There is no evidence whatever that the general public or significant elements of it have been unserved or ignored in FCC affairs. There is an abundance of evidence that special-interest groups and consumer activists have been central participants in all FCC rulemakings of consequence and in hundreds of individual cases, especially renewal challenges, in recent years. If citizen groups have failed in all but a few of the license challenges, it has not been for want of legal aid. It has been for want of substance in their causes.

If the FCC decides it has the authority and the funds to begin underwriting citizen participation, it will soon find its payments repeatedly going to the same few individuals. It will create a little band of FCC wards who will pretend to represent the people but will really represent themselves.
Media-minded people want to know

"What the blazes is WTSP?"

WTSP-TV is a brand-new ABC affiliate, formerly WLCY-TV in the nation's 17th market. The new WTSP-TV 10 stands for Tampa-St. Petersburg, committed to serving the two million-strong Bay area ADI. It's Gulf Broadcast Group's Florida flagship station, part of the Rahall Communications Division.

We're changing our corporate identity to WTSP-TV in a blaze of glory. The year was brightened by climbing ratings, and a network season premiere, glittering with neon lights. And there's more to come.

We're keeping pace with this fast-growing metropolitan area. Changing our call letters to WTSP-TV is just one innovation we're making.

Write it down.
Wherever Doubleday Broadcasting is you have a winner! KDWB AM/FM in the Twin Cities is the #1 music station. KNOW in Denver has been number one in the market for years. And the new ones... KXXX, the album rock station in Denver.

Plus, the new KWK in St. Louis. Look up to Doubleday Broadcasting. We're flying high with incomparable performance over the heart of the country.

Source: Mpls./St. Paul Arbitron April/May 78. Total persons 12+ AQH/CLUME MSA, Mon-Sun, 6A-Mid. Denver Arbitron April/May 78. Total persons 12+ AQH, MSA, Mon-Sun, 6A-mid. Estimates subject to limitations stated by Arbitron.