Winning and losing in the new season
Geller takes the lead on license renewal

Nationally recognized news.

"...KSTP-TV has a top reputation in the broadcasting industry...
   - The Wall Street Journal

...the dominant news operation in its market...
   - Broadcasting

...the no. 1 rated station in all dayparts in its market...
   - Advertising Age

...generally acknowledged to be the leading station in its market...
   - Daily Variety

And as the recognition goes on, so does our dominance.
A July ARB ranking puts #1 Eyewitness News far ahead of any network programming. With six of the top eight shows watched.*
Prime time in the Twin Cities? It's local news. On the nationally recognized station: KSTP-TV.

#1 EYEWITNESS NEWS
KSTP-TV

A division of Hubbard Broadcasting, Inc. For more information call KSTP's Jim Blake, General Sales Manager, at 612-645-2724, or your nearest Petry office.

People turn us on!

All the people of Gaylord radio and television stations share one common philosophy:
To be uncommonly responsive to the people of the individual markets we serve.
We stay tuned in to their information and entertainment preferences.
That's why Gaylord Broadcasting continues to grow
in the ability to offer you a receptive audience.
And that's why advertisers, too, turn us on!

GAYLORD Broadcasting Company

One of America's largest privately owned groups of radio and television stations.

KTVT
Dallas/Fort Worth

WTVT
Tampa/St. Petersburg

WVUE-TV
New Orleans

WTVT
Milwaukee

KHTV
Houston

WKY
Oklahoma City

KSTW-TV
Seattle/Tacoma

KYTE-AM/FM
Portland

WUAB-TV
Cleveland/Lorain

KRKE-AM/FM
Albuquerque
To get turned on in New Orleans, get on the Gaylord Station

WVUE-TV

The world-famous Mississippi, Mardi with a genuine excitement—this is New Orleans, this vibrant life-style. It does indeed turn us on.

WVUE is number one in early fringe and prime time—network affiliate in growth over the past year. People also turn to the quality of WVUE in four of its major news cast in the state. Best news story, Best Sports and Distinguished Re-

Affairs for the program "Shattered Lives."

by the winners... New IE—leading the way into
evening, Monday through Friday.

9's, Sunday through Saturday.

10 p.m. to 12 Midnight; 5:30 p.m. to 12 Midnight.

ncluding and method limitations.

Represented by PETRY
WE SENT 60,000 PEOPLE DOWN THE RIVER SO ATLANTA WOULDN'T BE UP THE CREEK.

For years Atlanta has been one of the fastest-growing cities in the country.

Unfortunately, as Atlanta has grown, so have the problems that afflict big cities.

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

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

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

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

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

But we all need to go out of our way in an effort to make life as enjoyable as possible for others.

Indifference can lead to hatred. And too many people have drowned in that already.

Charlotte: WBT, WBCY-FM, WBTV, Jeffersonics, Jefferson Productions, Jefferson Data Systems
Richmond: WWBT, Atlanta: WQXI, WQXI-FM, Denver: KIMN, KIMN-FM.
Dear Friends,

I laugh hardest at the things I care most about. Show me a kid in a funny situation who is in real trouble with his dad and I know I'll laugh harder than I will at the same kid and the same father in a less urgent sitcom situation.

*Good Times* for the five years of its run has dealt with the urgent matters of family life. It isn't easy being a father. It was never easy for John Amos. Or for Esther Rolle as the mother. The kids, too, had their problems—with their parents and with each other. As a family they faced a difficult world. Together *Good Times* has always dealt with family reality—digging the laughs and the tears from our bellies.

Dozens of schools, universities and religious leaders across the country have used episodes of *Good Times* to illustrate the strength of family life and proper moral values. As one clergyman said, "*Good Times* proves that what is good for people can be entertaining as well."

Take a look at our show. Laugh. Love. Remind yourself. *Good Times* has been one of the great winners for great reasons.

[Signature]

---

*A SOLID HIT, A SOLID FAMILY SHOW - A SOLID PROGRAMMING CHOICE!*

---

A TANDEM PRODUCTION DISTRIBUTED BY P•I•T•S FILMS
1901 AVENUE OF THE STARS, SUITE 666 • LOS ANGELES, CA 90067 • 213-553-3600
TV only

Crush □ Company features its Orange Crush soda in 12-week TV flight starting this week. Lee King & Partners, Chicago, will arrange spots in 30 markets during specials time. Target: total adults.

Personal Products □ Division of Johnson & Johnson begins nine-week TV flight this week for its Stay Free maxi pads. Young & Rubicam, New York, will buy spots in 26 markets during prime time. Target: women, 12-49.

Dan Howard Industries □ Maternity store chain schedules first-quarter TV buy beginning in January. Gardener, Stein & Frank, Chicago, will arrange spots in 15 markets during all dayparts. Target: women, 18-34.

Time □ Magazine places six-week TV campaign beginning this month. Young & Rubicam, New York, will arrange spots in four markets during fringe and prime time. Target: adults, 18-49.


GAF □ Company launches four-week TV flight for its Viewmaster late this month. Daniel & Charles, New York, will seek spots in over 100 markets during early fringe time. Target: adults, 18-49, and children.

Konica □ Camera manufacturer starts one-month promotion this week. Philip Stogel Advertising, New York, will place spots in 26 markets during day and fringe time. Target: adults, 25-54.

British Sterling □ Division of Texton features its identification bracelets in one-month TV campaign beginning late this month. Creamer, New York, will buy spots in 75 markets during fringe and prime time. Target: women, 18-49.

International Multifoods Corp. □ Consumer products division focuses on its La Crosta pizza crust mix in four-week TV flight beginning late this month. Della Femina, Travisano & Partners, New York, will buy spots in at least five markets during day and early fringe time. Target: total women.

Mead □ Company features its photo album in one-month TV push beginning late this month. Altman, Stoller, Weiss, New York, will seek spots in about seven markets during day and fringe time. Target: total women.

Treasury □ Drug store chain begins five-week TV campaign this month. Marsteller, Pittsburgh, will schedule spots in six markets during specials. Target: adults, 18 and over.

Armour □ Food products division plans one-month TV campaign for its smoked sausage starting this week. Foote, Cone & Belding, Chicago, will place spots in five markets during day, fringe and prime time. Target: women, 25-54.

Archway □ Cookies get four-week TV push beginning this week. Archway-United (in-house agency), Battle Creek, Mich., is handling spots in about 50 markets during all dayparts. Target: women, 25-64.

Jimmy Dean □ Food products group prepares three-week TV drive for its sausage starting this month. Sumner & Berry, Dallas, will select spots in 40-45 markets during daytime. Target: total women.

Captain D’s □ Seafood restaurant chain arranges two-week TV push beginning this month. Noble-Dury, Nashville, will place spots in eight markets during day, fringe and prime time. Target: women, 18-49.

Allied Artists □ Film company features its “Wild Geese” film in two-week TV promotion beginning this week. Diener/Hauser/Bates, New York, will place spots in 40 markets during fringe and prime time. Target: men and women, 18-49.

Westinghouse □ Electric corporation highlights its Turtle Light long-lasting light bulb in three-week TV push beginning late this month. Ketchum, MacLeod & Grobe, New York, will buy spots in 10 West Coast markets during day, fringe and prime time. Target: women, 25-54.

Jaime Industries □ Company places

BAR reports television-network sales as of Oct. 15

ABC $1,103,289,200 (36.3%) □ CBS $994,852,000 (32.7%) □ NBC $941,953,400 (31.0%)

<table>
<thead>
<tr>
<th>Day parts</th>
<th>Total dollars week ended Oct. 15</th>
<th>Total dollars week ended Oct. 14</th>
<th>1978 totals dollars year to date</th>
<th>1977 totals dollars year to date</th>
<th>% change from 1977</th>
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<td>Monday-Friday</td>
<td>170 $ 1,479,400</td>
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<td>Total</td>
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<td>91,814 $ 3,040,084,600</td>
<td>$ 2,693,252,300</td>
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Source: Broadcast Advertisers Reports
OUT OF THE GAME □ U.S. District Court Judge Gesell disqualifies FTC Chairman Pertschuk from further participation in the commission's children's advertising procedure, saying the chairman had "conclusively prejudged" factual issues. PAGE 23.

MORE GOOD NEWS FOR CABLE □ FCC relaxes restrictions on distant signals by putting burden of proof—that importation would be harmful—on the broadcaster. Decision is expected to accelerate "superstations" trend. PAGE 24.

TIME'S ALMOST UP □ The TV networks get ready for their mid-season cuts and replacements. Here's how the prime-time season to date is faring. PAGE 25.

COMFORT FOR INCUMBENTS □ NTIA tells the FCC that it should issue a policy statement on comparative renewals that would make a licensee's record the "critical element," and the commission should be willing to test the matter in court. PAGE 25.

A LIVELIER FCC □ A news analysis points out that the placid Republican days under Richard Wiley are over as individual commissioners assert themselves and push their differing views. PAGE 34.

STRENGTHENING EEO □ The FCC sets up a more precise system for stations to report on their employees, decides to assume a clearinghouse role for prospective minority purchasers, and votes an inquiry into time brokering as related to ethnic audiences. PAGE 36.

POLITICAL DONATIONS □ Broadcasters' contributions to congressional candidates total $18,450 since August. Cablecasters donate $11,825 since July. PAGE 39.

ANTITRUST FLURRY □ In the latest round, a district court judge rules in favor of ABC and CBS on monopolization count, but turns down other network motions that sought dismissal of the case. PAGE 42.

NAEB PEERS DOWN ROAD □ The educational broadcasters' association spends much of its annual convention in Washington trying to assess the future of public broadcasting. Ferris, Van Deerlin and Geller, among others, offer input. PAGE 44.

BATES BUYS □ The New York agency's purchase of Campbell-Mithun, Minneapolis, will bring its billings over billion-dollar mark. PAGE 52.

LOSING STREAK ENDS □ CBS-TV ends a five-week stay in last place by moving into second place in the ratings. PAGE 56.

THINKING BIG □ Oak and Chartwell Communications, with a finger jointly in subscription TV, now want to try for six over-the-air outlets each in major markets. PAGE 58.

HOW FAR IS TOO FAR? □ The Supreme Court hears the Herbert case that centers on the extent to which a journalist can be probed in a libel case. PAGE 60.

ADL PROTESTS □ ABC-TV is charged with abdicating responsible standards of journalism in its documentary on the PLO. PAGE 61.

THE $500-MILLION MAN □ The senior vice president and director of broadcast programming and purchasing at Young & Rubicam has good things to say about radio and television. He's Richard Low with 26 years experience in those media and he offers insight on why Y&R will spend about $500 million in broadcasting. PAGE 69.

SMPE DESCENDS ON THE BIG APPLE □ The Society of Motion Picture and Television Engineers surveyed the future of television technology last week in New York. PAGE 27. Equipment designed to help broadcasters deal with the video blanking problem, digital electronics and film-to-tape systems led the pack on the exhibit floor. PAGE 63. "In Sync" takes a look at some of the equipment displayed and at next year's Montreux. PAGE 65. (Shown above—left to right—are: Recorlex's modified version of the Sony VO-2860 U-matic VCR; Commercial Electronics' 310 ENG camera with a built-in time code generator; Marconi Instruments' TF2920 interval timer; Hollogon Optical's new continuous-motion film projector, and Cinema Products' KM-16 film-to-tape system.)
The famous Mascot Roller Mill, operating by water power for commercial purposes since 1760.

**MASCOT ROLLER MILLS**

**WGAL-TV works like a charm in MASCOT**

The historic Lancaster County village of Mascot is just one of hundreds of prosperous Pennsylvania towns and cities where viewers confidently rely on WGAL-TV to provide excellent programs and a consistently strong signal to all segments of this rich 9-county DMA of 1,200,000 persons. So in your media buying, it pays to contrast this WGAL-TV depth and reach with the partial coverage provided by other stations in the market. WGAL-TV is your obvious choice for outstanding superiority in area-wide coverage and sales.

Source: Nielsen 1978 County Coverage Report

**WGAL-TV 8**  
STEINMAN TV STATION  
LANCASTER-HARRISBURG-YORK-LEBANON, PA.

Another Steinman TV Station **WTEV** Providence, R.I.-New Bedford-Fall River, Mass.
Looking for help

Unless he's luckier than he has been so far in drumming up support for his proposal to support noncommercial broadcasting with fees raised from commercial system, Lionel Van Deerlin may drop that notion in his rewrite of the Communications Act. He's still promoting idea, as in his message last week to convention of educational broadcasters (see page 47). And Harry M. (Chip) Shooshan, chief counsel of House Communications Subcommittee, which Mr. Van Deerlin heads, is vowing that fees for noncommercial support will be in new bill. But privately Mr. Van Deerlin deplores lukewarm response from public broadcasting interests and opposition of others and says, "I'm not going to be out there tilting with windmills."

To try to improve prospects, staff rewriters are considering, among other courses, making public broadcasting only beneficiary of fees to be collected from commercial licenses. That would leave other beneficiaries originally included in first fee draft—funds for minority ownership, rural telecommunications and operations of new Communications Regulatory Commission—to be supported by conventional appropriations. Staff says now, though point was never made before, that CRC was never intended to be fully funded from fee money—only its license processing costs.

Angels

Some of money made in conventional television by producers Norman Lear and Bud Yorkin (All in the Family, Sanford and Son, etc.) looks likely to be reinvested in new over-the-air subscription TV futures. As Chartwell Communications Group gears up for major-market STV expansion pegged at $38 million (see page 58), major financier is expected to be Lear/Yorkin's Tandem Productions. Two producers already have minority interest in Chartwell.

Budding bureaucracy

FCC staff is beginning to draft plans to implement Chairman Charles Ferris's proposed creation of Office of Public Affairs, to include as divisions present Public Information Office, Consumer Assistance Office and industry equal employment opportunity unit. Plans are to name high-ranking civil servant, with supergrade status, as head of new office and fill present vacancy in PIO office with someone else. Belle O'Brien, who has gotten high marks for her role as head of Consumer Assistance Office and who has been rumored to be in line for new Public Affairs post, will stay in her present job, though probably with enhanced responsibility.

Public office

Communications Act rewriters, apparently spurred by citizen groups' criticism, are considering stronger alternatives to bill's proposed Office of Consumer Assistance within future communications commission. That office, charged with promoting consumers' interests in all regulatory matters, might be replaced by Office of Public Counsel that would actually represent consumers in proceedings. Rewriters are considering additional provision for reimbursement of outside attorney fees for citizen groups. They've sought and gotten FCC Chairman Charles Ferris's comments on last, but find them too tentative to be of much help.

On the line

NBC-TV last week announced special scheduling of three episodes of innovative real-life medical series, Lifeline, on three nights next week, but didn't add that this was life-or-death experiment. Show's producer, Thomas Moore of Tomorrow Entertainment, expects NBC to decide immediately after test whether to order more episodes than 1.5 already completed. If verdict is against extension, NBC can claim to have given "reality" programing chance.

Renewal relief

FCC's draft of petition for appellate-court rehearing in wesh case was said last week to be undergoing evolutionary process, as commission lawyers sought to make strongest possible case for presentation to full bench of U.S. Court of Appeals in Washington. Word is that tone and emphasis of draft has already gone changes, but not basic strategy. Commission is said to be determined to win reversal of what it feels is court's pre-emption of agency's authority to assign weights, in comparative renewal proceedings, to such matters as diversification of ownership of media and past programing, Commission, which was to file petition today (Nov. 6), has obtained delay until Nov. 9.

Commission, in related matter, is expected soon to announce creation of committee that will begin drafting new comparative renewal policy. Announcement will contain invitation for comments and ideas from industry and public.

Calling uncle

FCC's Complaints and Compliance Division has been flooded with calls from candidates and broadcasters in political campaign now ending. In fact, volume of calls—broadcasters' requests for help in interpreting law and regulations and candidates' complaints about broadcasters—set records. Previous October high for such calls was 600 in 1976. Total last month reached 1,800, up from 1,010 in September. Nor does number of calls tell whole story. In October 1976, division received some 500 complaints and queries by mail. Mail totals this year are not yet available.

White's first offer

When Margita White relinquishes her FCC commissionership in mid-January, she won't have to wait long for at least one assignment her experience will fit. She will be asked to sit on board of U.S. government-supported Radio Free Europe/Radio Liberty, which broadcast to eastern Europe and Soviet Union. Chairman of RFE/RL is John S. Hayes, former ambassador to Switzerland and broadcaster (Post-Newsweek Stations).

Spreading the product

FCC's "open entry" policy on superstations like WTCG(TV) Atlanta (BROADCASTING: Oct. 30) is being met with mixed reactions among program distributors—from anger to passive acceptance. Major concern among critics is that cross-country satellite-distributed signals will take dollar toll when time comes to sell to broadcasters in smaller markets that have cable importation. One syndicator says he has refused to sell product to WTCG: another says he would expect to get prices commensurate with superstation audience. National Association of Independent Television Producers and Distributors, also worried on copyright front, has assigned Washington counsel to investigate. But from one major syndicator comes word that in Atlanta market, it's business as usual: "Superstation doesn't play a part."

Clears pre-empted

FCC Chairman Charles Ferris and Commissioners Robert E. Lee and Joseph Fogarty travel to Hague, the Netherlands, week of Dec. 11 to discuss trans-Atlantic communications with representatives of European countries' ministries of post and telegraph. One consequence is that special FCC meeting on clear channels, now set for Dec. 14, will be rescheduled.
IN **Good Times**... THE FACT THAT THE PRINCIPAL CHARACTERS ARE BLACK IS INTERESTING, BUT NOT NEARLY AS IMPORTANT AS THEIR EMBODIMENT OF TRADITIONAL VALUES AND THEIR STRONG SENSE OF FAMILY.

THE FATHER FIGURE IN **Good Times**... A POWERFUL CENTER OF THE FAMILY, WITH MIDDLE-CLASS ASPIRATIONS ... A STRONG PARENTAL PRESENCE, A DISPENSER OF STRICT, CORPORAL DISCIPLINE; HE INSISTED THAT HIS CHILDREN STAY IN SCHOOL—THAT THEY ABIDE BY THE LAW.

—Jeff Greenfield

*Television—the First Fifty Years*
DOMINANCE WITH HIGHER EDUCATED VIEWERS

College graduates are smart enough to know a great show when they see it. Compared to the average sitcom, young women in these households give the girls a 55% to 60% advantage over the average sitcom.

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<td>+43%</td>
<td>+50%</td>
<td>+159%</td>
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Source: NTI NAD HOUSEHOLDS WITH HEAD OF HOUSEHOLD 4 OR MORE YEARS OF COLLEGE / February, May, November Average / February 1976 through May 1978

PARAMOUNT TELEVISION
DOMESTIC SYNDICATION

Radio only


Radio-TV

Sedgefield □ Sportswear group launches radio and TV flight for its jeans this week. Mathieu, Gerfen & Bresner, New York, will schedule spots in 16 markets during fringe time. Target: men, 18-34.
Advertising legislation. Broadcasters saw attempt at federal regulation of utility advertis-
ing staved off in major energy bill that passed Congress in final hours last month. Provisions in House's version of legislation would have prohibited electric and natural gas utilities from passing on costs of institutional, promo-
tional and political advertising to consumers. But final draft leaves matter up to states, which have two years to institute similar restrictions if they want. Industry argued mandatory advertis-
ing restrictions would infringe on First Amend-
ment rights and would cause utilities to drop broadcast commercials.

AM stereo. FCC has instituted formal inquiry looking to development of standards for AM stereo broadcasting (BROADCASTING, Sept. 18, 25). Included in proceeding are five proposed systems—Belar, Harris, Kahn, Magnavox and Motorola. Comments are due Dec. 29.

Antitrust/networks. Justice Department, which originally filed suit against ABC, CBS and NBC in 1972 for alleged monopoly prac-
tices, has reached out-of-court settlement with NBC, and that agreement has been approved by presiding judge in case (BROADCASTING, Dec. 5). Agreement imposes number of restrictions on NBC in programing area, but some of those restrictions are not effective unless other two networks also agree to them. ABC and CBS, however, have asked court to dismiss suit, and last week, judge in case ruled on dismissals (see story this issue). Fed-
eral Trade Commission has begun preliminary inquiry into broadcast antitrust questions (BROADCASTING, July 31).

AT&T rates. FCC late last year rejected in-
creased AT&T charges for occasional net-
works, contending that Bell did not sufficiently justify increases and did not follow procedures laid down by commission in earlier proceeding for allocating costs among AT&T services. Commission indicated it would designate exist-
ing tariff for hearing, after which commission could prescribe rates. FCC's rejection of occa-
sional use tariff, however, is seen by some as legally risky and commission's order rejecting rates, which was issued earlier this year, reflects that view as it attempts to plug every loophole in decision (BROADCASTING, April 10). AT&T has petitioned commission for recon-
sideration.

Automatic transmission systems. FCC has allowed automatic transmission service for nondirectional AM and FM stations (BROADCAST-
ing, Jan. 3, 1977). Commission expects also to permit ATS at AM directional and TV stations soon.

Blanking intervals. FCC in June issued public notice on problem of growing number of tapes produced by ENG equipment that ex-
ceed commission standards for horizontal and vertical blanking intervals. It said that for period of one year it would allow two-line
tolerance (from 21 to 23) for vertical and .56 microsecond tolerance (from 11.44 to 12 microseconds) for horizontal to give industry time to correct problem. The Broadcasters Ad
Hoc Committee on Television Blanking Widths was formed in August to "identify problem areas and recommend corrective action" to the FCC. The group is made up of representatives of the three commercial networks, the Public Broadcasting Service, the National Association of Broadcasters and several station groups (see "In Sync," Oct. 23).

Broadcasting in Congress. Path was cleared last year to open House of Represent-
atives debates to daily live broadcast coverage, but not in way satisfying to broad-
cast news operations. House voted 235 to 150 to control broadcast feed of its chamber pro-
ceedings itself, rather than let network pool produce it (BROADCASTING, June 19). Special ad
hoc committee headed by Representative Charles Rose (D-N.C.) has tried to smooth re-
lations with networks by upgrading House TV plan and by seeking networks' advice, but net-
works won't cooperate ("Closed Circuit," Oct. 9). House proceedings are already available to radio broadcasters, who are permitted to pick up audio by way of House's public address system. In Senate, there was no action on simi-
lar proposals for live broadcast coverage, but that body took unprecedented step early this year of letting radio in to cover its debate on Panama Canal treaties (BROADCASTING, Feb. 13 et seq.).

Cable economic inquiry. FCC has opened investigation into economic relationship be-
tween cable television and over-air television. Its purpose, commission says, is to provide fac-
tual information where "intuition" has been used in assessing cable television's likely impact on local television stations. Comments were filed March 15 (BROADCASTING, March 20); main commentators—National Association of Broadcasters and National Cable Television Association—are waging ongoing battle of words in inquiry (BROADCASTING, June 26). On Capitol Hill, Senate Communications Subcommit-
tee Chairman Ernest Hollings (D-S.C.) has announced that legislation he will introduce next year will have "cable legislative mandate"; new Communications Act rewrite next year in House may do something along same line.

Carter use of broadcasting. President has held 38 televised press conferences since assuming office. He has also made unprece-
dented radio-TV appearances in formats rang-
ing from CBS Radio call-in show to "fireside chat" on energy last winter and one in February on Panama Canal to year-end interview with representatives of four national TV networks; more appearances can be anticipated with official return to Carter camp of campaign media adviser Gerald Rafshoon (BROADCASTING, May 29). President last month received heavy TV exposure as the announcement of Mideast peace agreements broke into one of heaviest viewings nights of new season (BROADCASTING, Sept. 25).

Children's advertising. Federal Trade Com-
mission has instituted rulemaking looking toward ban on advertising on television to children under age 8, prohibition of ads for highly sugared products and obligatory coun-
teredvertising for sugared-product spots that are permitted (BROADCASTING, March 13). Com-
ments on proposal are due Nov. 24. Hearings will be held Jan. 15 in San Francisco and Jan. 29 in Washington. Strongest reaction to date came from Congress, where House-Senate conference committee issued warning in re-
port accompanying FTC appropriations bill for commission to weigh carefully First Amend-
ment issues that attend children's proposal (BROADCASTING, Sept. 18). Committee also said it doesn't want funds spent on promulgation of trade rule, but FTC not intending to be finished in 1979 anyway, is going ahead with inquiry. Several industry groups have gone to court to have FTC Chairman Michael Petschuk dis-
qualified from inquiry on ground of bias (see story this issue). Carter, meanwhile, has reopened its inquiry into whole spectrum of children's television (BROADCASTING, July 31); comments are due Nov. 1.

Closed captioning. FCC has adopted order opening door to system of closed captioning of television programs for benefit of hearing im-
paired. [Closed captioning involves transmis-
sion of TV signal on line 21, field 1, and avail-
able half of line 21, field 2, of television blank-
ing interval for captions that are visible only to those with decoding equipment.] President Carter wrote commercial networks last Febru-
ary, urging them to make use of system. How-
ever, only ABC offered positive response. CBS and NBC were at best tentative in their answer. Technical and cost problems are cited as obstacles to use of closed captioning system. However, administration is not giving up. Offi-
cials of Department of Health, Education and Welfare have met separately with each of net-
works, producers and advertisers in ongoing discussion of problems.

Communications Act. Foundation for com-
munications regulation is now being revamped in both houses of Congress, Senate Com-
 munications Subcommittee Chairman Ernest Hollings (D-S.C.) having announced last month that Communications Act of 1934 is to be "renovated" (BROADCASTING, Oct. 16). He eschews "rewrite" approach of House Com-
munications Subcommittee, saying there's lot of good in old statute. Nor will his bill, to be in-
troduced next year, go as far in broadcasting area. He will retain public trustee concept, fair-
ness doctrine and equal time—but he has en-
dorsed House rewrite's license fee concept (BROADCASTING, Oct. 23). Rewrite, having under-
gone marathon hearings this year (those on broadcasting reported in BROADCASTING, Sept. 11), is itself being renovated at moment, to be reintroduced by Lionel Van Deerlin (D-Calif.) next year.

Crossownership (newspaper-broadcast). Supreme Court has upheld FCC policy grand-
fathering most such existing crossownsership,
disallowing future crossownerships and requiring break-up of "egregious" crossownership cases (BROADCASTING, June 19). Legislation (H.R. 5577) was introduced last Congress by Representative Samuel Devine (R-Ohio) to prohibit FCC from considering newspaper crossownership in broadcast license proceedings, and to bar divestiture of crossowned media.

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

EEO. Supreme Court, in decision involving Federal Power Commission and its role—or lack of one—in EEO matters, appears to have cast doubt on FCC authority to impose EEO rules on cable systems, but commission has promised to promulgate new cable EEO regulations (BROADCASTING, Oct. 23) languishes at commission. In broadcast EEO area, commission last week adopted general approach to revising to amend form 395, commission's annual employment reporting form, to reflect more accurately job positions in industry (see story, this issue).

Family viewing. Judge Warren Ferguson of U.S. District Court in Los Angeles has ruled that fairness doctrine regulatory concept is unconstitutional (BROADCASTING, Nov. 8, 1976) and National Association of Broadcasters could not enforce concept, which was embodied in its television code. ABC, CBS and FCC are appealing basic decision; NBC is fighting only liability for damages to Tandem Productions, one of plaintiffs in suit against family viewing. Briefs have been filed in those appeals with U.S. Court of Appeals for Ninth Circuit (BROADCASTING, July 4, 1977). In light of court decision, NAB dropped its policy of mandatory subscription to the new code to prohibit broadcast of material that subscribers "determine to be obscene, profane or indecent" (BROADCASTING, Sept. 19, 1977).

FCC fees. Commission has begun inquiry aimed at helping it develop a scheme for refunding some $50 million in fees it collected illegally between 1970 and 1978 from those it regulates—$33 million is expected to be received--and also at deciding what a new fee schedule based in part on spectrum use (BROADCASTING, Oct. 2). Commission also is asking for comments on proposal to obtain "fair market value" for spectrum usage through spectrum fees or auctions, or some combination of the two. Still pending before U.S. Court of Claims is request by some 90 parties, including broadcasters, for refund of fees.

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

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

Indecency. Supreme Court, in what it described as "narrow" ruling, has upheld FCC declaratory ruling that broadcast of George Carlin in "seven dirty words" comedy routine by WFLAF New York was indecent (BROADCASTING, July 10). Pacifica Foundation, station licensee, supported by major broadcasting organizations, requested rehearing by high court but was turned down. (BROADCASTING, July 31).

License renewal legislation. Broadcasters' effort to win license renewal legislation with longer licenses and insulation from challenge for such reasons as ownership structure became suddenly more urgent after Washington appeals court's warrant decision (BROADCASTING, Oct. 2); Senator Howard Cannon (D-Nev.), chairman of Senate Commerce Committee, told them Senate plans to act on legislation in next Congress (BROADCASTING, Oct. 30). Broadcasters' renewal fight in House, on other hand, will likely have to operate within framework of Communications Act rewrite.

Minority ownership. Carter administration has announced wide-ranging push to increase participation of minorities in radio and TV station ownership. Legislation (BROADCASTING, April 24) has adopted policies aimed at assuring minorities path to ownership (BROADCASTING, May 22). And Small Business Administration has changed its policy to allow loans for purchase of broadcast stations and cable systems, also seen as means of boosting minority stations (BROADCASTING, April 13). Minority ownership (and broadcaster) Cecil Hefte (D-Hawaii) introduced legislation last Congress to allow SBA to exceed its $500,000 limit in loans to minority interests for purchase of broadcast or cable properties. Bill also incorporates NAB's tax-credit proposal (BROADCASTING, Dec. 5, 1977). And, NAB and National Radio Broadcasters Association have also taken initiatives in this area: NRBA establishing program for members to help minorities learn station operation, NAB setting up task force to find funds to back new minority broadcast enterprises. Group consisting mostly of blacks has filed for what will be first minority-controlled VHF in U.S., WHEC-TV Rochester, N.Y. (BROADCASTING, Aug. 28); another all-black firm is seeking VHF WAXE-TV Rhinelander, Wis. (BROADCASTING, Sept. 25).

Music licenses. All-industry Radio Music License Committee and American Society of Composers, Authors and Publishers have agreed, subject to court approval, on new copyright license for radio stations using ASCAP music, retroactive to March 1, 1977, and extending through Dec. 31, 1982, and expected to save broadcasters $6.5 million to $8 million over full term (BROADCASTING, Aug. 21, 28). Committee's negotiations for new Broadcast Music Inc. licenses are temporarily in abeyance. In TV, similar all-industry committee is negotiating for new TV-station licenses with ASCAP expects to negotiate later with BMI, meanwhile has conferred informally about it with Justice Department, which is party to consent decree governing ASCAP's operations. In network TV, Supreme Court has agreed to review—and CBS Inc. has urged it not to—appeals court decision siding with CBS in its demand for "per use" licenses as alternative to current blanket licenses (BROADCASTING, Oct. 16).

Network inquiry. FCC's network inquiry has resumed, with commission issuing further notice of inquiry (BROADCASTING, Oct. 16). Proceeding is in response to petition by Westinghouse Broadcasting seeking examination of network-affiliate relationships.


Noncommercial broadcasting rules. FCC has instituted rulemaking and inquiry designed to bring regulatory policies for public broad-
Performer royalties. Representative Robert Kastenmeier's (D-Wis.) Judiciary Subcommittee on Courts, Civil Liberties and the Administration of Justice held two hearings on Representative George Danielson's (D-Calif.) legislation to create performer royalties, which broadcasters and other users of recorded music would have to pay record performers and manufacturers (Broadcasting, April 3 and May 29). Although bill went no farther before adjournment of Congress, it is expected to come up again in next Congress. Senate, meantime, has showed no interest in bill in last two years.

Public broadcasting. Congress passed new legislation this year authorizing increased federal funds for Corporation for Public Broadcasting through 1983 and making them easier to win through matching grant system (Broadcasting, Oct. 9). Bill also contains incentives for more money to go to program production, especially by independent producers, and to public radio, unlike seacommensing was italicized in Communications Act rewrite, which proposes elimination of CPB, creation of Public Telecommunications Programming Endowment to support public radio and TV programming. Proposed National Telecommunications Agency is expected to fund public telecommunications and interconnection facilities (Broadcasting, Oct. 2).

Shield legislation. Supreme Court's ruling in Stanford Daily case (which holds that police need only search warrant to search newsrooms and private homes and offices, even if occupants are not suspected of crimes) and jailing of New York Times reporter M. A. Franklin (New York note: trial of New Jersey court, spurred bills in Congress this year to protect press. After Stanford Daily decision, House Government Operations Committee held hearings and issued report endorsing legislation to restrict police to subpoenas for obtaining information from third parties, subpoenas use of which can not be contested in court. Senate Subcommittee on the Constitution held hearings on similar legislation (Broadcasting, Aug. 26). Following Mr. Farber's jailing (he has since been released), Representative Philip Crane (R-Ill.) introduced bill that would allow use of search warrants or subpoenas against news media, including broadcasters (Broadcasting, Aug. 28).

TV violence and sex. Following hearings before Senate Communications Subcommittee and report by House Communications Subcommittee on TV violence last year, there was no further action in Congress on issue of televised violence. But controversy, which seems to have stemmed from violence to sex on TV, is still heated in private sector, where most outspoken agitator for more family programming has been national Parent Teachers Association. PTA has produced program rating guide scoring prime-time programming it thinks is offensive to children, has announced a new program to create school curriculum to teach young people how to watch TV critically and says it will petition to deny license renewals of network-owned TV stations in 1979 if networks don't cut back on sex and violence. PTA also enlisted Sears, Roebuck in calling "summit" meeting of major advertisers on issue; project drew cautious reactions (Broadcasting, June 6). Meanwhile, University of Pennsylvania's George Gerbner's annual TV violence "index" found declining volume of hard-action programming (Broadcasting, April 3).

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

VHF drop-ins. This FCC proceeding of several years' standing looks to short-spaced TV assignments in four markets and anticipates possibilities of further rulemakings for drop-ins in other markets (Broadcasting, March 14, 1977). Comments, most of them negative from broadcasters, were filed with commission late last year (Broadcasting, Dec. 19, 1977). Staff is expected to have item ready for comment in December (Broadcasting, Sept. 11). UHF station in Knoxville, Tenn. (one of four markets), which had been seeking VHF drop-in, has changed its mind, asked commission not to assign V there (Broadcasting, Oct. 30).

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

WESH. FCC renewal of license for Cowles Communications' WESH-TV Daytona Beach, Fla. and denial of competing challenge by Central Florida Enterprises has been remanded by U.S. Court of Appeals in Washington (Broadcasting, Oct. 2). Court decision effectively throws into disarray commission's policy on comparative renewals, and commission will ask for rehearing by the full appeals court on issue. In hearing, decision has seriously weakened their positions at license renewal time, have had summit meeting on issue (Broadcasting, Oct. 23) and will pursue judicial and legislative remedies.
Nov. 8-10—National Association of Broadcasters fall conference. Fairmont hotel, New Orleans.

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


Nov. 11—Eastern regional convention of the National Honorary Broadcasting Society/Alpha Rho. Ithaca College, Ithaca.

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

Also in November

Nov. 13—Hollywood Radio and Television Society meeting. Speakers will include National Association of Broadcasters President Vincent Wisseliuski and Representative Lorne Van Deenin (D-Calif). Beverly Wilshire 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. Shoosnian III, chief counsel of House Commerce Subcommittee on Communications. Among speakers on other panels will be FCC Chairman Charles Ferris and National Telecom-
munications and Information Administration Assistant Secretary Henry Gerle; MGM Grand hotel, Las Vegas.


Nov. 15—Videotape Production Association first awards dinner. Friar's Club, New York.

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—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 on a primary community leader checklist (Docket 78-237). Replies are due Dec. 18.

Nov. 16-17—Fall workshop of Alabama Cable Television Association. Ted Turner, Turner Communications, will be Thursday luncheon speaker. Governors House, Montgomery, Ala.

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

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

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


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. 28-30—Annual conference of North American Broadcast Section-World Association for Christian Communication, Bahia Mar Resort, South Padre Is-

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

Nov. 29-30—Western conference of Advertising Re-
s. Search Foundation. Hyatt Regency, Los 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.
Fine tuning

EDITOR: The photographs in Broadcasting's "In Sync" (Oct. 23) should be retitled "Artist's Gross Exaggeration of Effects of Wide Blanking." If someone had taken the time to calculate the magnitude of the blanking errors depicted in the photographs would have found that they represent a horizontal blanking time of 15.9 microseconds and a vertical blanking width of 37 lines which is still very much greater than the blanking errors typically found. A horizontal blanking time of 12.5 microseconds would put a black edge 42/1000 of an inch wide in the picture, shown while a vertical blanking width of 25 lines would put a black edge of 28/1000 of an inch wide at the top of the picture.

Typical blanking problems are generally not visible on TV receivers as they are in the order of 1% to 2% of picture size (height or width). Most TV receivers overscan the picture tube edges 5% to 10% to allow for manufacturing tolerances and voltage brown-outs.

To print such an exaggerated representation of a problem serves no purpose than to cause panic in the industry.—Michael T. Fisher, director, "equipment planning, broadcast operations and engineering," ABC, New York.

(Broadcasting's "In Sync": illustrations were prepared by a TV station artist working under direction of a chief engineer. The same illustrations were used by a panel of engineers to brief the Washington advertising community. They were, moreover, described to a leading consulting engineer, who confirmed their general applicability and accuracy. The editors nevertheless welcome Mr. Fisher's contribution to the further illumination of this complex subject.)

Editor: All of a sudden, everyone in the television industry is aware of horizontal and vertical blanking: It's as though, no one had ever heard of it before.

It seems that with the advent of ENG equipment and it not meeting some of the broadcast technical specifications, the FCC has decided to make everyone conform to RS-170. I think that all standards should be adhered to—to the best of our ability and as long as it doesn't prohibit us from using television for the purpose it was intended. The ENG system has some weaknesses which I believe will be corrected in due time, but the system allows the television station more versatility in providing news coverage for the viewing public. Except for the occasional vertical roll or jitter with the helical three-quarter-inch tape machines, I am sure the public is unaware of any other technical insufficiencies. But they are aware of the improved news coverage that the system allows. Does it make sense for one of the networks to kill a story from Beirut because the horizontal blanking is 11.8 microseconds instead of 11.1 microseconds? The public cannot see this error, as 99% of all television sets are swept beyond the edges of the picture mask.

The television industry has many years with kinescope recordings, which were technically very poor and very obvious to the viewing public. But at the time it was the best the industry could do, outside of running live production or movies. We ran and still run film with poor color hue and saturation and with scratches that make the picture hardly discernible. We run quad video tape with banding that is obvious to the viewing public. No one said or says we cannot run these tapes or films because of their technical insufficiencies. Yet we are told we cannot run a tape that is out of tolerance with horizontal blanking.

Local advertising agencies are using the new portable electronic equipment. This gives the local merchant in many cases a better commercial for less money; allowing merchants who could not afford television to make use of the television medium.

As much as I would like to see a technically perfect picture on the air at all times, I realize that the program content is what we are selling and what the public is watching.

The correction of this problem, I believe, should take place in the individual piece of equipment that has been at fault. I believe in time this will happen along with other improvements. I hope the FCC in 1979 will modify its enforcement of RS-170. I did not say modify RS-170, only the enforcement of RS-170. —Gerald Evans, chief engineer, WHEC-TV Rochester, N.Y.

Well done

EDITOR: I would like to put an "amen" to your excellent editorial regarding the television code review board [Oct. 16]. In all my years of serving with various committees, boards, etc., I have never met a group that is more diligent, tireless, and dedicated than those who serve on the board and the staff and management of the NAB Code Authority.

It may be impossible to "satisfy all of the people all of the time," but the code board, with innovative hard work, persistence and determination, comes very close, by once again showing that broadcasting can regulate itself unselfishly, and in the best interest of all of its "publics." Carly Simon's hit record says it all: Nobody Does It Better.—Mike Kieumun, vice president-broadcast operations, Cox Broadcasting Corp., Atlanta.

(Mr. Kieumun is chairman of the time standards subcommittee of the National Association of Broadcasters television code review board.)

Erasing history

EDITOR: At the CBS/Society of Motion Picture and Television Engineers joint meeting some years ago introducing one-inch ENG, I remember, viewing with alarm the possibility of routine electronic destruction of minor events in our once-fantastic American visual news archive—source of some of this century's most outstanding documentary presentations.

The CBS spokesman present assured us that, at least at his network, adequate archival care would be taken.

But initial network coverage of Pope John Paul II's two visits to the U.S.—in 1969 and again in 1976—appears to have been limited to 1969 file RIm.—Lincoln Diamant, president, Spots Alive, New York.
Sweet sound of success

Who would have thought you could take a union, write it into a song, put union members on television singing it, and, in no time at all, have America singing along with you? By the time the International Ladies' Garment Workers' Union campaign had finished its first season on television in 1976—a whopping 11 minutes on seven network TV shows—that's just what happened. "Look for the union label!" had become part of American folklore.

The ILGWU had come to us with serious problems. Imports of foreign-made clothes were growing by leaps and bounds—jobs were being lost; membership was shrinking. Morale was down. They needed the support of the American people, who knew little about the union or who the garment workers were or what they did.

We knew the most effective way to reach all those people was with television. But it was a complicated story, unions were not very popular, and the budget was limited.

Our campaign looks like an obvious solution now; at the time it was anything but. We steeped ourselves in the union and its long history of social progress; we spent a lot of time with the union leadership, at local union meetings, talking to members, and visiting shops. We found the union members were down-to-earth, hard-working people, mostly women (80%) with families. There was a many-layered emotional background there. I felt that if we could convey some of it to the public, they'd be more sympathetic and understanding.

We tried and discarded all kinds of approaches. And when, finally, the song came into my head, it seemed like the most natural thing in the world—they've always been a singing union; the words of the song tell the whole story in a way that no amount of talking could; a song could also convey the emotional overtones, the essence of these people and their jobs. And a song was something people could remember.

In putting the spots together, we arrived at a format that would focus the message and personalize it even more: a union member talking about her work and her union, ending with "That's my union and that's what our label stands for." The union label would be our "product"; this was something people could look for.

From the beginning, there was never any question by any professionals we would work on the campaign to be as down-to-earth, as un-slick, as real as these people. They, themselves, were part of the message.

For the first commercials, in addition to a chorus of 30 to sing the song, we needed a working mother and a retired worker to speak for the union.

Our chorus was made up of ILGWU members from N. E. England to Baltimore, from union choirs and church choirs. They started early in the morning. By lunch time, they had learned the song, rehearsed it, recorded it, and were on their way to another studio to put the whole thing on video tape.

Working with these ILGWU members was one of the most joyous parts of the campaign. They cared about their jobs and about each other; they were people who knew what it was to work and they took pride in it.

But, before we even got to do the commercials, we still had decisions to make. We had solved the creative problem. Al Pelcavage (our media director) solved the big one: How do we get the television exposure we needed on a budget of little more than a million dollars?

We had agreed they should be 60-second spots. We needed the time to convey our multilayered message; it would allow us to isolate our commercials in the program, or to dominate a clutter of shorter spots in each group of commercials; it also let us deliver a different specific message in the first 20 seconds, and to unify all our commercials with the song.

Al's recommendation was two-fold:

- The ILGWU belonged in network television. The apparel industry had increasingly dispersed across the country, the concerns of its members were a national affair, the audience we wanted to reach was a national audience. With network television, every time we went on the air, viewers from Maine to Florida, New York to Los Angeles would see the same thing and hear the same message at the same time—impact we couldn't get any other way.

- To strengthen the impact, we should avoid the ordinary TV programs. Concentrate on the television events, those special shows with the biggest names and the biggest audiences, where simply being there would make a statement for the ILGWU. By opting for network specials, and the use of those specials with impact—60-second commercials, sometimes co-sponsorship with billboards—we'd create greater memorability for the commercials among the audiences we reached.

That first season (November '75 to April '76) we had 11 commercial minutes on seven network shows: The Flip Wilson Show, The Homecoming, Tom Sawyer, The Jackie Gleason Special, The Lola Falana Special, The Academy Awards, and The Tony Awards.

And some radio. The song made it a natural. We supported our TV with spot radio in five major cities—the same message, the same people, the same song.

The results were astounding, even to us. The union and the agency got letters and calls; we got newspaper and television editorial coverage we'd never dreamed of. Talk about impact—there weren't commercials "plural"; only one was run. The ILGWU campaign had struck some deep emotional chord. People called and wrote to say how good it was to hear "that old song" again. There were so many requests for it we printed a song sheet.

The ILGWU message in the union label song has crossed the country and crossed over all kinds of social and economic lines. Millions of Americans who never thought about who made their clothes are singing "Look for the union label!"

Yet few of the millions who saw the commercials and remembered them so vividly would believe that, in three seasons on network television, the ILGWU campaign appeared on only 22 programs.

It's a story that could bring tears to the eyes of any big-spending TV advertiser.
Bob Hope and 100 Leading Stars

Launch the Holiday Season with the

HOLLYWOOD CHRISTMAS PARADE

From New York (WNBC) to Los Angeles (KTLA) stations are signing up to carry the most elaborate Christmas Parade ever. You can too!

It's Hollywood's 75th anniversary and the world's entertainment capital is celebrating in style. Leading studios have custom designed the spectacular floats to carry their top motion picture, television and recording stars.

Joining Grand Marshal Bob Hope, hosts Lee Meriwether and Bob Eubanks present complete coverage of this extraordinary entertainment event and meet the stars for behind-the-scenes merriment.

Produced by Golden West Television

Live Time Period 6-8 p.m. Pacific Time, Sunday, November 26, 1978

For barter details contact your network service representative at the Robert Wold Company, Inc.

11661 San Vicente Boulevard. Los Angeles, California 90049 (213) 820-2668 TWX (910) 342-6977
We gave the TCR-100A “cart” programmable random play and instant cartridge identification.

To give you more video freedom.

The TCR-100 and TCR-100A cartridge recorders have made programming easier for more than 200 TV stations—and now the “cart” from RCA is better than ever.

As you may have seen at NAB ’78, we’ve added a microprocessor-automated programmable random play option. Now, the “cart” can deliver automated station breaks with even greater ease.

Microprocessors and bar code labeling give you hands-off station breaks with improved accuracy and simplicity.

The TCR-100A holds up to 22 cartridges, each containing up to 3 minutes’ worth of spot or program material. With the automation option, the carts are bar code labeled for instant identification. They may be placed in the TCR-100A at random, wherever there is an opening. Microprocessors, communicating with your station’s central computer, select and program cartridges in their correct sequence, automatically. If last-minute changes are needed, they can easily be made. And the TCR-100A may be manually operated as well.

The “cart” is really a workhorse.

The basic TCR-100A fills many programming needs. Material is dubbed onto cartridges just once, regardless of the number of airings. There’s no daily spot reel to assemble and break down. So, the “cart” frees a reel-to-reel VTR and its operator for profitable production duties.

Since the TCR-100A is an operator-oriented machine, cartridges can be made with the press of a button. Film spots and reel-to-reel material can be dubbed onto cartridges quickly and easily.

More video freedom equipment. Only from RCA.

The automated “cart” is just one of many new video freedom products from RCA. Now, you can have new compactness, versatility and stability in cameras, reel-to-reel VTRs, mobile vans, antennas, transmitters—in everything you need for quality television.

For full details, see your RCA Representative, or contact RCA Broadcast Systems, Building 2-2, Front & Cooper Sts., Camden, NJ 08102.
The automatic TCR-100A. Part of the new video freedom.
ROCKFORD GIVES YOU THE BEST OF 3 WORLDS

1. Early Fringe. His appeal to young adults makes him a great lead-in for your Early News.

2. Prime-Time. The Rockford Files' perfect mix of adventure and whimsy makes it the ideal program to lead off an "action night" prime-time schedule.

3. Late Night. They love Rockford so much, now they're even staying up late to watch him. He's the top-rated hour of all the late night hours.*

JAMES GARNER AS ROCKFORD: HE'S THE PRIVATE EYE THE PUBLIC LOVES.

The Rockford Files 113 hours. Available Fall 1979.

*Source: NFI, Three weeks ending October 20, 1978. Subject to survey limitations.
Pertschuk disqualified in children's ad proceeding

Judge Gesell says FTC chairman 'conclusively prejudged' issues in case; advertising industry heartened by decision, believes final result will now be fair

A U.S. district judge, ruling that Federal Trade Commission Chairman Michael Pertschuk has "conclusively prejudged" factual issues, has disqualified the chairman from further participation in the children's advertising proceeding.

In a decision issued last Friday (Nov. 3), Judge Gerhard A. Gesell said: "Going far beyond general observations of policy and tentative statements of attitude, the chairman has by his use of conclusory statements of fact, his emotional use of derogatory terms and characterizations, and his affirmative efforts to propagate his settled views made his further participation improper."

The American Advertising Federation, the American Association of Advertising Agencies, the Association of National Advertisers, the Toy Manufacturers of America and Kellogg Co. are plaintiffs in the action against Mr. Pertschuk. They charged he prejudged issues of fact whose resolution would be necessary to a fair determination of the rulemaking and which will come before him in a quasi-judicial capacity.

Spokesmen for the plaintiffs said they were "delighted" with the ruling and were confident an "impartial and fair hearing" will result.

The chairman issued a four-sentence statement just after the decision was announced:

"Obviously I am disappointed by the court's decision. As I have said all along, although I have strong feelings about the children's advertising rulemaking proceeding, my mind remains open on the important issues raised by the proceeding.

"I will of course abide by the court's order. The decision on whether to appeal Judge Gesell's ruling is up to the commission."

Michael N. Sohn, FTC general counsel, said he thought the children's advertising proceeding would continue without delay. He said he saw nothing in the order indicating that the commission would have to start over without Mr. Pertschuk, as the plaintiffs had asked. Mr. Sohn, at a news conference, refused to answer most questions saying he did not want to interfere with a possible appeal.

One argument used by the FTC was that the plaintiffs were seeking an improper intervention into the commission's proceeding and that a more proper procedure would be judicial review of the final ruling.

Judge Gesell said the plaintiff's claim was one aspect of a proceeding that would ultimately be subject to judicial review. "Plaintiffs, though, are not awaiting the outcome of the agency process, which will be several years hence," he said. The general rule is a sound one, he said—that the court stay out of it until termination of the administrative process.

But, he said, there were settled exceptions to that rule. One of them is Amos Treat & Co. v. SEC (1962), in which a commissioner was enjoined from further participation in an adjudicatory proceeding where he had earlier participated in the investigatory phase of the case. Judicial intervention was justified because the "infirmity" was "fundamental" and the hearing had great "importance and vast potential consequences . . ." the judge said.

He said that case "directly controls" here; that this rulemaking has "great importance and vast potential consequences" and "the chairman's prejudgment taints the entire proceeding."

There is no reason, Judge Gesell said, "given the breadth and nature of the chairman's preconceptions, to relegate plaintiffs to final appellate review while the chairman participates in all aspects of the instant rulemaking."

Court intervention is "fully warranted," the judge said, because the plaintiffs have made a "substantial showing" that continued participation of the chairman "would render the proceedings void and so irrevocably tainted that any final determination which might flow from such proceedings would be invalid."

There was no immediate determination on what long-range effect the decision might have on regulatory proceedings. The FTC has argued in one of its filings that once the door is opened to litigate prejudgment claims in collateral proceedings, "it will not easily be closed."

On another point, the commission had argued that in Treat the court applied judicial standards to a disqualified issue because the underlying administrative proceedings were "quasi-judicial." But, "in contrast," the FTC said, the commission's rulemaking proceeding is "fundamentally legislative, rather than adjudicative, and, particularly in deciding whether to initiate the rulemaking process, the commissioners are simply not acting in a quasi-judicial role." Kellogg had argued that prejudgment standards of adjudication cases can apply in rulemaking proceedings.

Judge Gesell determined that the proceeding in this case is "neither wholly legislative nor wholly adjudicative. Rather it has substantial elements of both and in fact is a hybrid proceeding, unique to the Federal Trade Commission." Some aspects of every FTC proceeding are adjudicative in nature, he said, adding that this proceeding does not "fall outside the typical mold."

Parties to this proceeding, he said, "are as a matter of fundamental due process entitled to a final rulemaking decision that will be premised on factual determinations which have not been prejudged in advance or tainted by the participation of
one whose objectivity is subject to serious question.'

AAA Vice President Robert Purcell said the industry had a "particularly strong case" and was "delighted" by the decision. "It is just another indication that the chairman just isn't going to do virtually anything he wants. He chose to be an advocate, and all our position was, if he is going to be an advocate, he shouldn't be the judge at the same time," he said.

Peter Alport, president of ANA, said the decision was "clearly warranted in light of repeated revelations of the chairman's obvious prejudice on the merits of children's advertising." And ANA Vice President Sam Thurm said, "We are encouraged by the court's decision and confident that an impartial and fair hearing will now result."

Vincent T. Wasilewski, president of the National Association of Broadcasters, said, "While the NAB did not choose to join in this case, we believe that the FTC's proceeding on television advertising viewed by children has, from the outset, reflected the personal bias of FTC personnel. Their words and actions have demonstrated a prejudice which makes due process almost impossible."

The FTC has already received what has been interpreted as a "strong message" from Congress to steer clear of any broadcast advertising bans in the children's case. In May, the House Appropriations Committee inserted a somewhat ambiguous provision in an FTC money bill prohibiting the commission from promulgating the children's advertising proposal in 1979, but allowing the spade work to go on (Broadcasting, May 29). Mr. Pertschuk announced the vote wouldn't stop the inquiry, but the groups that had sought the Appropriations amendment, primarily the candy manufacturers and advertising and broadcast associations, claimed that the vote showed that Congress would never allow the proposal to go through.

While the House's bill subsequently became hung up on the floor for parliamentary reasons, a parallel move had begun in the Senate, where the Appropriations Committee cut the commission's budget proposal and wrote an appropriations report warning the FTC it was treading on thin First Amendment ice with the proposed advertising ban (Broadcasting, Aug. 7).

The two houses' positions were subsequently compromised in conference committee, which repeated the Senate Appropriations Committee's First Amendment warning and inserted, as report rather than legislative language, the House's prohibition against promulgating a rule next year (Broadcasting, Sept. 11).

To cap it all off, Senator Ernest Hollings (D-S.C.), who is chairman of the Appropriations Subcommittee with FTC jurisdiction, has announced that his other subcommittee, Communications, plans to take the lead away from the FTC, which he said has overstepped its authority in the children's TV case (Broadcasting, Oct. 23). He objected to the commission's approach, which he characterized as singling out one particular product—sugar—for a particular action—an absolute advertising ban.

But the senator's proposed inquiry is no great substitute, as far as broadcasters are concerned. He said he's more concerned with "rotten minds" than "rotten teeth," in children, and wants to study a wide range of television problems.

**Distant signals closer and closer**

FCC shifts to broadcaster burden of proof that imports would damage on-air market

The FCC last week took another step in deregulating cable television, lifting much of the burden of proof from cable systems seeking a waiver of the distant signal rule. The action—combined with the commission's ruling last week earlier—could lead to the creation of superstations whose signals are carried in cities around the country by cable systems offering as many distant signals as their plants will accommodate. The action, as anticipated ("Closed Circuit," Oct. 30), was taken in response to the petitions of Washington, D.C., stations for reconsideration of the distant-signal waiver. The commission had granted Arlington Telecommunications Corp., an Arlington, Va., cable system, to permit it to import television signals from Baltimore. The vote was 4-2, with Commissioners Robert E. Lee and Abbott Washburn dissenting and Commissioner Tyrone Brown not participating.

Essentially, the new policy provides for a shift in the burden of proof—would it be an absolute "rule"—if it is carried on systems around the country. Cable Television Bureau Chief Philip Vreever noted that the network inquiry staff is examining the question of satellite-fed networks of systems and their possible impact on the commission rules. "For the moment," he added, "the critical element is that there is not enough cable out there, even if the station were carried to every home, to do what's been attributed to the superstations. These stations probably won't end up with larger audiences than those of independent stations in New York. Some 14 million homes are now served by cable television. The commission's action does not resolve the issue raised by the petition filed by the Washington stations—WRC-TV, WTTG-TV, WUSA-TV, WJLA-TV, WJLA-TV, WDVM-TV and WDDC-TV. The commission said that since it was enacting a new policy, it would give the stations an opportunity to rebut the Arlington system's showing that its importation of the Baltimore signals would not hurt their ability to serve the public.**
Time's almost up for prime's losers
Networks ready to make mid-season executions, settle on replacements

The three commercial television networks are getting ready to order their mid-season prime time replacement series, which means that time is running out for many of the programs languishing in the lower depths of season-to-date rankings (see box).

November sweep spectaculars will make progress difficult for series that aren’t preempted—and many of the weakest have been—and the lowest-rated shows have as yet shown little tendency to build.

That doesn’t mean the networks will cut loose everything below, say, the 50th spot on the rankings list. Programmers’ confidence in some shows will win them new time slots, or just more time, while others may have extended commitments to either producers or the viewing public.

Of the top 10 shows so far, eight belong to ABC-TV—all except Charlie's Angels on the network’s Tuesday and Thursday night line-ups—while CBS and NBC each have one, both on Monday. Of the top 20, ABC has 11, CBS five and NBC four. Little House on the Prairie is NBC’s only series in the top 20. Further indication of the value long-forms have had in NBC’s current second-place (season to date) standing is found in comparing its Wednesday night movie slot to CBS’s—30th versus 56th.

Of the bottom 10 programs, not counting those already canceled, ABC has two, CBS five and NBC three.

Also notable is that ABC’s lowest-rated new series is Vegas, in 26th place, while CBS places highest with People in 36th place and NBC with Dick Clark’s Live Wednesday in 48th. All the programs already canceled were new entries except for ABC’s Operation Petticoat and NBC’s Saturday night movie slot.

Returning shows that have slipped markedly from their average performances last season—most of them moved to different nights or time periods—include ABC’s Welcome Back, Kotter, which averaged a 20.3 rating in 1977-78; CBS’s Hawaii Five-O, which averaged 20.4, and Rhoda, which had a 20.5, and NBC’s Project UFO, which had a 21.2.

Geller takes initiative on license renewal

NTIA tells FCC it should issue policy statement on comparative renewals that would make licensee record the ‘critical element’ and be willing to test matter in court

The National Telecommunications and Information Administration has plunged into the controversy surrounding the FCC’s policy—or lack of policy—governing comparative renewal proceedings, and in the process has stolen a march on the commission itself.

NTIA last week petitioned the commission to issue a policy statement on the subject, either on the basis of the petition and responsive comments, or after a rulemaking. The petition argues the incumbent’s record should be the critical element in a comparative renewal judgment.

NTIA also urged the commission to initiate an inquiry aimed at establishing quantitative standards—specifically, per-
The petition, in fact, constitutes a sharp criticism of decisions of the appeals court in Washington in cases involving the commission’s actions in comparative renewal matters, including the court’s invalidation of the commission’s 1970 policy statement on that subject. “The chief defect of the court’s action” in that decision “and its progeny,” NTIA says, is the substitution of “a core erroneous policy of its own—namely, that the comparative renewal situation is different from the ordinary comparative hearing, and is to be judged by the same criteria.”

NTIA contends that the court has ignored legislative history of a section of the Communications Act that establishes that “while newcomers can file competing applications, the comparative hearing is not like one between new applicants only—the incumbent is to be preferred if it has a meritorious past record.” Thus, NTIA adds, the court is wrong: There are “legitimate renewal expectations” for the meritorious incumbent, which is “not to lose renewal on criteria such as integration or diversification, so important under the 1965 statement for the comparative hearing between new applicants.”

Accordingly, NTIA says, the commission should adopt policy stating that the incumbent’s past record “is the critical element,” and that if it is “meritorious,” the license will be renewed: “otherwise, the public interest in basic stability would suffer. Factors such as integration and

The court’s argument overlooks the fact that the commission now uses percentages on a case-by-case basis in reviewing an renewal applicant’s performance. “Why is it consistent with the First Amendment to look at them case by case but inconsistent if the broadcaster and the challenger are informed beforehand of the standards that must be met for substantial service?” NTIA asks.

NTIA urges the commission to initiate an inquiry aimed at determining “what constitutes meritorious service” in local and information programming.

Concern over the comparative renewal issue was initiated by the U.S. Court of Appeals’ decision in the WESH case (BROADCASTING, Oct. 2)—noi, necessarily, because it reversed a commission decision renewing the license of WESH-TV Daytona Beach, Fla., and denied the competitive application of Central Florida Enterprises Inc. but because it was seen as pre-empting commission authority to establish comparative renewal policy and as leaving multiple-media owners vulnerable to challenges by competing applicants at renewal. The commission has voted to seek appellate rehearing of that case (BROADCASTING, Oct. 23).

As Commissioner Brown did in his speech to the Federal Communications Bar Association last month, NTIA blames both the commission and the courts for the “confused” state of the commission’s comparative renewal process.

CBS and NBC bought theatrical film packages from 20th Century-Fox for total of $61.5 million. Network sources confirm that CBS paid $40 million for 12 titles, including “Silver Streak” and “Lucky Lady,” of that NBC paid $21.5 million for eight titles including “The Omen” and “Julia.” ABC source said his network passed on offers. “Star Wars” is not said to be included in either packages which allow first airing in 1979-80 season.

Meanwhile, NBC Research analysis of homes-using-television levels, January-September 1978 compared to same period in 1977, shows statistically significant difference—just barely—in one daypart: early morning. HUT’s then were up 5%. Prime-time HUT’s were up 1%, NBC said, while daytime was up 2% and networks news time up 1%. Late night and Saturday morning showed no change.

Association of Maximum Service Telecasters has called on FCC to close the VHF dial gap proceeding and “dispel the cloud over UHF development that this proceeding represents.” AMST cited abandoning of fight for VHF allocation by WTVK(TV) Knoxville, Tenn. UHF station, and its own negative evaluation of Rand Corp. study on subject (BROADCASTING, Oct. 30) as reasons for dropping proceeding. Association also cited filing of UHF application in Huntington, WVa., and sign-on of UHF in Salt Lake City as other reasons.

Under new authority to make telecommunications loans, Small Business Administration has approved 32 loans to broadcasters (including one cable system) totalling $6,130,000 this year. But only a fourth of those, seven loans totalling $1,670,000, have gone to minorities, figure that is disappointing to some who envisioned SBA loans primarily as way of boosting minority ownership in broadcasting. National Association of Broadcasters has written SBA complaining agency isn’t trying hard enough, either in promoting service to minorities or in implementing it. Association suggests business loans should be available to radio stations with receipts of $15 million and TV stations with $30 million (as opposed to current limit of $2 million and $5 million respectively) so minorities can have chance at radio and TV stations in major markets. SBA has another $715,000 in broadcast loans in processing: $650,000 of which is for two minority enterprises.

NBC was reported last week to have tightened security around President Fred Silverman after two men attempted to accost him about report being developed by NBC News dealing with Synanon, controversial West Coast drug rehabilitation group. Police were quoted as saying two men, members of Synanon, entered Mr. Silverman’s apartment building lobby but did not get into his apartment. NBC sources said member of NBC News staff also had received harassing phone call about impending report. In Los Angeles, Connie Chung, anchorman at CBS’ KNXT(TV), was said to be under police protection after broadcasting reports dealing with Synanon. Earlier this year two men identified as Synanon representatives seemed to threaten ABC Chairman Leonard Goldenson and President Elton Rue, during stockholders meeting.

FCC last week granted application of Crown Broadcasting Corp. for new station on channel 30 Jacksonville, Fla., following agreement of competitor for channel, Springfield Television of Florida, to drop out. Under agreement, Springfield’s parent, Springfield (Mass.) Television Corp., will purchase 25% of Crown’s stock, and place two members on Crown’s 10-member board of directors and one on its four-member executive committee. Agreement also provides for Crown, composed of local businessmen with no experience in broadcasting, to retain Springfield as consultant.

U.S. has offered “to apply the benefits of advanced communications technology—specifically communications satellites—to economic and social needs in the rural areas of developing nations,” said John E. Reinhardt, director of International Communications Agency, before UNESCO general meeting in Paris last Friday. Six-year, $24 million program will be implemented “with the funding of the United States Agency for International Development, using facilities of Intelsat or other
diversification are not relevant.”

What if an incumbent’s past record is not “meritorious”? Then, NTIA says, the presumption should favor the challenger. NTIA is not content with criticizing the court’s opinions. It calls on the commission, in effect, to challenge a principal holding of the court, in the decision overturning the 1970 policy statement, that the Communications Act requires “a full hearing” between the incumbent and the challenger. Once the commission determines that an incumbent’s past record is “meritorious,” NTIA says, “that is determinative, and the hearing process can and should end at that point.” NTIA says the commission “should respectfully state that it seeks to convince the court of its error.” If that approach fails to pass judicial review, it will then be a matter for Congress.

NTIA says the commission could adopt a policy on the basis of the petition and comments filed in response to it—a method that would meet what NTIA regards as a need for speedy resolution of the fundamental principles involved. Or the commission could initiate a rulemaking leading to the adoption of the proposed policy as a rule that would be binding on the commission and parties in comparative renewal proceedings. Although slower, that approach is favored by NTIA because “it signals a new era, a definite turn, in the commission’s approach to this problem.”

Digital developments appear most conspicuous on broadcast technology horizon; meeting sets stage for NAB, Montreux

As a preview for the big equipment sales shows—especially the National Association of Broadcasters convention and the Montreux, Switzerland, International Television Symposium—last week’s 120th meeting of the Society of Motion Picture and Television Engineers in New York lived up to its advance billing. But, more important, the SMPTE event lived up to its reputation as the place where the technical issues facing television are aired and where tomorrow’s ideas and issues, still gleams in engineers’ eyes, first become points of discussion—often years before they make their way to the desks of the executives who must decide what to do with their technicians’ latest gadgets.

Traditionally, SMPTE has been heavily oriented toward film and nonbroadcast uses of video equipment, and, in many respects, this year’s meeting was no exception. But the broadcast engineers did, indeed, appear in numbers in New York, and several of the large broadcast equipment manufacturers—most notably RCA, Ampex, Philips and Sony—were at the Americana hotel in force (see equipment story, page 63). The meeting’s agenda this year was about evenly divided between motion picture and broadcast technologies.

Perhaps one of the brighter lights on television’s distant horizon is digital electronics—especially the eventual development of a workable digital video tape recorder.

At a Wednesday morning panel, “The Near-Term Future for Digital Television,” Charles Ginsburg of Ampex (and chairman of SMPTE’s study group on the subject) stated confidently that an acceptable digital machine is still a “number of years off, and, I would guess, more than five.” He stuck to that statement despite his belief that “soon—almost any time—someone will present a digital VTR.”

Other members of the panel agreed with the Ampex representative’s assessment of the digital situation. Robert Hopkins of RCA said that the “critical point” in the digital revolution will be “the availability of a digital recorder.” After that, he said, broadcasters and manufacturers will see a new boom in digital equipment of all sorts. (Mr. Hopkins heads the SMPTE working group on digital video that is trying to establish standards for the upcoming VTR’s.)

Another front, video banking, was also given considerable attention at last week’s meeting.

The papers on video banking during Thursday morning’s video production appropriate satellite systems,” he said. Mr. Reinhardt also attacked draft declaration on news media before conference saying that it has been state controls on media “that have been primarily associated with the propagation of war and hostility and racism.” He said there was “no adequate foundation” for mass media declaration. □

Home Box Office, has passed two-million-subscriber mark.

Madeline David, vice president, program coordination, NBC Entertainment, and former head of daytime programming for NBC-TV, resigned to form own production company, Good Shepherd Productions, with deal to create several prime time projects for network.

New York general retail advertisers tripled their TV investments in September, Television Bureau of Advertising reports. In newspaperless market, retail TV spending hit $3,034,804 on area’s six commercial stations—as compared to $959,719 spent in September 1977. Department stores—up 368%—registered largest gain, spending $1,488,700, and three, Saks Fifth Avenue, Alexander’s and B. Altman & Co., that bought this fall did not last year. No figures were available for radio, but local stations reported 10%-40% increases for month. Papers are expected to resume publication this week.

Senator Edward Zorinsky (D-Neb.), vowed NAB regional conference in Denver last week, telling broadcasters that federal bureaucracy is "strangling" business. He said he's for anything that will make broadcasters more like most other businessmen, who aren't told by government how to live. He said he doesn't understand why broadcasters have to "prove themselves innocent" every three years at renewal time, interrupted several times by applause, senator, who happens to be a member of Senate Communications Subcommittee, was given standing ovation when he finished. One broadcaster asked where he could go to clone 99 more senators just like him.

Robert J. Wormalding, KMBK-TV Kansas City, Mo. elected chairman of Association of Independent Television Stations, succeeding Leavitt J. Pope, WJXV New York, who continues as non-voting member of board for one year. Other officers elected: Sheldon Cooper, WGN Broadcasting Co, Chicago, vice chairman; Crawford P. Rice, Gaylord Broadcasting, Tampa, Fla, secretary; William C. McReynolds, Meredith Broadcasting, New York, treasurer.

WTOP AM Washington has signed partial affiliation with Mutual and may become full MBS outlet as result of dispute with its longtime network, CBS Radio. Dispute, both sides agree, centers on money Outlet Co., group owner that acquired WTOP earlier this year, claims WTOP was once owned by CBS—hasn’t had rate increase in 17 years, says CBS Radio has offered one but not enough. CBS Radio says WTOP may not have had basic increase but its income has gone up nevertheless.
VPR-2

It's no trick at all to get special video effects from the Ampex VPR-2. This unbelievable helical delivers broadcastable slow motion and freeze-frame pictures with an optional Automatic Scan Tracking System that makes noise bars disappear. Drop in a tape, put your hands on the shuttle knob, and you'll be in total command of the playback picture, continuously variable from a dead stop to maximum shuttle.

VPR-2 is the second generation of Ampex broadcast helicals and an end product of 20 years of helical recording development. It works in SMPTE Type C format and comes with a built-in, frame-accurate programmable editor that lets you rehearse before doing a “take.”

What's left? On-the-air time base accuracy, with the TBC-2 digital time base corrector. No other TBC can put the VPR-2 special effects library on the air. And you might want the SMC-60 Slow Motion Controller with remote tape timer, 60-second clock display and multiple cueing versatility.

The joystick control, bidirectional jog controls and three levels of slow motion range help you squeeze the last ounce of capability from your VPR-2 with AST or your shuttle-equipped VPR-1.

VPR-2. A whole show in one compact one-inch helical VTR. Packaged any way it suits your needs. A magician of a machine for exciting video productions.
Digital discussion. This panel session, "The Near-Term Future for Digital Television," brought together a veritable "Who's Who" of digital video experts (l to r): Merle Thomas, Public Broadcasting Service; Frederick M. Remley, University of Michigan; Charles Ginsburg, Ampex; Robert Hopkins, RCA; Al Goldberg, CBS Technology Center; Willard Buckten, TRW, and John Lowry, Digital Video Systems.

seminar reviewed the issue from two points of view—the broadcaster's and the producer's. Tom Keller, chief engineer of WGN-TV Boston and chairman of the Broadcaster’s Ad Hoc Committee on Television Blanking Widths, read a paper written on behalf of the committee by Frank Davidson, staff consultant and advanced technology expert for CBS-TV's engineering and development department.

The paper reviewed the blanking standards required by the FCC and discussed how problems can occur in broadcast operations. Besides the difficulties presented by maladjusted or inadequate equipment, it was stressed that the manipulations of the TV signal that have become a normal part of modern-day broadcast practices all threaten blanking tolerances. Even "without sloppiness," Mr. Keller said, "we can have blanking growing in our systems." (The FCC’s standards were devised even before color broadcasting came in.)

That was also the essence of the paper presented by Blair Benson of Video Corp. of America, who said that production houses are subjecting their material to more and more processing steps before it’s even submitted for broadcast—among them, synchronization, field and frame storage, duplicate mastering, editing and adding of special effects. Mr. Benson suggested that television receiver manufacturers might bear some of the FCC’s regulatory burden for coping with blanking problems, and called for "a modification of FCC rules compatible with the new complexity" of video production.

Mr. Keller said that the broadcasters’ committee plans within the next two weeks to mail a questionnaire on blanking, which is to go to most of the television stations in the country. It was designed to collect (anonymously) data on just what blanking tolerances broadcasters are experiencing, with the intent of establishing a statistical base from which to gauge the extent of the problem.

The engineers also devoted considerable energy to satellites. In addition to a morning-long session dealing exclusively with the new Public Broadcasting Service distribution system, another session, "Satellite Equipment and Delivery Systems," examined a number of developments in extra-terrestrial networking.

James W. Cuddihy of RCA Americom, speaking on "Future Developments in Satellite Communications," took a look into his own "crystal ball" and saw, he said, more powerful satellites with longer lifetimes and greater capacity for the 1980's. Satellites are moving to higher, less crowded frequencies, Mr. Cuddihy said, and as that happens there will be "a great increase in the in-orbit capacities" of the new satellites. With the beginning of space shuttle flights in the early 1980's, he said, new birds, such as the advanced Westar, will be sent aloft with much more power equipment—allowing, in turn, for much smaller, less expensive earth terminals. (According to Mr. Cuddihy, applications for extremely small—by present standards—10-foot dishes are already pending at the FCC.)

Another pay-off from the space shuttle, he said, will be "replaceable payloads" and in-space servicing of satellites. Rather than send up a new satellite every seven years or so, it will be possible in the future to refit existing birds with new equipment. (At present, he said, it costs $30 million or more to launch a satellite, but, with the space shuttle launch, costs will be considerably lower.)

SSS tangles with RCA over transponder for WGN-TV

Superstation carrier says satellite channel is being held hostage over law suit; RCA cites technical problems with it, no room on others

Only days after the FCC signaled a new policy direction on TV superstations by granting four resale carriers the right to distribute WGN-TV Chicago nationwide by satellite (Broadcasting, Oct. 30) one of those firms, Southern Satellite Systems, has withdrawn from the competition.

Or was pushed out, as the firm has indicated.

In an Oct. 30 memo to the resale carrier's cable system customers, Edward Taylor, president of Southern, announced that transponder 13 on the RCA Satcom I satellite had failed, and that RCA had "refused" his request to transfer the service to another transponder "unless Satellite Communication System [a joint venture of Southern and Holiday Inns] would agree to drop the law suit over transponder 18." (SSS filed a suit Oct. 16 in Tulsa, Okla., to retain use of the transponder past Jan. 1, 1979.)

Mr. Taylor said in his memo that Southern "could not accept these conditions," and that it would "pursue its rights" to another transponder on Satcom I with the FCC. "We expect this to be a lengthy hearing," he wrote, but "when we win the right to a reassigned transponder we will assign it to whatever service appears most feasible at that time, probably WXY(TV) New York."

Mr. Taylor suggested that his customers who still want to carry WGN-TV sign with one of his competitors, Unied Video, which is scheduled to occupy transponder 3 and is now awaiting tariff approval. According to Mr. Taylor, the loss of the WGN-TV service, which represented up to $2 million worth of business, immediately affects some 70 cable systems with 300,000 subscribers. Fees were expected to have begun sometime this month, and Southern expected many more systems to sign on after the service started.

When asked by Broadcasting whether the RCA position amounted to the satellite company dangling a transponder in front of Southern in return for dropping the suit, Mr. Taylor replied: "If you weren't a reporter, I'd have a stronger word for it."

Donald Quinn, an RCA spokesman, read a statement by RCA Americom President Andrew Inglis, stating that the transponder was "indeed exhibiting some erratic behavior" but that RCA had not yet declared it inoperable. According to Mr. Inglis's statement, the transponder may still be used.

RCA refused, however, to comment on Mr. Taylor's charge that it had offered Southern a new transponder in exchange for dropping the suit. Mr. Quinn said that RCA had offered to shift the SCS transponder 18 service to transponder 1 and that transponder 13 was "looking at" by the company's engineers. He said it would be "extremely difficult because of the full-capacity situation" to assign Southern another satellite channel.

TOP OF THE WEEK
WHIO Radio involvement runs along the interests of the community. The station recently sponsored the First Run for Women Only in the Dayton area. Daytonians lined the streets to cheer 376 runners, including Montgomery County Commission President, Paula McIlwaine (below). It was another first for Dayton, and WHIO Radio led the way.
HIGHWAY
ROBBERY DOESN'T
ALWAYS TAKE
PLACE ON A
HIGHWAY.

Storer Stations are concerned about ripoffs and are doing something about it.

Ripoff! It's virtually become an American way of life.

A Florida woman driving through Georgia, for example, was told by a gas station attendant that she needed two new shock absorbers. He installed four instead and charged her $82.40. Back home, her own garage figured she paid nearly double what the job was worth.

In Texas, a chain of specialty stores discovered not one, but two theft rings inside the stores. Employee stealing was costing them more than shoplifting.

Each year medical quacks bilk Americans of some $2 billion. Ripoffs of tax-supported health care programs waste an estimated $4 billion more each year.

TV repairs. Land frauds. Shoddy merchandise. Deceptive practices by mail order firms and travel agencies. Complaints about these and other abuses have inundated federal and state agencies.

Nearly 2,000 a month are received by the White House alone!

Believing that "forewarned is forearmed," Storer Stations in their programming and editorials regularly alert their communities to the problems.

A typical example is WAGA-TV in Atlanta. Several times a day for an entire week they recently aired a series of five special reports entitled "Ripoffs in Atlanta?"

The first segment dealt with car repairs. Before the program, WAGA-TV made a slight alteration to a car, then visited numerous local garages to see what repairs were recommended. Result? Most tightened the right part on the spot and billed nothing. However, a few made unrelated repairs and charged for them.

Tuesday's segment focused on TV repairs and sales and gave professional tips on what to look for when seeking a reputable repairman.

Subsequent reports covered rental agency abuses, health spas and their questionable recruitment procedures, and advised how to deal with bothersome telephone solicitations.

Throughout the series, WAGA-TV offered its viewers pamphlets with advice on how to avoid ripoffs.

The series was so successful, WAGA-TV followed it up two months later with a five-part mini-series called "Buyer Beware!" Topics included car repair and mail order ripoffs, TV repairs, phony telephone surveys that lead to sales pitches, and what to watch for when obtaining consumer credit.

Other Storer Stations across the country have been waging similar campaigns against consumer frauds in their communities.

The way we see it, the more effective we are in our communities, the more effective we are for our advertisers, and the more effective we are for ourselves.

Broadcasting that serves.

THE
STORER
STATIONS
STORER BROADCASTING COMPANY

WAGA-TV Atlanta/WSBK-TV Boston/WJKW-TV Cleveland/WJBK-TV Detroit/WITI-TV Milwaukee/KCST-TV San Diego/WSPD-TV Toledo
WLAK Chicago/KTNQ and KHTZ Los Angeles/WGBS and WLYF Miami/WHN New York/WSPD Toledo
The FCC: nothing if not livelier

The placid, Republican days when Wiley ruled are over as individual commissioners assert themselves and their differing views of communications regulation.

Almost a year ago, Tyrone Brown, then a freshly minted FCC commissioner, looked around him at his new surroundings, seemed to sense a new spirit pervading the commission with the change in administration, and said, “We’re going to have some fun around here” (Broadcasting, Dec. 5, 1977).

The fun has been a time in coming. But if Commissioner Brown meant that the days were over when the commission was dominated by a chairman who not only set the tone but managed to smother most differences among the other commissioners under a blanket of unanimity, the fun does seem to have begun.

Chairman Charles D. Ferris has views and expresses them with as much force as—and perhaps even more eloquence than—his predecessor, Richard E. Wiley. But, somehow, the members of the commission these days are not content to let Mr. Ferris take the lead in shaping policy or influencing opinion in the industries the commission regulates.

Things at the commission are not as they were a decade ago, when former Commissioners Lee Loewingher, Kenneth A. Cox and Nicholas Johnson engaged in bitter duels—it was usually Loewingher against Cox and/or Johnson—with the abandon and feeling of schoolboys and the forensic skill of able lawyers. But after several years during which the commissioners were quiet and well behaved, things are getting livelier.

There was, for instance, Commissioner Margita White a few weeks ago, ripping into her colleagues—and if there was a particular target it seemed to be Chairman Ferris—for not to put too fine a point on it, talking out of both sides of their mouths. She said the talk was of deregulation, while the intent and action looked to tough new regulation (Broadcasting, Oct. 23).

Earlier, Commissioner Brown caused some eyebrows to raise when, in a luncheon address to the Federal Communications Bar Association, he criticized not only the commission but the U.S. Court of Appeals in Washington, of all institutions. Together, he said, they had managed to bring about “a breakdown in national communications policy” (Broadcasting, Oct. 16).

Pretty strong stuff, that.

Then, there has been Commissioner Joseph Fogarty, who manages to appear self-effacing, polite and feisty, all at once. He was one commissioner Chairman Wiley could never tame. And he seems no more malleable today.

Last month, he had gone along with the six other commissioners in instructing the general counsel to seek rehearing in the WESH case (although he, Chairman Ferris and Commissioner Brown would have sought it on narrower grounds than suited the majority). General Counsel Robert Bruce had reportedly argued that the commission’s case needed the support of a unanimous commission.

However, Commissioner Fogarty, in his heart of hearts, believes the commission should accept the court’s remand of the case, and two weeks ago, he made that clear. In a speech to the National Association of Broadcasters regional meeting in San Francisco, in which he criticized the commission’s comparative renewal practices in accents similar to Commissioner Brown’s, he said: “Instead of further diminishing the FCC’s credibility with the court of appeals by seeking rehearing of the [WESH] decision . . . I believe the commission should immediately institute an expedited inquiry into comparative renewal standards and policies.” So much for loyalty to someone else’s idea.

Commissioner Abbott Washburn, although never the swashbuckling type, has over his years on the commission followed the beat of his own drummer. And these days, while deregulation is enjoying a vogue among liberals as well as conservatives, Commissioner Washburn, no flaming liberal, has not been seduced by the arguments heard in its behalf.

After Chairman Ferris stunned his colleagues with his proposal that the staff prepare options for a test deregulation of radio in one or more major markets (Broadcasting, Oct. 23), Commissioner Washburn had some observations, in a speech to the National Broadcast Association for Community Affairs, in Boston: He is “leery” about any action that might encourage broadcasters to broadcast more than 18 minutes of commercials per hour. He thinks “some informal guidelines on the amount of nontime programming, such as the ones we now have, are useful.” He would not want to abandon
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ascertainment entirely. And he hopes the staff does not suggest anything that would undermine the commission's statutory responsibility for implementing the fairness doctrine.

All of which suggests that telling liberals from conservatives is not always easy, where the Communications Act is concerned.

What of Chairman Ferris's other colleagues?

Well, Commissioner Robert E. Lee, after 25 years on the commission, is the agency's doyen: he has seen so many chairmen come and go that he knows better than most how mortal they are. Chairmen have been known to seek his counsel.

And Commissioner James H. Quello, the former manager of WJR-AM-FM Detroit, is not one to keep his Latin emotions bottled up when discussing deregulation of broadcasting—which he makes no bones about supporting. Last month, in urging members of the National Radio Broadcasters Association to fight for total deregulation of their industry, he said: "Get off your asses and sell something besides commercial time." (BROADCASTING, Sept. 25). Not elegant, but clear.

However, he may have made a more immediate impact on broadcasting through the leadership role he played in the commission action requiring television set manufacturers to reduce UHF noise, or interference, figure standards in the sets they produce.

For Commissioner Brown, his prediction regarding the fun the commissioners would have had been borne out. And he says the fun is not only a function of the recent spate of speeches—which "stirs debate and stimulates the thinking of those we regulate"—but also in the give and take at commission meetings. The exposure is good. The public, he said, "should be made aware there's a method to the madness of having seven commissioners!"

Commissioner Brown, who made it clear he would be heard from again on major issues—"I didn't intend to hide when I came here"—is not the only commissioner to comment on the changed atmosphere. "I feel more like a free spirit now," said Commissioner Fogarty.

And as for Chairman Ferris, who takes pride in what he says is the open manner in which the commission operates, he appears to be delighted with the eruption of newsworthy comments by his colleagues.

"It's fantastic," he gushed last week. "It shows interest, focus, participation, democracy at work. It's the policy-making process in the open. The more the better. It helps to have all seven commissioners participating, bringing their expertise to bear on the collective body; that's how the system should work."

Chairman Ferris had no answer as to why the commissioners had suddenly become so articulate. "Maybe it's a virus," he said. "If so, I hope they don't find a cure."

In short, he seems to be one leader who is unconcerned about the prospect of having to hurry to keep up with the crowd.

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**FCC takes a day to deal with EEO matters**

It orders stations to rank employees by salary, without specifying dollars; decides to act as clearinghouse for prospective minority purchasers; votes inquiry into time brokering as related to ethnic audiences.

The FCC agreed last week broadcast stations should be required to rank all staff positions, according to salary, on station annual EEO reports.

In a special meeting Tuesday on several pending broadcast equal employment opportunity matters, the commission voted unanimously that stations' annual employment reports should contain a ranking by salary of all station employees—but without reporting actual salaries. Such a list is needed as a "litmus test." (In FCC Chairman Charles Tyron's words, of other information stations are required to give in the employment forms—a list of every full-time employee according to job title, sex and race.

Commissioner Tyrone Brown said there have been documented cases of stations inflating job titles of minority employees to make their EEO records sound better than they are. A salary ranking, he and others said, would allow the commission and the public to crosscheck job titles with their rankings, as a guard against "misclassifications."

The commissioner acknowledged there may be one hitch, however, in that such a ranking of employees, when seen by the employees themselves, might stir up internal personnel problems for station managers. He urged the commission staff to come up with an alternative for stations that object to a straight salary ranking.

Commissioner Margita White, who had led the move to revise the reporting form—to make it more reflective of real-life industry conditions, also backed the ranking proposal. She said she doesn't think it will "add to the paperwork burdens of broadcasters to any appreciable extent."

Chairman Ferris said he thought employees at small broadcast stations probably know one another's salaries anyway. "I don't think in any small entities you can keep secrets very well," he said.

The form approved by the commissioners makes no mention of handicapped employees, who have been considered for inclusion in the annual employment report. (Chairman Ferris said a separate proceeding and may result in the form being changed again some time in the future.)

In another action at the Tuesday meeting, the commission voted to go ahead with production of a list of prospective minority buyers of broadcast stations. The proposal stems from another by former FCC Commissioner Benjamin Hooks (now executive director of the National Association for the Advancement of Colored People) that would have required that 45 days' advance public notice be given of any station sale, to give minority buyers a chance to bid. The new proposal permits minority interests who want to buy stations to have their names posted at the commission.

The list, which is to be compiled by the commission's Office of Consumer Assistance, will give the prospective minority buyer's name, the type of broadcast facility he wants (AM, FM, TV) whether daylight or full time, location, price range, and "additional information."

In deciding to proceed with the list, the commission rejected an objection raised by the National Association of Broadcasters, which complained about the possible problems that might arise when the government acts as a station clearinghouse. Commissioners Brown and Fogarty said during discussion that they didn't understand NAB's objection. The area is a legitimate one for commission involvement, said Mr. Fogarty, and is also one where there should be cooperation between government and broadcaster.

Mr. Fogarty said he doesn't "want to be at odds with NAB," which he said has made "fantastic strides" in the area of minority affairs in the last year and a half. "We should try to be more cooperative," he said.

The commission also heard a progress report on recommendations made by its minority ownership task force a year and a half ago.

Among reported items: One radio station sale, WYCH-FM Hamilton, Ohio, made use of the tax certificate, which the FCC created as a spur to station sales to minorities. Another seller which has applied for a tax certificate had his sale approved Tuesday (WAWA-AM-FM Milwaukee, Wis.), and a sale and tax-certificate application for another is pending.

In addition, according to the report, the commission staff has identified seven stations that could take advantage of the new policy permitting station owners in license trouble to sell to minority owners at distress sale prices. There are five others that might qualify, but have to be considered one by one.

Chairman Ferris expressed pleasure at the news, saying that the commission's attempt to get more licenses into the hands of minorities appears to be working.

In a final EEO-related action, the commission approved a notice of inquiry to study the practice of time brokering in light of minority broadcast issues. Commission staffers, talking about the open-ended notice, saw problems and benefits in the practice. The notice gives prospective minority buyers an opportunity to make programs and sell commercials to fill them. The problems come in situations where very large blocks of time—as much as 20 hours in a week—are brokered away, said one. But, he added, there may be advantages in the system where brokers may be useful in serving areas with large ethnic audiences.
Recently, members of the Nebraska Conference of the United Methodist Church held their state-wide meeting in Grand Island. They asked KOLN-TV / KGIN-TV for help in providing their pastors with training in the use of electronic media.

The stations' Public Service Directors put together a workshop dealing with the many aspects of religious broadcasting. Individual sessions covered topics ranging from tips on ways to prepare for a television interview to suggestions on making religious news stories more appealing to the secular electronic press. A question-and-answer period wrapped up the program and participants left with a much clearer understanding of how the media can aid them in their work.

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The giving and the getting grow greater

Broadcasters' political gifts to congressional candidates since Aug. total $18,450, while cablecasters donate $11,825

The political giving committees connected to the National Association of Broadcasters and the National Cable Television Association have been busy over the summer and fall.

Since the first of August, the Television and Radio Political Action Committee (TARPAC), has doled out $24,400 in funds collected primarily from politically minded broadcasters to about 60 candidates for the House and Senate. CablePAC, although not quite as active, has managed to spend $11,825 on close to 60 candidates since July. It has spent $2,500 in campaign contributions thus far this year.

By the standards of some of the major labor and trade groups in the country, broadcasters and cablecasters are hardly big political spenders. But they are both keeping pace with their records of previous years and with congressional elections just days away last week, they weren't finished writing out their donations yet. Below is a list of their contributions and their own contributors since last reported (BROADCASTING, Aug. 28).

The information was taken from forms the political giving committees must file with the Federal Election Commission, the most recent posted 10 days before the general election.

TARPAC contributions to candidates from Aug. 1 to Oct. 23: Representatives: Rhode Island (R-III.), House minority leader, $500; Jim Wright (D-Tex.), majority leader, $300; William Steiger (R-Wis.), $250; Daniel Rostenkowski (D-Ill.), $200; James H. Quillen (R-Tenn.), $200; Elford Cederberg (R-Mich.), $750; Max Baucus (D-Mont.), $500; Lionel Van Deerlin (D-Calif.), chairman. Communications Subcommittee, $500; ($2,500 since last election); Richardson Preyer (D-Ohio), $300; Robert Gammage (D-Ariz.), $200; Carlos Moorhead (D-Calif.), member. Communications Subcommittee, $200; James Florio (D-N.J.), $200; Jack Brooks (D-Tex.), $100; Thomas Kastenmeier (D-Wis.), $100; Thomas Downey (D-N.Y.), $100; Ralph Metcalf (D-Ill.), who died last month, $100; Floyd Fitzian (D-Ind.), 110; Norman Lent (R-N.Y.), 110; Thomas Luken (D-Ohio), member of Communications Subcommittee, 500; Samuel Devine (R-Ohio), 250; Marc Marks (R-Pa.), member. Communications Subcommittee, 500; William Armstrong (R-Colo.), candidate for Senate, 250; Martin Russo (D-III.), member. Communications Subcommittee, 500; Peter Rodino (D-N.J.), 100; Norm Dicks (D-Wash.), 100; Wyche Fowler (D-Ga.), 200; Melvin J. Baldus (D-Wis.), 100; Edward Pattisen (D-N.Y.), 200; Thomas R. Harkin (D-Iowa), 110; James Florio (R-N.J.), 100; Samuel Devine (D-Wis.), 500; Ralph Metcalf (D-Ill.), who died last month, $200; William Cohen (R-Me.), candidate for Senate, $500. Also John K. Markay, Democratic candidate for the House from Massachusetts who lost in the primary, $100; and Ed Scoi, a Colorado Republican opposing House Communications Subcommittee member Timothy Winch (D-Colo.), $2,500; Senators: Peter Domenici (R-N.M.), $250; Robert Griffin (R-Mich.), ranking minority member, Senate Communications Subcommittee, $2,000; Edward Brooke (R-Mass.), $300; Charles Percy (R-Ill.), $500; Barry Goldwater (R-Ariz.), member Senate Communications Subcommittee, $200; Walter Huddleston (D-Ky.), $500; Howard Baker (R-Tenn.), Senate minority leader, $500.

Contributors to TARPAC: Roland L. Filsault, Springfield Television Corp., Springfield, Mass., $200; Bill Michaels, Storer Broadcasting, $200; Peter Storer, Storer Broadcasting, $200; William Carlisle, NAB vice president, government relations, $50 ($200 to date); David C. Adams, NBC vice chairman, $350; Vincenti Waslewski, NAB president. $124.98 ($499.98 to date); John Summers, NAB executive vice president and general manager, $60 ($240 to date); Robert W. Fergason, WTRF-TV Wheeling, W.Va., $200; Daniel W. Kops, Kops-Monahan Communications, New Haven, Conn., $100 ($200 to date).

CablePAC contributions to candidates from July 1 through Oct. 23: Representatives: Gus Yaaron (D-Pa.), $100; Thomas Ashley (D-Ohio), $100; Andrew Maguire (D-Ill.), $300; Matthew Rinaldo (D-N.J.), $100; Robert Giulimo (D-Conn.), $100; Dan Rostenkowski (D-Ill.), $200; Louis Stokes (D-Ohio), $100; George Danielson (D-Calif.), $100; Max Baucus (D-Mont.), $500; Bob Gammage (D-Tex.), $100; Henry Waxman (D-Calif.), member, House Communications Subcommittee, $100; Jack Brooks (D-Tex.), $200; Jack Brooks (D-Tex.), $100; Thomas Downey (D-N.Y.), $100; Thomas Kastenmeier (D-Wis.), $100; Thomas Downey (D-N.Y.), $100; Ralph Metcalf (D-Ill.), who died last month, $100; Floyd Fitzian (D-Ind.), $150; Norman Lent (R-N.Y.), $100; Thomas Luken (D-Ohio), member of Communications Subcommittee, $500; Samuel Devine (R-Ohio), $250; Marc Marks (R-Pa.), member. Communications Subcommittee, $250; William Armstrong (R-Colo.), candidate for Senate, $250; Martin Russo (D-III.), member. Communications Subcommittee, $500; Peter Rodino (D-N.J.), $100; Norm Dicks (D-Wash.), $100; Wyche Fowler (D-Ga.), $200; Melvin J. Baldus (D-Wis.), $100; Edward Pattisen (D-N.Y.), $200; Thomas R. Harkin (D-Iowa), 110.
$150. Senators Howard Baker (R-Tenn.), Senate minority leader, $400; Ted Stevens (R-Alaska), $250; Robert Griffin (R-Mich.), ranking minority member, Senate Communications Subcommittee. $800; Joseph Biden (D-Del.), $250, Strom Thurmond (R-S.C.), $500; Jennings Randolph (D-W Va.), $350; John Stennis (D-Miss.), $150; William Hathaway (D-Me.), $300; Jesse Helms (D-N.C.), $250, also Democratic candidates for the House. Tony Coelho (Calif.), $100; Brian Corcoran (Wash.), who lost in the primary, $100; John Markley (Mass.), who also lost in the primary, $100; John McCoy (Mass.), another primary loser, $100; Doug Brandon (Ark.), $100; William Raichford (Conn.), $200; Philip Snowden (Mo.), $200; Stan Kress (Utah), $25; Roy A. Boren (Okla.), $100; Glenn English (Okla.), $150; and one Republican House candidate, Joel Deckard (Ind.), $250, Democratic candidates for Senate. Andrew Miller (Va.), $250; Donald Fraser (Minn.), $250, who was beaten in the primary by broadcast station owner Bob Short, $300; and one Senate Republican candidate, Larry Williams (Mont.), $100.

Contributors to CablePAC (with personal mailing addresses): F. J. Bias, Viacom Pleasanton, Calif., $200; John Saeman, Daniels & Associates, Littleton, Colo., $200; John Goodard, Viacom Walnut Creek, Calif., $500; Gregory Lipak, CPI Inc., Austin, Tex., $125; Warren C. Reed, CPI, $120; Ben J. Conroy Jr., CPI, $200; G. M. Bates, CPI, $125; Robert K. Weary, Communications Services, Junction City, Kan., $500; A. J., Goneschein, Hughes Microwave Phoenix, $200; James N. Whitson, Sammons Communications, Dallas, $150; William J. Bresnan, Teleprompter, New York, $200; Richard S. Leghorn, Cape Cod Cablevision, Sarasota, Fla., $200, C. J. Young, Continental Cablevision, Findlay, Ohio, $200; McLean Clark, Big Timber Cable TV, Big Timber, Mont., $200; Christopher Derick, Vacom, Glen Rock, N.J., $150; G. Schneider United Cable, Eugene, Colo., $200; Lee Wallenham, Summit Communications, Winston-Salem, N.C., $150; John P. Raskoske, Continental Cablevision, Dover, N.H., $200.

Proposed

- WAVS(AM) Fort Lauderdale, Fla.: Sold by Radio Wavs Inc. to Gore Broadcasting of South Florida for $500,000 including assumption of $182,000 in liabilities. Seller is owned by Jordan E. Ginsburg, his son, Scott, and Roy H. Bresky, who have no other broadcast interests. They will have part interest in buying corporation, which is principally owned by Harold W. Gore, owner of WTOW(AM) Townson, Md., WGOR(AM) Toledo and WZIP(AM) Cincinnati, both Ohio; KLT(AM) Pomona, Calif., and WING(AM) Tampa, Fla., and part owner of KBZT(AM) San Diego. WAVS is 5 kW daytimer at 1190 kHz.

- KICS-AM-FM Hastings, Neb.: Sold by Apache Broadcasting Corp. to Highwood Broadcasting Co. for $475,000. Seller is subsidiary of Apache Corp., holding company with more than 50 stockholders and no other broadcast interests. Charles Swaett is chairman. Buyer is equally owned by James J. DePalma and his wife, Letilla. Mr. DePalma is account executive for ABC Radio Network and his wife is school teacher. Neither has other broadcast interests. KICS is on 1550 kHz with 5 kw full time. KICS-FM is on 93.5 MHz with 3 kw and antenna 155 feet above average terrain.

- WMFD(AM)-WEMA(AM) Wilmington, N.C.: Sold by Dunlea Broadcasting Industries Inc. to Village Radio of Wilmington Inc. for $445,000. Seller is owned by Louise Dunlea (42.4%), her son, R.A. Dunlea Jr. (39.4%), and her daughter, Emma Dunlea Hurley (18.2%). None has any other broadcast interests. Buyer is subsidiary of Village Broadcasting Co., principally owned by Roland P. McClameron Jr. and James A. Heavener, who owns WCBL(AM) Chapel Hill, N.C., and WBLG(AM)-WKOQ(AM) Lexington, Ky. WMFD is on 630 kHz with 1 kw full time. WEMA is on 109.9 MHz with 2.15 kw and antenna 350 feet above average terrain.

- WSFM(AM) Valparaiso-Niceville, Fla.: Sold by WSFM Inc. to Channel 13 of Las Vegas Inc. for $310,000. Seller, owned by Charles F. Wister, owns WPAS(AM) Zephyrhills, Fla. Buyer is owned by Arthur P. Williams and family who own KWM(AM) Salt Lake City. WSFM is on 1340 kHz with 1 kw daytime and 250 w night. Broker: Reggie Martin.

- WAYS(AM) Waynesboro, Va.: Sold by N. Wilbur Kidd to Mr. and Mrs. W. Warren Coleman, Mr. and Mrs. Leon P. Harris, Dr. and Mrs. Kenneth D. Bowman and Florence R. Ayers for $273,000. Seller has no other broadcast interests. Buyer is equally owned by three couples and Mrs. Ayers. Mr. Coleman is account executive at WAYS and owns gift shop in Waynesboro. Mr. Harris is employee of General Electric Co. Dr. Bowman is dentist. Mrs. Ayers is housewife. None has any other broadcast interests. WAYS is on 1490 kHz with 1 kw daytime and 250 w night.

- WAIL(AM) Baton Rouge, La.: Sold by WAIL Inc. to Venture Broadcasting Inc. for $256,000. Seller is principally owned by Mrs. Angie D. Burge, who has no other broadcast interests. Buyer is owned equally by Louis Bathe, owner of New Orleans restaurant and entertainment firm, and Dr. Victor Brown, obstetrician in New Orleans. Neither has other broadcast interests. WAIL is 1 kw daytimer at 1260 kHz.

- Other station sales proposed last week included: WLBB(AM) Rocky Mount, Va. (see "For the Record," page 71).

Approved

- WSMJ(FM) Greenfield, Ind.: Sold by
WQDI Inc. to Heftel Broadcasting Corp. for $1.3 million. Seller is partnership of Paul F. Braden and his wife, Ruth, and also owns WQPB-AM-FM Middletown, Ohio. Buyer is principally owned by Cecil Heftel, U.S. representative from Hawaii, and his wife, Joyce, and owns KGMD-TV Hilo, KGMB(AM) Honolulu and KGMY(AM) Walluku, all Hawaii and bought WLUP(AM) Chicago, subject to FCC approval (Broadcasting, June 12). WSJ is 50 kw on 99.5 mhz with antenna 490 feet above average terrain.

KVOX-AM-FM Moorhead, Minn.: Sold by Valley Communications Corp. to Broadcasting Co. for $800,000 plus $230,000 covenant not to compete and assumption of $55,000 in liabilities. Seller is principally owned by Richard Herbst and his brothers, Michael and Robert. None has other broadcast interests. Buyer is group owner of four AM’s, five FM’s and six TV’s headquartered in Wausau, Wis. Richard D. Dudley is president. KVOX is on 1280 kw with 1 kw daytime and 500 w night. KVOX-FM is on 99.9 mhz with 26.5 kw and antenna 170 feet above average terrain.

WNOK-AM-FM Columbia, S.C.: Sold by Capital Communications Inc. to Audubon Broadcasting Co. for $1,066,000. Seller is owned by J.C. Lewis Jr., who owns WLTX-TV Columbia and WCL-FM-TV Savannah, Ga. Buyer is owned by Pegram Harrison, Atlanta attorney with interest in bottling company in Pithon, Pa. He has no other broadcast interests. WNOK is on 1230 kw with 1 kw daytime and 250 w night. WNOK-FM is on 104.7 mhz with 100 kw and antenna 460 feet above average terrain.

WPIO(AM)-WYRN(AM) Brunswick, Ga.: Sold by Southland Radio Inc. to Southcoast Broadcasting Inc. for $450,000 plus $150,000 covenant not to compete. Seller is owned by James R. Wiggins, who also owns WQDI(AM) Homestead, Fla. Buyer is owned by Suburban Radio Group, owner of WQCD(AM) Belmont, WEGO(AM)-WPEG(AM) Concord, WSYM(AM) Valdese and WZKY(AM) Albemarle, all North Carolina, and WHV(AM) Hillsville, WJJJ(AM) Christiansburg and WVV(AM) Blacksburg, all Virginia. Suburban is principally owned by Robert R. Hilker and William R. Rollins. WPIO is on 790 kw with 500 w full time. WYRN is on 101.5 mhz with 100 kw and antenna 245 feet above average terrain.

WQDY-AM-FM Calais, Me.: Sold by WQDY Inc. to I.R.C. Inc. for $425,000. Seller is owned by Robert E. Smith and his wife, Mildred, who have no other broadcast interests. Buyer is owned by Daniel F. Hollingsdale, general manager of stations, who has no other broadcast interests. WQDY is on 1230 kw with 1 kw daytime and 250 w night. WQDY-FM is on 92.7 mhz with 3 kw and antenna 300 feet above average terrain.

KZAK(AM)-KTYL(FM) Tyler, Tex.: Sold by Oil Center Broadcasting Co. to Bryant Beverages Inc. (98%) and Dale E. Palmer (2%) for $415,000 plus assumption of liabilities. Seller is owned by Aubrey E. Irby, part owner of KIC(TV) Longview, Tex. (not yet on air), and Wilton Fair, who has no other broadcast interests. Bryant Beverages is subsidiary of Burke Beverage Co., bottling and real estate firm with no other broadcast interests. Alfred T. Burke is president. Mr. Palmer was general sales manager of KROZ(AM)-KXKY(FM) Tyler until March and now Burke employe. KZAK is on 1330 kw with 1 kw full time. KTYL is on 93.1 mhz with 4.8 kw and antenna 380 feet above average terrain.

Keyr(AM) Terrytown, Neb.: Sold by Western Nebraska Broadcasting Inc. to Jim Bickling and Milt Vandeven for $380,000. Seller is owned by G. W. Embree and Richard Baumgartner, who have no other broadcast interests. Mr. Bickling is former salesman at KMBN(AM) Bozeman, Mont. Mr. Vandeven is Bozeman city councilman. Neither has other broadcast interests. Keyr is 1 kw daytime on 690 kHz.

KSPQ(AM) Spokane, Wash.: Sold by Radio Spokane Inc. to California Newspapers Inc. for $350,000. Seller is owned by Richard B. Wheeler, who has no other broadcast interests. Buyer, publisher of San Rafael, Calif., Independent Journal and applicant for new TV at Santa Rosa, Calif., is owned by Justus John Craemer (40%), Wishard A. Brown (31%), Barbara B. Leibert (19%) and Norwin S. Yoffie (10%). Messrs. Craemer and Brown are part owners of, and Mr. Yoffie officer of KTLM-AM-FM San Rafael, Calif. Ms. Leibert owns real estate investment firm. KSPQ is on 1230 kHz with 1 kw daytime and 250 w night.

WICO(AM) Jackson, Mich.: Sold by Television Corp. of Michigan to Dudley Communications Inc. for $240,000. Seller is principally owned by Dorothy E. Wilson, president, who last month sold WLX-TV Onondaga, Mich. (Broadcasting, Oct. 23). Buyer is owned by Dallas D. Dudley who owns retail clothing stores in Lansing, Mich., and has no other broadcast interests. WICO is 5 kw day on 1510 kHz.

WRRK(AM) King City, Calif.: Sold by McCay Communications Inc. to Radio Del Rey Inc. for $184,800 plus $144,000 for 12-year agreement not to compete. Seller is owned by Robert T. McCay, of King City, who has no other broadcasting interest. Buyer is owned by John D. Feldman and Arthur B. Hogan (45% each) and David A. Ruleman (10%). Messrs. Feldman and Hogan are partners in Hogan-Feldman Inc., Encino, Calif., media brokerage firm and principals of KOWN-AM-FM Escondido, Calif., and KCMX(AM)-KKIC(AM) Escondido, Ore. Mr. Ruleman is part owner of KOWN-AM-FM. WRRK is on 1490 kHz with 1 kw daytime and 250 w night.

WBOX(AM) Bogalusa, La.: Sold by Mosley Smith Broadcasting to Northlake Audio Inc. for $220,000. Seller is principally owned by Donald J. Smith and his

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105 W. Adams Street • Chicago, Illinois 60603
Telephone: 312/621-7662
A joint venture of Walter E. Heller International Corporation and Oak Industries Inc.

wife, June, who have no other broadcast interests. Buyer is owned by Purvis M. Hall Jr., his wife, Elaine, and their son, Purvis M. Hall III (30% each), and Andrew M. Moses and Terrance L. Hickman (5% each). Mr. Hall Jr. is bank president and Mrs. Hall is housewife. Their son is announcer and program director at WBOX. Mr. Moses is station manager. Mr. Hickman is announcer at WFMF(FM) Baton Rouge. WBOX is 1 kw daytimer on 920 kHz.

- WCFR-AM-FM Springfield, VI: Sold by New England Broadcasting Corp. to Connecticut Valley Broadcasting Inc. for $200,000. Seller is subsidiary of Sconnix Group Broadcasting Inc. which owns WLNH-AM-FM Laconia, N.H.; WOCB-AM-FM West Yarmouth, Mass., and WDGK-AM-FM Oneonta, N.Y. Sconnix is owned by Scott R. McQueen, president, and five others. Buyer is owned by Frank P. Zezza (75%), Terri Lamb (20%) and her husband, George Lamb (5%). Mr. Zezza is officer and 15.6% owner of seller. Mr. Lamb is attorney for Springfield and Mrs. Lamb has no other broadcast interests. WCFR is 5 kw daytimer on 1480 kHz. WCFR-FM is on 93.5 mhz with 3 kw and antenna 300 feet above average terrain.

- Other station sales approved last week included: WCBV(AM) Cornville, N.Y.; KHLB(AM) Burnet, Tex.; and KHRT(AM-KSXT(FM) Walla Walla, Wash. (see "For the Record," page 72).

Comments digest

FCC office tries experiment and offers public summary of filings received in one inquiry; it hopes to spur greater participation

The FCC's Consumer Assistance Office is trying something new to stimulate public involvement in commission proceedings. It has prepared summaries of most of the comments filed in the inquiry concerning a proposed reimbursement of citizen groups participating in commission rulemakings (Broadcasting, Oct. 23) and is making them publicly available. The purpose is to aid persons who have filed initial comments as well as anyone else who is interested in filing reply comments.

The project, the idea of CAO Chief Belle O'Brien, is in the experimental stage. The commission, in announcing it last week, said if the effort proves successful as a means of facilitating broader participation by affected industry and consumer interests, the Consumer Assistance Office may propose that the procedure be employed in additional commission rulemakings.

The summary of the comments in the reimbursement inquiry was sent to some 500 persons and groups on the CAO's list to receive its Feedback publication, which provides information on inquiries and rulemakings issued by the commission. Additional copies are available at the commission's public information office.

The comment summaries—most are composites of several parties' views—were prepared by Gerald M. Goldstein, an attorney in the Cable Television Bureau, who was detailed to the CAO for the project.

Reply comments in the reimbursement inquiry (Docket 78-205) are due Nov. 16.

Latest round in the networks' antitrust fight

Judge finds for ABC and CBS on one count in case brought by Justice Department alleging monopolization, but turns down other motions to dismiss

CBS and ABC won one argument but lost several others in the latest of their efforts to win dismissal of the antitrust case the government has filed against them. U.S. District Court Judge Robert J. Kelleher dismissed a charge that the networks monopolized the "relevant market composed of national commercial television network prime time entertainment programs." But he denied other motions, including one to dismiss allegations that the two networks monopolized submarkets composed of their respective prime time entertainment programs.

Judge Kelleher, in issuing the order in the case that originated with suits filed in April 1972, indicated he was losing patience with the slow pace of the proceeding. "These cases, sadly, continue to crawl in their labyrinth fashion towards trial," he said by way of introduction. He said that with the issuance of the order, the government will not be required to further define its allegations, and added that he expects there will be no further disputes regarding the scope of permissible discovery, and reminded counsel for both sides that a Dec. 31 cut-off date for discovery remains "in full force and effect."

An interested bystander in the proceeding is NBC. Originally named a defendant along with CBS and ABC, NBC signed a consent order under which the government dropped its charges in return for the network's agreement to accept a number of limitations on its operations. However, a number of the provisions would not become effective unless similar ones were adopted by the other networks as a result of agreements or court judgments.

That judgment is itself the subject of litigation; CBS and a number of major producers are now before the U.S. Court of Appeals for the ninth circuit in their effort to have the decree invalidated.

Judge Kelleher dismissed the allegation regarding the networks' monopolization of the "national commercial television network prime time entertainment program market" on the ground that the Justice Department had failed to specify the "special" features it said were coupled with the approximately 33 1/3% of the prime time market each enjoys. (Indeed, he said the government had been
"obscure to the point of evasion" on the issue. Market share alone is not enough to determine the presence of power barred by the antitrust law, Judge Kelleher said.

The allegations regarding submarkets, which involve the networks' own programs, were another matter. Judge Kelleher said that although there might be some competition among the networks in the primary market, the networks may have undue power over those who supply them with programs. He noted that Justice proposes to offer evidence that the networks, for instance, refuse to consider independently produced series unless they also receive options to develop the idea into a pilot, and then into a series which is pre-ordered each year "at a pre-set price."

The networks had also asked the court to dismiss the Justice Department's allegations they had engaged in unreasonable restraint of trade in both the primary and submarkets. They claimed that Justice's relatively recent addition of the primary market as an area of anticompetitive conduct prejudices them, and requires dismissal of the charges of unreasonable restraints of trade. Judge Kelleher said the argument was a strong one, but not strong enough. He rejected it.

Judge Kelleher's order provides another document for the collection of the FCC's network inquiry staff. The case covers many of the issues with which the inquiry is concerned.

**Broadcasters accused of possible campaign violations**

**Allegations of improper political contributions against executives at WAPE Jacksonville and its licensee go to federal grand jury**

A federal grand jury in Asheville, N.C., is expected to hear a case today (Nov. 6) against a North Carolina broadcaster who has been under investigation for allegedly illegal campaign contributions, an FBI source said.

The broadcaster, Stanley N. Kaplan, who with his wife, Harriet, is majority stockholder of Sis Radio Inc. of Charlotte, N.C., was reported by Florida and North Carolina newspapers to be under investigation for contributions to the unsuccessful U.S. Senate campaign of Luther Hodges Jr. in North Carolina.

Sis Radio owns WAPE(AM) Jacksonville, Fla., and WAYS(AM)-WROQ(FM) Charlotte. The newspapers reported the investigation stemmed from charges Mr. Kaplan borrowed money from a North Carolina bank and distributed it among associates (including three at WAPE) to contribute to the Hodges campaign. It was also reported that Mr. Kaplan and his wife each contributed $3,000, the maximum allowed by law.

The FCC two weeks ago approved the sale of WYD-FM Palatka, Fla., from Hall Broadcasting Co. to Sis Radio Inc. (Broadcasting, Oct. 30). At least two companies—Torrid Broadcasting and Rounsvaile of Jacksonville Inc.—filed petitions with the FCC, citing the investigation and asking for denial.

In an answering petition, Sis Radio said, "There is clearly no merit to the contention of Torrid and Rounsvaile that the 'allegations' concerning potential violations of federal law by a Sis Radio Inc. principal and WAPE's key personnel obviously must be fully investigated before an informed public interest determination can be made with respect to the proposed assignment and modification of facilities of WYD-FM."

Granting the application, the petition said, would not prevent further FCC action in the event formal criminal charges "are preferred against any of Sis Radio's principals..."

**Media Briefs**

**Happy's happy.** FCC, in initial decision released last week, granted one-year license renewal to Happy Broadcasting Co. for WPWC(AM) Quantico, Va. Case was designated for hearing last January to determine if licensee, principally owned by Ray Woolfenden Sr., had misinterpreted facts or lacked candor in filing technical data in its 1975 renewal application. Mr. Woolfenden, who acquired station several months before renewal time, was unfamiliar with engineering requirements of application and completed engineering section using untimely equipment performance data. Although corrections were later filed with FCC engineers within required time limits, application was not formally amended. FCC ruled that given Mr. Woolfenden's lack of experience in radio technology and the generally minor importance of errors, facts did not justify lifting license but that to insure compliance, FCC would reassess licensee's qualifications after one-year period.

**Buffer zone.** National Association of Broadcasters has asked U.S. Court of Appeals in Washington to invalidate memorandum of understanding between FCC and Equal Employment Opportunity Commission because it removes layer of insulation between broadcaster and FCC. NAB said that, traditionally, when discrimination complaint isn't settled at EEOC, matter can go to court before FCC gets involved. But under July 27 memorandum, FCC, which can invoke fines, short-term or conditional license renewals, can get involved from start.

**In the money.** WUHY-FM Philadelphia was awarded $1 million grant by Corporation for Public Broadcasting under program to help stations in top 15 metropolitan areas to significantly improve quality of programming service. It is CPB's second such grant—the first went to KUSC-FM Los Angeles. WUHY-FM management will use funds to get "thoroughly professional air sound," develop its public affairs service, advertise, produce NPR programming, buy equipment and hire personnel.
Ferris praises and pushes public broadcasting

At NAEB convention in Washington FCC chairman lauds service for programing and technological contributions, urges cooperation with commercial broadcasters and no let-up in engineering area

FCC Chairman Charles Ferris told the National Association of Educational Broadcasters in Washington last week that public broadcasting can enrich more by example than the FCC can by regulation.

He said educational broadcasters can "spur innovation by commercial broadcasters" in programing and program delivery and become an essential part of a process to reduce government regulation of all broadcasting.

"If public broadcasting is bold, controversial and imaginative, commercial broadcasters can and will be encouraged to meet the challenge. No regulation can achieve what one effective producer in public broadcasting can accomplish by demonstrating the full power, range and impact of the electronic media," he said.

The price paid for public broadcasting, Mr. Ferris said, is small compared with the benefits it provides. He said a commission inquiry staff is studying the public system "as a prototype for future networks that may give local stations a far wider choice among simultaneously available programs."

The chairman said that he will continue his "strong support" of a well-funded and independent public broadcasting system, that support should reach the billion-dollar-a-year level and that direct funding by viewers and listeners is an essential part of the mix of funding sources that helps public television keep its independence.

During the past year, he said, the commission has taken steps to reduce UHF "snow" and to open up the noncommercial FM band for more full service public radio stations. The commission has asked for comments on the Corporation for Public Broadcasting's proposed table of noncommercial FM assignments and proposals to grade television sets, allowing consumers to determine which will better receive UHF stations.

Also, Mr. Ferris said the United States is seeking "a significant expansion of the AM radio band at next year's World Administrative Radio Conference. If we are successful at WARC, I believe we should seriously consider assigning a major portion of this increased spectrum to public radio."

But, the chairman said, the FCC is obligated to see that noncommercial frequencies are reserved for noncommercial use. "We must be able to make rational decisions on what entities are entitled to apply for and remain on these reserved frequencies," he said.

Pressure for scarce frequencies has led the commission to reconsider definitions of organizations qualified to apply for these reserved channels, Mr. Ferris said. And, he added, that pressure has led the FCC to question whether its policy of letting one organization control two public radio or television stations in the same city is still valid.

He urged educational broadcasters to cooperate with commercial broadcasters (citing two ventures involving public stations and two commercial networks) and to keep "in the forefront" of technological developments. An example of the latter, he said, would be using cable as an outlet for programing. Also, he said, educational broadcasters could "take the lead" in teletext or viewdata services, in which textual information sent during broadcast intervals is stored, and can be called up at will on home screens. One other possibility, the chairman said, was public broadcasters entering the home video disk market.

NAEB peers through mist for a look at future of public broadcasting

Annual convention emphasizes that everything's subject to change, only no one's sure quite how

Broadcasters at the National Association of Educational Broadcasters convention last week in Washington learned that while one of the many voices in determining the future of public broadcasting may be their own, they are only one voice among many who seem to have something to say about it, especially on financing.

NAEB President James Fellows said the future of public broadcasting will be affected by things over which public broadcasting has little control. The convention (attended by some 2,100) appears to have been an attempt to put a great number of divergent groups making up public or educational broadcasting in touch with a great many issues that could undergo dramatic revisions in the next year to 18 months.

The convention's theme was diversity, but its focus was the future.

Several of the public broadcasting groups are attempting to get their own houses in order, and Congress, the FCC and the administration are doing a bit of tidying up on their own. Resulting from all this is a giant case of self-analysis. But so far, no answers. Planners are looking at what appears to be a monumental task—essentially changing the course of public broadcasting—but with glances toward the
Kodak salutes a pair of winners with at least two things in common: Both are repeaters—the second time around for Larry Hatteberg, the third for KTVY-TV. Both are expert in the important art of capturing news on film. As this year’s news photographer winner, Larry is the first recipient of the Kodak Ernie Crisp Award.

This year’s NPPA television news photography competition was the largest. A distinguished panel of judges considered more than 700 entries submitted by 305 stations and the three commercial television networks.

The judges estimated that between 60 and 70 percent of the entries originated on film, the remainder on videotape. Eighteen of the 20 individual news photography awards went to film entries.

Regardless of the medium by which it is realized, Kodak congratulates the winners for their achievement. We hope that future NPPA competition will continue to stimulate a striving for excellence in this profession which is so important to our society.

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Because of the mountainous nature of WNNE-TV's southern New England market, they needed to locate their tower and transmitter on Mt. Ascutney, 2,170 feet above average terrain. It's 34 miles by road from their studio. The last mile to the transmitter site is a steep, narrow, twisting trail. From an hour plus travel time in nice weather, but from November to March the site is accessible only by snowmobile and snowshoe.

Due to the remote location of the transmitter, NEC's reputation for high reliability was an important factor in weighing what brand to buy. The use of high-powered transistors and high-gain tubes have reduced the total number of tubes used. Solid-state exciters/drivers offer additional reliability and high-standard color characteristics over conventional transmitters.

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Carnegie report on the future of public broadcasting, expected out in January (although some say that is optimistic).

Carnegie has been silent on specifics of any plan, and following its lead in this too, so has everyone else. For instance, at the convention’s closing session (“The Future of Public Broadcasting”), two of four scheduled participants didn’t show and the others didn’t tell anyone where public broadcasting was heading. The emphasis was on technology, with PBS Vice Chairman Hartford Gunn saying that the technology was already present to do any number of things, but it had to be directed and managed.

Frank Mankiewicz, president of National Public Radio, said his eyes “glaze” over whenever “telecommunications” is mentioned. He said he had lived through enough predictions to see that many of them were “premature,” and that public broadcasters should not underestimate inertia and the enormous investments that must be made before sweeping change can come about. He said talk about technology is often a sign that people are shying away from talking about programing.

In the end, however, Mr. Mankiewicz didn’t come out against technology or change, and agreed with Mr. Gunn, Lillie Herndon, chairman of the board of the Corporation for Public Broadcasting, and Florence Monroe, outgoing chairman of NAEB’s board (the new chairman is Donald Quayle), that the public broadcasting community would have to be together on as many issues as possible.

Meanwhile, there is obviously some progress in getting the various plans under way. One step, which will probably have significance well beyond the future planning stage, was the formation of the Inter-regional Council on Public Telecommunications Policy and Planning, representing a joining together of the four regional public television groups. The group will be one source of information and ideas from the stations to the PBS plan, but will also work on policy issues and continuing problems outside PBS. It is not anti-PBS, Mr. Fellows said, but licensees have things to be done outside the national programing service.

One plan that will influence the others is the proposed rewrite bill. Its author, Representative Lionel Van Deerlin (D-Calif.), got his message across by letter.

Support for spectrum-fee plan urged by Van Deerlin to provide insulated funding and get away from governmental budget reviews

Mr. Van Deerlin urged public broadcasters to support the portion of his rewrite bill that some commercial broadcasters feel is the most repulsive—spectrum fees. These fees, he told public broadcasters in his letter, would be used in part to finance an endowment, “thereby removing program funding from the annual governmental budgetary review process.”

He said he was “disturbed” by the apparent lack of interest by public broad-
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castings in the proposal. Few, he said, were willing to take a strong position. "I understand that you have some questions about how much money the fee mechanism would generate, and how much of this would go to the endowment. These uncertainties will be cleared up in the next draft," he said.

Support for the spectrum fee concept is growing, he said, "but if the link to public broadcasting is to be made, we need your help in explaining the need for such insulated funding."

That public broadcasting has initiated various studies on its future is a sign it has come of age, he said. He urged planners to keep in mind two principles. First, an insulated mechanism for financing is essential to the independence of the system. "I am confident that the [public broadcasting financing] bill as passed represents no intrusion into the programing judgments of stations. However, as long as government controls public broadcasting's purse strings, the pressures on Congress to take a more active role in guiding your operations surely will increase," he said.

The second principle, Mr. Van Deerlin said, is that public broadcasting "was never meant to be a carbon copy of our commercial broadcast system, either in structure or program content." The success of noncommercial broadcasting cannot be measured by ratings or revenues, he said.

**Public television's future, according to Gunn, is tied up in advancing technology to provide more program choices**

To someone just looking in, it would seem public broadcasting is obsessed with the future. Hartford Gunn, vice chairman of the Public Broadcasting Service, said in the next half year noncommercial broadcasters will get what amounts to a plan—a month—six in all, from PBS, from the House Communications Subcommittee in its rewrite of the rewrite of the Communications Act, from the Carnegie Commission, from the National Telecommunications and Information Agency and from the Corporation for Public Radio.

Now public broadcasting is struggling to come up with various plans, but in a few months it will be struggling to put them together.

In a session concerned with the future, Mr. Gunn, who has already published his own ideas on the subject and who is heading PBS's efforts to come up with a plan, pointed out some things all these future planners will have to consider.

Technology, of course, was foremost among them. He talked about increased penetration of cable (it passes half of all television homes now) causing a significant fractionalization of commercial television audiences and said that some pay cable systems will eventually become networks. Adding to that fractionalization will be "superstations" ('Broadcasting, Oct. 30)—single commercial stations hooked up by satellite to cable systems reaching hundreds of markets.

Additional programing is coming from overseas and advances in fiber optics will give viewers choices of hundreds of channels.

Mr. Gunn said all the technology that will be used in the next decade is available now, but problems are application and marketing.

Some troubles ahead because of it? It could lead to confusion among viewers, who must adjust not only to increasing numbers of programs to choose from, but of increasing numbers of services. The various broadcast outlets will be in ever increasing competition for programing and audiences, Mr. Gunn said. Also, he said public broadcasters might be faced with decreased funding from a public that would have many more viewing choices. Other problems are inflation (with huge increases in construction costs), a need for more efficient, energy-saving plants and equipment and fast-growing audiences in the 25-39-34 and over-65 age groups, he said. And, he said, whether a problem or not, government influence on public broadcasting would diminish, but would probably increase.

Some solutions Mr. Gunn suggested included his plan for two public television program services, the development of public broadcasting's own talents and more broadcast channels and possibilities of serving cable systems. Also, he said, noncommercial broadcasting could "go back to where it all began"—local programing.

**Brown: more for minorities; Shooshan and Geller: added channels, insulated funding**

FCC Commissioner Tyrone Brown said at a luncheon sponsored by NAEB's Minority in Telecommunications Committee that public broadcasters had done innovative things in many areas, but were not doing much more than commercial television in providing minority programing.

Two other speakers were Harry M.
Donahue—A Success Story to Tell and Sell!

The Emmy winner that outdoes the competition, especially with women 18-49.

The numbers show what the competition knows—everyone's watching DONAHUE! That's because it's the talk show with a difference. Emmy winner Phil Donahue knows how to handle the issues, the audiences and special guests — that's what makes his show number one in most markets across the country!

Always informative, definitely interesting; DONAHUE's timely programming fulfills part of your public affairs obligation. Women 18-49 are looking to get on the DONAHUE bandwagon, so don't miss out on this audience-grabbing opportunity — DONAHUE. For more information about specific ratings in any of our 154 markets, contact Don Dahlman at (513) 352-5955.

Look how DONAHUE delivers the audiences you want to reach on more stations across the U.S.!!

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RATINGS AND SHARES—The numbers prove DONAHUE pulls in markets big and small!

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WOMEN—DONAHUE's number one with women on: KOLD Tucson — WBTV Charlotte — WITI Milwaukee — WJBK Detroit — and WTWO Terre Haute.

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*Source NSI May '78. Estimates Qualifications on request.

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(Chico) Shooshan, chief counsel for the House Subcommittee on Communications, and Henry Geller, Commerce’s assistant secretary for communications and information, who each said the next Congress was a crucial one for broadcasting.

Mr. Geller said several issues, including insulation of public broadcasting funding from federal interference, were deliberately held back from the public broadcasting funding bill (to be signed “shortly,” President Carter told the convention by letter), pending completion of the Carnegie report on public broadcasting’s future.

Just three days after FCC Chairman Charles Ferris said he favored giving priority for additional AM frequencies to public broadcasters, Mr. Shooshan said Subcommittee Chairman Lionel Van Deerlin (D-Calif.) has a “clear commitment” that such a priority ought to go to minority broadcasters. Diverse programing, he said, can come from diverse ownership. Mr. Geller, too, said minorities should get preference for additional facilities through VHF drop-ins, extra AM’s from the 1979 World Administrative Radio Conference or the breakdown of clear channels.

Mr. Shooshan emphasized Mr. Van Deerlin’s message to the convention—that spectrum fees proposed in the rewrite bill are linked to public broadcasting. It is important, he said, to take money from the spectrum fee to fund public broadcasting. He said the money would be shifted to an endowment or trust fund, and then to public broadcasting to provide insured funding.

But “insulated funding,” Mr. Brown said, is illusory. If the government provides support, there are strings attached, he said “If I were in your position, I would be seeking ways to get it other than through direct government funding.”

What are the goals of PTV? Some members say more and better programs, a bigger fight for dollars and audience, and long-range leadership

“Speak Out” is a session started last year that encourages various NAB members to say openly what’s on their minds. Wayne Coy, a Washington communications attorney with public broadcasting experience, proposed a self-regulatory group—“your own policy body” to regulate public broadcasters. Edward Pfister, president and general manager of KERA-TV Dallas, predicted the demise of public television if it continued to go over “more money, more programs, more audiences, wider support, more money...” O. Leonard Press, executive director of the Kentucky Educational Network, arguing for station autonomy, said, “If we are ever trapped into thinking we can speak with one voice, I guarantee you that voice won’t be ours.”

Robert Ellis, general manager of KAET-TV Tempe, Ariz., proposed alternative ways to raise funds, including allowing advertising on one of public broadcasting systems (“limited commercialization”) and using the vertical interval for sending commercial information. Jack Caldwell, general manager of WCNY-TV Springfield, Mass., said public broadcasters should use all their competitive instincts and not apologize for reaching large audiences.

Another speaker, Frederick Breitenfeld Jr., head of the Maryland Center for Public Broadcasting, said public broadcasting may be a “schizoid” child. One parent, he said, the Ford Foundation, gave a taste for independence, experimentation, daring and freedom; while the other parent, government, “made us acquisitive, mild, obsequious, responsive to all demands.” The result, he said, is that “indoors we are giants of classic oratory; in the glare of sunlight, we become street beggars.”
We knew our Digital Noise Reducer was something special—now it appears the industry does too. We are proud to accept this coveted Emmy for Engineering Achievement on behalf of our Model 9000 Digital Noise Reducer.

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The Model 9000 Digital Noise Reducer analyzes incoming video signals on an element-by-element basis, achieving a dynamic 12 db signal-to-noise improvement with up to 15 db available for special applications.

It provides significant operational value where low lighting or streaky chroma-noise makes picture quality poor. With our Model 9000 Digital Noise Reducer, a marginal noisy input color signal becomes a broadcast quality output signal. And no objectionable artifacts are introduced at normal settings.

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Make your picture a winner with our winner as so many TV stations and production houses already have. The Thomson-CSF Model 9000 Digital Noise Reducer.
Bates purchases Campbell-Mithun, total billings top billion dollars

Minneapolis shop brings in about $130 million annually, will retain name, operate autonomously

In what is believed to be the largest agency acquisition in advertising history, Ted Bates & Co., New York, has agreed to purchase Campbell-Mithun Inc., Minneapolis, which will bill an estimated billings of $130 million this year.

The Bates transaction, if approved, surpasses the previous high-mark acquisition in 1972 by the Interpublic Group of Companies Inc., New York, of Campbell-Ewald Co., Detroit, which had $122 million in billings at the time (BROADCAST-ING, June 5, 1972).

According to Bates, the purchase of C-M and the agency's recent acquisitions in Norway, Australia and domestically will place Bates over the billion-dollar billings mark on a worldwide basis.

Terms of the agreement were not announced by either of the privately held agencies. The board of directors of each company has approved the agreement, subject to ratification by shareholders. A letter of intent signed by the two specifies that Campbell-Mithun will retain its own identity and name, and continue to operate autonomously.

Robert E. Jacoby, chairman and chief executive officer of Bates, said that C-M's management, board and executive committee would continue as structured and will operate and manage its corporate affairs and business as it had before the Bates purchase.

Stanford Blunt is chairman and chief executive officer of Campbell-Mithun. George Gruenwald is president.


In 1977 Bates had worldwide billings of more than $750 million, of which roughly half derived from international activities (Bates has 37 overseas offices). Bates' domestic broadcast billings last year totaled about $215 million.

Bates allots almost 70% of its total U.S. expenditures to television and radio. Among the larger broadcast spenders this year have been Borden; Bristol-Myers, Carter-Wallace, Colgate-Palmolive, Electrolux division of Consolidated Foods, ITT Continental Baking, Maybelline; Matsushita Electric of America, National Airlines and Ocean Spray Cranberries.

Campbell-Mithun had billings of about $120 million last year, of which $58 million were in radio and television. The agency's biggest account in broadcast is General Mills, but other substantial spenders are G. Heileman Brewing, West Bend (appliances), Litton (microwave ovens), Land O'Lakes (dairy products), Kroger, Tonka (toys) and Honeywell Inc.

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

... there's a Sintronic FM transmitter 400 miles off the coast of Senegal, on the tropical Cape Verde Islands. There are Sintronic AM, FM, and shortwave transmitters in 35 countries. (And now there's a brand new line of Sintronic FM transmitters!)

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FCC forces station to take five-minute political spot

Minnesota country station that turned down Senator Anderson overruled by 4-2 commission

A Minnesota country music station that had refused to sell a Senate candidate five minutes of program time has to do so, the FCC voted last week.

Acting on a complaint from the campaign of Senator Wendell Anderson (D-Minn.), the commission said WKQO(AM) Hibbing, Minn., violated two political broadcasting rules—one requiring a station to grant "reasonable access" to candidates for federal office, the other requiring it to charge its lowest unit rate. According to the commission's Complaints and Compliance Division staff, WKQO had refused the Anderson campaign’s request to purchase a five-minute program on the station on the ground that it doesn’t sell five-minute spots to anyone. And if it did, the station said, it would charge $36.40, which the staff pointed out is 13 times, not five times, its lowest charge for one minute of time.

On a 4-2 vote (Abbott Washburn was absent), the commissioners decided in favor of the Anderson campaign, noting that the FCC’s political broadcasting primer states that a station cannot refuse to sell a candidate more than one minute of time. Two of the commissioners voting with the majority indicated their disaste for the rule, Commissioner Joseph Fogan- ty saying he didn’t understand the reason for it, and Commissioner James Quello saying it ought to be changed.

Commissioner Robert E. Lee, joined in the dissent by Commissioner Margita Ginsburg, wondered what would be the result if the case involved a request for a half hour of time instead of five minutes. Commissioner answer from Arthur Ginsburg, chief of Compliance Division. The commission can deal only with one case at a time and in this one the staff deems it a “public service” for the station to afford...
Until now, Billy's nightmares began when he woke up.

*In 1976, over ½ million children like Billy were beaten, burnt, raped, stabbed and just generally busted up by their parents. Those are the cases we know of. There are thousands more that go unreported and unmended. Child abuse is a problem many people would rather just turn their backs on, not even think about.

KBTB-TV in Denver thought about it. Then they did something about it. They produced a 30-minute documentary that brought the realities of child abuse in Denver out into the open. It was an upsetting documentary that was often hard to look at. But it was a documentary that proved that something drastic had to be done about child abuse.

Because of the documentary, things started happening in Denver. A law was passed that made it easier for judges to strip away the parental rights of parents who continually abused or neglected their children.

That new law brought hope to a young girl who had been brutally burned by her natural parents. Her foster parents took her case to court. And won the right of legal adoption. Something that couldn't have happened just three months before.

Now, there are 19 chapters of Parents Anonymous in Colorado. A group of admitted child abusers who seek help. And find it.

KBTB-TV didn't wipe out child abuse in Denver, but they cared enough to do something about it. You see, the affiliates of Combined Communications Corporation don't just broadcast news and entertainment, they become involved in their communities.

Taking responsible action is the most important thing we can do.

Combined Communications Corporation
P.O. Box 25518, Phoenix, AZ 85002

*NEWSWEEK, Oct. 10, 1977
the requested five minutes. Some candidates cannot get their messages across in just one minute, Mr. Ginsburg said.

FCC Chairman Charles Ferris, in supporting the action, said political campaigns are bound to inconvenience a lot of people, including broadcasters. By refusing to grant time, a station is influencing the tactics of a campaign, he said, and that, in his opinion, shouldn’t be allowed.

Commissioner Margot White, in her dissenting statement, called the action a “blatant intrusion on the First Amendment rights of broadcasters and overreaches the commission’s statutory authority.”

Airing the issues at an AAAA regional

Broadcasters, advertisers and agencies talk retailers, clutter, odd-length spots

Television stations were urged last week to learn more about retail-business needs and problems if they want to increase TV’s share of retailer ad dollars.

Carole Gordon, broadcast director of Gimbel’s, New York, stressed that retailers often have to get on the air quickly, but they also need the flexibility to cancel out on short notice if, for example, expected merchandise has not arrived.

“Our sale may be on for three days this week,” she said. “Next week is not going to do us any good.”

Ms. Gordon was featured speaker on a panel session on retail advertising and television at a regional conference of the American Association of Advertising Agencies in New York. Participating in the panel were a group of New York station sales executives who responded to Ms. Gordon by saying stations often cannot accept a commercial in a specified position on short notice or cancel an ordered spot, but stressing they try to be as accommodating as possible.

Richard Gottlieb, director of retail marketing, ABC Owned Television Stations, suggested that one way that the gap separating retailers and broadcasting can be bridged is for agencies to staff retail accounts with people of that type of background and not just packaged-goods experience.

William Lucano, manager of sales development and marketing, WNBC-TV New York, in replying to a question on how retail production costs may be lowered, suggested that three or more commercials might be produced on the same day. Ms. Gordon said pre-planning is helpful, although she conceded that “some things just must be tried in the studios.” Sherman Wildman, general manager, retail sales, CBS Owned Television Stations, said CBS’s research shows that in retail advertising, “it is best to make the merchandise the star, rather than models, which can add to the cost.”

In another session, dealing with television advertising in general, Gene DeWitt, vice president and media director of BBDO International, responded to a question on whether to reduce “clutter.” He said that to his knowledge there has been virtually no research on what viewers think: What is the optimum number of commercial interruptions the audience would find tolerable?

There seemed to be unanimity among the panelists on the issue of agencies bypassing station representatives and dealing directly with TV stations, as is being practiced by J. Walter Thompson (“Closed Circuit,” Oct. 2). The consensus was that advertisers would not find this approach more economical in the long run, and stations would be deluged with paperwork that now is being handled by the national rep.

One question led to a discussion on odd-length commercials. William E. Cameron, senior vice president and corporate director of TV programming, Needham, Harper & Steers, New York, felt that testing of 10-second TV spots will continue and said there’s a possibility in the future of “clustering” commercials. Robert Fennimore, vice president and national sales manager of WOR-TV New York, ventured that odd-length commercials are not likely to take hold in the near future, but said the station had been approached about accepting 10-second, 15-second and 45-second spots.

Agriculture Department mounting media campaign to teach good nutrition

The U.S. Department of Agriculture will conduct a $550,000 multimedia campaign, including television spots, to inform children about good dietary practices.

Assistant Secretary of Agriculture Carol Tucker Foreman said it will be the first major federal government study to “explore how nutritional messages in various media can help children improve their dietary practices.”

The messages, targeted at children 5 to 12, will encourage them to eat breakfast, nutritious snacks and more fruits and vegetables. These children, Ms. Foreman said, watch “an average of two hours of food commercials each week on television. The department wants to offer positive nutrition messages to help children make wise food choices.

Representatives of the Children’s Television Workshop, the three major networks, the advertising and food industries, public interest groups and nutrition educators have helped in developing research guidelines for the campaign. The department is seeking proposals from advertising agencies, universities, research firms and others to do research needed for the development of messages, strategies and materials. Preliminary testing of mass media materials will begin this year, in preparation for community-wide testing next year.

Communicating a corporate image

ANA workshop worries about government control of such advertising through taxes

Latest developments in corporate advertising, with particular emphasis on threats of government control and use and misuse of such advertising, were discussed at a one-day workshop conducted in New York by the Association of National Advertisers.

George W. Alport, president of the ANA, warned against moves by some congressmen to persuade the Internal Revenue Service to change its rules and classify corporate advertising as “grass roots lobbying,” even when there is no appeal in the ad itself to the public to act or petition Congress. (Expenditures for “grass roots lobbying” are nondeductible.)

As to the consequences, Mr. Alport said, at the minimum it would open the door to challenges by anyone in or out of government as to the propriety of corporate communications.

“At its maximum, it could even raise the specter that support through advertising of a publication which took an editorial position on legislative matters should be considered a lobbying expense by the advertisers,” he contended.

In a presentation to the group, Robert S. Marker, chairman of the executive committee of Needham, Harper & Steers, and Barron Biederman, senior vice president of the agency, stressed that care should be exercised in creating and implementing corporate advertising. They focused on what they considered to be mistakes in corporate advertising.

They made these suggestions: Make sure the advertising relates to the audiences’ needs and not to the advertisers’; it’s not always the best idea to answer all attacks head-on, inasmuch as the ad may be repeating attacks the audience was not aware of; do not hedge the objectives and the strategy of the campaign; conduct research on a continuous basis, not every year or two; slogans are useful but they are never a substitute for a missing idea; do not advertise unless issues lend themselves to advertising; corporate advertising is different from product advertising, with the former focusing on a single selling proposition and the latter ranging over a number of issues.

George P. Norton, vice president of advertising, General Telephone & Electronics Corp., New York, outlined the activities of GTE in the corporate advertising area since 1958 when the company embarked on a diversification program and the need for strong identity became important. Mr. Norton said the company’s corporate advertising including extensive use of television, always has stressed GTE’s technical competence in developing products and services that will contribute to a better life for many people.
Daytime Programming...
What's New and Different?

We're turning the pages of Family Circle into an exciting half-hour resource digest for the active independent homemaker.

Take one brand new empty suburban house as an on-location set...

Give its halls life and fill them with the realistic daily encounters of the active, independent homemaker...

Add the sparkle and enthusiasm of Anita Gillette, the staff expertise and research of Family Circle Magazine and the immediacy of television cameras and you have a vital, useful new daytime series.

Anita Gillette hosts the first on-location, daytime series that gives women what they really want!

- Daily strip, half-hour
- Hosted by Anita Gillette, star of stage and screen.
- With the full resources of the most widely read women's magazine: 17,000,000 readers; more women 18-49, more women with kids under 6, more women with household incomes over $15,000, than any other women's magazine
- With a family of experts
- Featuring celebrity guests
- Produced on-location, away from the studio environment
- Exploring such subjects as: child care, personal relationships, health, beauty, fashion, furnishings, decorating, food, gardening and more
- Built-in promotional and marketing tie-ins
- Innovative, counterprogramming available January '79.

A HUGHES TELEVISION PRESENTATION
PRODUCED BY PERIN/STEEG PRODUCTIONS, INC.
NATIONALLY SYNDICATED AND MARKETED BY SYNDICAST SERVICES, INC.
For further information contact: Syndicast Services, Inc. (212) 751-3394
DOE official turns heat on NAB, RAB

Barrow charges improper tactics were used to get radio included in paid conservation campaign.

A Department of Energy official complained last week that the National Association of Broadcasters and the Radio Advertising Bureau are unfairly trying to apply "political pressure" to get the DOE to spend some of the $1.5 million allocated for an energy conservation campaign on radio advertising.

NAB President Vincent W. Wasilewski and RAB President Miles David sent a joint letter to DOE last Tuesday saying the department is committing a "great error" in not using radio in its media campaign. They said they didn't know why the department decided not to use radio, but that "our experience is that radio has been important in similar successful campaigns." The money is being divided among TV, magazines and point-of-sale promotion (Broadcasting, Oct. 30).

The DOE official receiving the letter reacted indignantly, objecting to the fact that the two association officials sent the letter, then publicized it in a press release without ever talking to him. Joseph L. Barrow Jr., special assistant for marketing and financing at DOE, said he would be "happy" to discuss the campaign with the two associations to explain DOE's strategy, but that the only contact he has had with them was a phone call from an NAB secretary last Tuesday to find out where to deliver the letter. He took offense that the two groups have been ahead and with an attempt to put "political pressure" on the department without learning the facts. He also said he has received a similar letter from the Georgia delegation in Congress.

Asked why radio isn't being used in the campaign, Mr. Barrow said radio was used in a test in Denver last year, but it didn't work. He said the media strategists chose print because it is the strongest medium for conveying the campaign's conservation message, and television because of its reach and because it visually reinforces the print message.

Mr. Barrow indicated DOE doesn't plan to change that approach. "We're standing by our media buy!"

RAB task force on marketing starts local sales project

The Radio Advertising Bureau has surveyed more than 2,700 station members and has held its first brainstorming session with its Local Marketing Task Force to gather ideas for bolstering sales to small retailers, larger retailers, medium-size advertising agencies and large advertising agencies.

The task force members, composed of about 40 radio executives, met in Chicago over a two-day period.


Members of the large agency subcommittee are Richard Carr, Meredith Broadcasting, New York (chairman); Gerry Blum, WQX(AM) Atlanta; Susan Breakfield, WASH(AM) Washington; Marty Greenberg, WLS(AM) Chicago; WaltLochman, KBMZ(AM) Kansas City, Mo.; Dick Hoffman, WJAM(AM) Detroit; Pat Norman, KFRC(AM) San Francisco, and Wally Ranck, WMAQ(AM) Chicago.

Advertising Briefs

New home for Torbet-Lasker. Last week was moving time for Torbet-Lasker Inc., which shifted its headquarters to 1 Dag Hammarskjold Plaza, New York 10017. Telephone: (212) 355-7705. Spokesman said move represents $5 million commitment.

San Diego settlement. Noble Multimedia Communications, advertising representative for two Mexican stations in Baja California, has reached out-of-court settlement with Midwest Television Inc. (KMB(AM-FM-TV)), one of 13 licensees in San Diego market against which Noble has filed antitrust suit. Details of settlement were not disclosed, but both parties acknowledged right of each to freely and lawfully compete in San Diego. Noble's suit, filed on Aug. 30, alleged defendants engaged in anticompetitive activity by attempting illegally to block plans of XETRA-AM-FM Rosarito to compete for San Diego audience (Broadcasting, Sept. 4).

CBS works its way back up to No. 2

It took six weeks to get there this year, just as in 1977; big Wednesday leads the way.

Telephone calls to the CBS-TV publicity department last week were being answered with chants of "We're number two! We're number two!" as the network broke its five-week losing streak, second place behind ABC-TV in the prime time ratings averages for Oct. 23-29.

The week's scores: 20.3 for ABC, 18.7 for CBS and 17.1 for NBC-TV. CBS said that it took the same number of weeks to post its first second-place showing in 1977, implying that it was taking over NBC as it has in previous slow-starting seasons.

CBS didn't get strong performances in its events and movies, although CBS had some help from a couple of events of its own.

The biggest difference came on Wednesday, when CBS led off with a 37-share Bugs Bunny special at 8-8:30 p.m. NYT and a 35-share Fat Albert special at 8:30-9 p.m. They beat both ABC's Eight is Enough and NBC's Dick Clark's Live Wednesday—which had 31 and 22 shares, respectively—and led into CBS's made-for-TV movie, "The Grass is Always Greener Over the Septic Tank," with Carol Burnett. That scored a 38 share, holding ABC's Charlie's Angels and Vega$ to 31 and 29 shares and NBC's "Desperate Women" to a 24 and giving CBS its first Wednesday win of the season.

CBS's new Sunday line-up continued to show improvement for the network. All in TheFamily followed 60 Minute's 40-share lead-in with a 34 share at 8-8:30 p.m., followed by Alice's 33 at 8:30-9 p.m. Against the two comedies, ABC's Battlestar Galactica had a 34 share coming off Hardy Boys Mystery. ABC edged out CBS in the nightly averages with a 37-share performance from a highly promoted airline disaster movie, "Crash," while CBS's Kazz had a 25 share in its first outing at 9-10 p.m. and Dallas had a 30 at 10-11 p.m. Walt Disney let NBC down at 7-8 p.m. with a 16 share—by far its weakest showing to date—giving Centennial its lowest share yet, a 32. Lifeline came in with a 25 share at 10-11 p.m., and NBC ended up a distant third in the nightly averages.

Things also looked brighter for CBS on Friday, when a low-rated ABC movie, "Obssesion," helped The Incredible Hulk pull a 36 share at 9-10 p.m. and Flying High with a 31 at 10-11 p.m. NBC introduced the third concept change for Who's Watching the Kids at 8-8:30 p.m.—it now concentrates almost exclusively on the two male stars—to no immediate improvement: a 22 share. That was followed by a reply to President Carter's address on in-

Broadcasting Nov 6 1978
Olympic Champions weren't born that way.

The eight year-old Jr. champion you see here probably works a lot harder than you do. He's already learned the four competitive strokes. And swims mile after mile each and every week, just to make sure he'll never forget.

Practice makes perfect. To get from the neighborhood pool to the Olympic winners circle will require years of discipline. Swimming will come before television, before dates, before all the things kids usually do between eight and eighteen. It's a lot to ask of anyone. Even if they want that Olympic medal more than anything else in the world.

Nobody becomes a champion on their own. Championship swimming requires teamwork. A whole lot of it. Without the support of dedicated coaches, parents, and volunteers, a lot of potential champions just wouldn't make it.

Coaches and parents do a lot. And so does the Amateur Athletic Union. Most of today's champions were developed in programs supported by the AAU.

A generation of winners. The AAU has invested a wealth of time, energy, and talent in developing a successful national swimming program. And it's working. In the 1976 Summer Olympics, American swimmers won a total of 33 medals in 26 races.

We at Phillips salute these swimmers. We salute the thousands of young men and women in AAU swim programs all over the country who are striving to do even better next time. As national sponsor of the AAU's senior swimming program, we're doing what we can to make sure that there will be a continuing supply of champions in the years to come. 
fation from the Republican National Committee, after which Rockford Files bounced back with a 30 share. Capra followed with a 29.

On Thursday, ABC pre-empted Mork and Mindy for a 28-share Dr. Seuss special, then followed with one of its extra prime time football games (Dallas versus Minnesota). It pulled a 37 share, about what ABC's regular series line-up scores on that night, and together with the special seemed to inflict less damage on the other networks than they normally suffer.

Keeping track of new series performances, CBS's WKRP in Cincinnati and People remained weak on the Monday lead-off hour with 26 and 24 shares, respectively. NBC's Grandpa Goes to Washington reversed a gradual building trend to come in with a 23 share at 8-9 p.m. On Tuesday, CBS pre-empted Paper Chase to start a three-hour showing of "Papillon," which pulled a 25 share.

ABC's comedy juggernaut beat both networks in the nightly averages by more than 10 rating points, including a 40-share performance from Taxi. On Saturday, NBC's Sword of Justice went from bad to worse, pulling a 22 share.

As for shows returning shows, ABC's Welcome Back, Kotter picked up a share point in its second outing at 8-8:30 p.m. Saturday, scoring a 29. Rhoda had a 25 in the same time period for CBS.

'Bears' in battling circle for CBS's second season

A television version of "The Bad News Bears" is to appear on CBS-TV's prime time schedule as a midseason replacement series in January.

The Paramount Television production has been given an on-air commitment, a CBS source said, and is to begin filming in Los Angeles shortly. The 1976 movie, also a Paramount production, starred Walter Matthau as the beer-swilling coach of a ragged Little League baseball team, propelled to victory by pitcher Tatum O'Neal. Two sequels followed, "The Bad News Bears Break Training" in 1977 and "The Bad News Bears Go to Japan" in 1978.

Casting for the series is now underway, according to Paramount TV president Gary Nardino, and the show is to feature "the same mixture of ethnic and cultural backgrounds that was one of the unique qualities contributing to the success of the films."

Thinking big with over-the-air pay

Oak and Chartwell Communications, joint owners of subscription TV station in L.A., say they will each try for similar outlets in six other major market cities

With about 90,000 over-the-air pay subscribers claimed in their joint Los Angeles operation, Oak Industries and Chartwell Communications Group are preparing for cross-country expansion—but separately.

Under the agreement and given the necessary FCC approval, Chartwell will pursue pay operations in New York, Detroit, Atlanta, San Francisco, Cleveland and Houston. Oak will develop subscription television operations in Chicago, Phoenix, Miami, Philadelphia, Dallas-Fort Worth and Minneapolis-St. Paul.

As for costs, Jerry Perenchio, principal owner of Chartwell and chairman/chief executive officer of Tandem/TAT Communications, estimated that the New York operation would cost about $13 million, Detroit $7.5 million, Houston $5 million-$6 million, Atlanta and San Francisco, $5 million each.

At Oak, Robert J. Hartney, vice president, corporate relations, wouldn't offer figures but said he expected future market development to be less expensive than Oak's several-million-dollar investment in Los Angeles. He added that Oak is prepared to go into a second city this quarter or next.

FCC applications have been filed for all the cities, with approval already granted for Phoenix and Detroit. Amendments are being made to specify the new ownership standing and neither Oak nor Chartrell anticipates any regulatory problems. However, should the change jeopardize the approvals already obtained, Phoenix and Detroit would be developed jointly, as originally planned.

According to Mr. Hartney, both Oak and Chartwell, from the beginning of their partnership, agreed that independent operations eventually might be advantageous. He said the two companies have a "different perspective" because Oak is publicly held and Chartwell privately owned.

Mr. Perenchio claimed another difference, saying that Oak essentially is an equipment manufacturer and Chartwell an entertainment firm. Aside from Mr. Perenchio, others with ownership interests in Chartwell are producers Norman Lear and Bud Yorkin and attorney Thomas Evans.

In Los Angeles, where Oak and Chartwell offer National Subscription Television, the partnership is to be maintained. NST, a nightly service of movies, sports and specials, generally sends its scrambled signal from 8 p.m. to midnight at a cost, just increased from $17 to $18.95 monthly. Installation runs $39.95 and a $25 deposit is required for the home decoder.

NST sends its signal on KCST-TV Corona, Calif. (Los Angeles). American Subscription Television, a competitor also claiming plans for considerable market expansion, broadcasts on KWHY-TV Los Angeles.

Under the Oak/Chartwell agreement, each firm has the rights to the NST name and the "ON TV" logo and trademarks. Chartwell will have the right to purchase Oak decoder equipment and similarly it is expected that Oak will use Chartwell programming expertise. Plans are to tailor programming to each market but block buys also are anticipated.

Assuming a FCC approval of the ownership change, Mr. Perenchio said a Detroit operation on WXON(TV) could begin "when the snow melts" next spring. He also is hoping to begin sending a New York signal next year on WNJU-TV Linden, N.J.

In Los Angeles, National Subscription Television began operations April 1, 1977, and claimed profitability as of August this year. The 100,000-subscriber mark is expected to be reached by Dec. 15.

Group project

New variety show project is combined effort of Golden West, NBC O&O's, Banner and Colgate

Golden West Television, Syndicat Services, Colgate-Palmolive, Bob Banner Associates and the NBC owned-and-operated TV's are joining forces in production and presentation of pilots of What A Year, a prime-access variety review of specific years in the 1950's, 60's and 70's.

Close to $300,000 is being invested in the production of two pilots to be culled from taping at Golden West Video Tape Division Nov. 30 and Dec. 1.

Financing and packaging are being handled by Golden West and Colgate-Palmolive through Syndicat. Colgate-Palmolive, under a barter arrangement, will take two national minutes, leaving local stations three. Sam Riddle is producing for Bob Banner Associates. The NBC O&O's will air one pilot but test both.

Including the NBC O&O's, Syndicat last week claimed 40%-45% clearance so far for both What A Year pilots. (Syndicat also claimed that clearance for the Alan Sloan half-hour access game show, Intuitive...
tion, another possible series from its five-pilot deal with the NBC-owned stations.)

What A Year is the first major national venture to surface since Golden West (KTLA-TV Los Angeles) launched its programing drive after bringing in Phil Mayer, former vice president, programing, Columbia Pictures Television, as vice president Aug. 1.

Under the arrangement, Syndicast is looking to clear at least 60% of the country for Colgate-Palmolive. However, the project is being structured so cash deals could be arranged where necessary.

What A Year is the only vehicle under way at Golden West. Arnold Shapiro, director of program development there, has prepared a one-hour special, Scared Straight, with Peter Falk as host and dealing with a rehabilitation program at Rahway state prison in New Jersey ("In Brief," Oct. 9). Scared Straight, which premiered with the Signal Companies as sponsor on KTLA Nov. 2, is being syndicated by Alan Silverbacht.

Another project in development under Mr. Shapiro is Couples, a half-hour strip, featuring a serious discussion between psychiatrist Walter Brackelmanns and couples. That series hasn't yet received the go-ahead. Jack Rhodes would syndicate it.

**Pediatricians take strong stand on children's television**

Academy of physicians says it wants voluntary restrictions or it will seek federal ban

The American Academy of Pediatrics, which represents 15,000 physicians specializing in children's illnesses, last week asked for an end to "the commercial exploitation of children through excessive and inappropriate television advertising."

The AAP released a policy statement on the subject during its 48th annual conference in Chicago, and its executive director, Dr. Saul J. Robinson, said the organization would seek a government prohibition on children's TV advertising unless the broadcasting and advertising industries agreed to a voluntary ban.

Dr. Robinson told a news conference that the academy believes that "TV advertising to children is inherently unfair since children lack the capacity to understand and evaluate the meaning or intent of TV commercials. Ideally, broadcasters and advertisers would display appropriate restraint and refuse to exploit children. Unfortunately, this doesn't seem to be happening."

Though Dr. Robinson said that a ban on children's TV advertisements would be "the most effective remedy," he noted that political and economic realities may favor the use of less effective remedies.

"Whatever happens," Dr. Robinson said, "we believe the issue must be addressed in a responsible way. That responsibility also extends to parents."

**Arts on TV for children to be topic of ACT seminars**

Action for Children's Television will hold a one-day symposium in New York on Nov. 9 on "Television, the Arts and Young People."

ACT said the event will be the first in a series of regional workshops aimed at encouraging innovative arts programing on local children's television. The luncheon speaker will be Susan Greene, who directs the FCC's Children's Television Task Force. The commission is conducting an inquiry into children's programing and advertising practices.

Speakers will include David Rockefeller Jr., chairman of Arts, Education and Americans Inc.; Gideon Chagy, vice president, Business Committee for the Arts, and Elma Lewis, director, National Center of Afro-American Artists.

Other participants in the symposium will be Henry Becton, vice president/general manager of noncommercial WGBH-TV Boston; Joel Chaseman, chairman, Post-Newsweek Stations; John Elliott Jr., chairman, Ogilvy & Mather International; Donald McCannon, chairman-president, Group W; J. Richard Munro, group vice president, Time Inc.; Richard O'Leary, president, ABC Owned Stations; Herbert Schmertz, vice president, Mobil Corp.

**Program Briefs**

**Staying alive.** NBC-TV's midday America Alive, battling low ratings, will add new feature starting today (Nov. 6): big-name performers as "visiting co-stars," each to appear on show for two or three days of the week. Lined up so far are Lucille Ball, Sammy Davis, Robert Goulet, Jack Klugman, Harvey Korman, Joan Rivers, Ben Vereen and Tom and Dick Smothers.

**On the road.** With filming in U.S. and abroad, MCA TV Program Enterprises division is preparing series of 22 one-hour shows with "personal, in-depth profiles" of leading Olympic contenders, training and like. Called The Road to Moscow-1980, series for fall 1979 start will be followed by The Road to Los Angeles-1984 for fall 1980. Trans World International is producing.

**Across the board.** Worldvision Enterprises, distributors of Chuck Barris's Newlywed Game, reports strip TV show has been sold in all top 50 markets and in 125 in all. Second-year renewals include WRC-TV Washington, WKYC-TV Cleveland and WCAU-TV Philadelphia.

**Two for CPT.** Columbia Pictures Television said it has signed exclusive contracts with producers Matthew Rapf and Hillard Elkins. Mr. Rapf, former Universal Studios executive producer on Kojak and Switch, will produce CPT's Doctors' Pri...
The good new days. Julian Goodman, chairman of the executive committee of NBC, described the television programming advances that have been made over past 25 years in terms of quality, vanity of offerings and production improvements in a speech Oct. 27 at a banquet honoring the 25th anniversary of NBC affiliate wfrv-Tv, Wheeling, W. Va. Mr. Goodman contrasted the programming carried on wfrv-Tv in 1953 with its schedule today and concluded that the earlier fare was "good" but not up to modern standards. He pointed out that NBC-TVs first coverage of the World Series in 1947 cost $14,000, while in 1978 the tab totaled $5 million. Mr. Goodman also took the occasion to reply to an article written by Attorney General Griffin Bell (in TV Guide) urging the television industry to produce more documentaries that would suggest ways to improve the justice system in America. Mr. Goodman replied that since 1962, NBC News has produced 23 separate documentaries on that subject.

was phased out, with DCA now handling its own distribution as well. The idea of pulling soap opera stars out of their standard vehicles and carrying over the network serials audience to syndicated fare isn't exclusive to DCA. Among the other companies investigating the possibility is Grey Advertising's Lexington Broadcast Services for another daily half-hour strip.

Most ambitious plans yet for telethon to aid palsy cause

The United Cerebral Palsy Association held a meeting with television station managers in Las Vegas last Friday (Nov. 3) to discuss plans for telethon that will be carried on a nationwide basis for the first time this year. Approximately 80 stations already have indicated to the association that they intend to telescast the 20-hour program on Dec. 30-31. It will originate from Hollywood, Las Vegas and New York. A spokesman for the UCP said the majority of stations agreeing to carry the telethon are ABC-Tv affiliates.

Leonard H. Goldenson, board chairman of ABC Inc., who helped found UCPCA 29 years ago, addressed the meeting of station managers. He noted that in the past, UCPCA telethons were carried on various dates and on a small number of stations. This year there will be single event, called the Holiday Star Telethon for Cerebral Palsy through the U.S.

Mr. Goldenson told the gathering that the telecast will feature as hosts John Ritter in Hollywood, Paul Anka in Las Vegas and Dennis James in New York. He said outstanding entertainment personalities will appear, including Bob Hope, John Travolta, John Wayne, Cher and Donny and Marie Osmond.

Herbert case is aired at Supreme Court

Arguments before justices center on issue of to what extent journalistic process can be probed in prosecuting a libel suit

How much can a journalist-defendant in a libel suit be asked before the First Amendment is violated? How can a plaintiff's right be protected if the reporters are "immunized" from efforts to learn the basis of their editorial judgments?

These were the basic questions that concerned the justices of the U.S. Supreme Court last week as they heard arguments in the case involving the $44.7-million libel suit former Army Lieutenant Colonel Anthony Herbert has filed against CBS, 60 Minutes producer Barry Lando and one of the program's correspondents, Mike Wallace.

Last year, the U.S. Court of Appeals in New York, in a decision journalists regarded as a major victory for the First Amendment, overturned a district court opinion and held that journalists need not disclose their thought processes, even when being sued for libel (BROADCASTING, Nov. 14, 1977).

But what questions could be asked, under the appeals court decision, justices wanted to know.

Jonathan Lubell, counsel for Mr. Herbert, who says he was libeled in a 60 Minutes report in 1973, said his client was frustrated in efforts to discern the "subjective state of mind" of Mr. Lando as he prepared the report.

The lower court's opinion, he said, would bar Mr. Herbert from asking why certain matters were reported and others were not. His client, he said, had been put at an unfair disadvantage in attempting to prosecute his libel suit.

Floyd Abrams, counsel for CBS, disagreed. He noted that the newsmen had responded to numerous questions concerning the broadcast — who was interviewed, what questions were asked, what was
learned and the like. (Mr. Herbert's lawyers elicited 26 volumes of testimony in questioning Mr. Lando.) Answers to such questions, Mr. Abrams said in a colloquy with Chief Justice Warren E. Burger, could help Mr. Herbert establish the defendants' "frame of mind," which is critical to prosecution of his case.

But asking journalists to explain why, for instance, some footage was used and other material was not or to detail the editorial decisions that were made constitutes a violation of the First Amendment, Mr. Abrams said. And, yes, he said, in answer to a question from Justice Thurgood Marshall, exposing journalists to such questions would have a "chilling" effect on their work.

"This is the first case" of its kind, Mr. Abrams said. "If the case is lost, questions like those Mr. Herbert wants to ask will be routine. Public officials ... will be able to begin libel actions, and ask journalists, 'Why did you write those things? Why not print good things?'"

Mr. Abrams urged the court to follow "the underlying basis" of its decision in the Miami Herald case in which it declared unconstitutional a Florida law requiring newspapers to print replies to editorials criticizing political candidates (Broadcasting, July 1, 1974). That theory he said, is that the First Amendment protects the editorial decision-making process of the press.

The justices' questions seemed to some observers to reflect concern about the possible scope of the appeals court's opinion. As a result, some observers saw possible significance in Chief Justice Burger's comment, at the end of Mr. Abrams's argument, that perhaps the appeals court's opinion had been "misinterpreted." Mr. Abrams agreed that it might have been; it would not, he said, wipe out libel law or "discovery" in libel cases.

The 60 Minute segment at issue in the case—"The Selling of Colonel Herbert"—raised doubts about his claim that Army officers had covered up atrocities by U.S. troops in Vietnam. The charges, made in 1971, helped make the former commander of the 173d airborne brigade a figure of national prominence.

ADL jumps on ABC documentary on Palestinian terrorists

League holds out possibility of going to FCC, but issues harsh criticism of 'Closeup' edition; network says program was justified in covering only one side of Mideast issue

The Anti-Defamation League of B'nai B'rith has charged ABC-TV with "abdicating responsible standards of journalism" in last week's ABC News Closeup: Terror in the Promised Land—a documen-
Cablecasting

Cox deal boosts HBO's prospects

Pay program, due to lose Teleprompter subscribers at end of year, beefs up market

Home Box Office and Cox Cable Communications have signed a new affiliation agreement that significantly expands the potential number of Cox subscribers to HBO and helps take some of the curse off the scheduled loss to rival Showtime of 250,000 Teleprompter HBO subscribers on Jan. 1 (BROADCASTING, Sept. 18).

The new Cox-HBO deal will develop in three steps:

- On Jan. 1, Cox will convert 30,000 "stand-alone" (where the system's pay offerings are specially tailored) subscribers in Atlanta; Norfolk; Virginia Beach and Portsmouth, all Virginia; Macon and Warner-Robins, both Georgia; Moline, Ill., and Davenport, Iowa, to the nationwide HBO service. HBO's Teleprompter Program Services subsidiary books the lion's share of Cox's local stand-alones.
- During the first quarter of 1979, Cox will introduce HBO into cable systems with 60,000 subscribers. The systems, passing 75,000 homes, are in Eureka, Calif.; Marquette and Ishpeming, both Michigan; Gainesville, Fla., and Myrtle Beach, S.C.
- The strongest potential gain, however, will come as Cox completes three new franchises in Jefferson parish, La.; Cedar Rapids, Iowa, and Fort Wayne, Ind. Those systems, which will offer HBO, are targeted to pass 230,000 homes.

In announcing the deal, Cox Cable President Henry W. Harris called the increase in pay subscribers within his system during the past nine months "nothing short of phenomenal." He said that "HBO subscriber penetration of homes passed has increased from 12% to 21%.

Currently Cox's 125,000 HBO subscribers are on 19 cable and multipoint distribution systems with more than 350,000 total subscribers. Over-all, Cox has 44 systems with 550,000 basic subscribers.

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Cable Briefs

Classic sale. Douglas Communications Corp., formed by former Viacom Communications President Richard Douglas Dittrick, has agreed in principle to acquire Classic Cablesystems, which serves Greens Falls, South Glens Falls, Lake George, Whitehall, Ticonderoga and Warrensburg, all New Jersey. Classic has 8,000 subscribers, passes 12,500 homes. Daniels & Associates was broker.

Paper chase. National Cable Television Association has issued call for technical papers to be presented at 1979 convention (Las Vegas, May 20-23).

One more time

FCC puts off approval of merger between Time and ATC to look at antitrust angle; it will vote before merger deadline of Nov. 20

For the second time in as many weeks, the FCC last week deferred approval of the proposed merger of American Television & Communications Corp. into a Time Inc. subsidiary, Time Television & Communications Inc. The commission staff, which at Chairman Charles Ferris' request had studied possible antitrust problems in the merger plan (BROADCASTING, Oct. 30), was directed to work on its report some more after the commissioners learned that the two companies involved had agreed to postpone their deadline for closing the deal until Nov. 20. The deadline had originally been set for last Tuesday, the day of the commission's meeting.

The staff's report said no hearing into the antitrust implications of the proposed merger is warranted. The cable industry is "sufficiently infant," said David Saylor, deputy general counsel, that "we don't think any trends have been established" in the planned merger.

But the staff agreed to do more thinking on the antitrust problem after Mr. Ferris suggested that it could use more time.

Commissioner Joseph Fogarty urged all to keep in mind a pending commission docket on whether a microwave common carrier should carry original programing. The current staff report, which dismisses potential antitrust problems in the Time-ATC merger, would seem to prejudge the outcome of that, he said.

The commissioners decided not to meet on the question again, but to circulate it for their votes later, before the new Time-ATC deadline.

On a related issue, the commissioners decided unanimously to allow ATC to transfer control of two cable TV relay service (CARS) stations to the Industrial National Bank of Rhode Island.

ATC wants to transfer both the CARS stations and its interest in the Wolverine Cablevision system (owned equally with Fetzer Broadcasting) to the bank to avoid any problems with the FCC's crossownership rules.

Fuller, Powell, Farber, Neuharth top billing at SDX in Birmingham

White House press secretary Jody Powell, AP President Keith Fuller, New York Times reporter Myron Farber and Gannett Co. chief executive Allen Neuharth are among speakers at the convention of the Society of Professional Journalists, Sigma Delta Chi beginning Nov. 15 in Birmingham, Ala.

Some 1,000 journalists, students and educators are expected to attend the four-day meeting in the city's Civic Center and the Hyatt House hotel.

Among participants in various panels will be Paul Davis of WCIA-TV Champaign, Ill., president of the Radio Television News Directors Association ("Future Directions for Professional Journalism Organizations").

Other speakers and panel participants include Bob Schieffer, CBS White House correspondent; Keith Jackson, ABC Sports; Sigi Shapiro, WXWDB (FM) Philadelphia, and Ann Daly Treter, president of Women in Communications.

Various sessions will cover the future of sports coverage (which will include comments by Alabama head football coach Bear Bryant), future of special coverage and professional training, and future directions for freedom of information.

Broadcasting Nov 6 1979 62
SMPT: out to close the gap between hardware and software

Blanking interval solutions, film-to-tape transfer systems, more one-inch VTR developments among high-interest items at New York convention; 6,000 attend

Engineers’ conferences are not noted for their liveliness, and last week’s 120th Society of Motion Picture and Television Engineers Technical Conference and Equipment Exhibit was, in that respect, not unusual. But it did attract some 6,000 persons to its exhibit hall and 1,400 paid registrants. And the engineers and the manufacturers did attempt to tackle some big problems facing the broadcasting industry—vertical and horizontal blanking, digital television, satellite communications, film-to-tape transfers among them.

The 110 exhibitors were more than pleased with the interest being paid their latest equipment, and, although SMPTE is not considered a major buying show, several manufacturers expressed confidence that they would see some of the interest translated into dollars.

The six-day meeting opened officially on Monday (Oct. 30) with a general session, “Imagery—Today/Tomorrow: an Overview,” that attempted to examine the meeting’s basic theme—“the gap between hardware and software,” in the words of the society’s executive vice president, Robert M. Smith. In a brief speech welcoming the SMPTE members to the conference, Mr. Smith said that SMPTE has “become an important industry showcase” where engineers discuss the up-and-coming in broadcast and film technology and where manufacturers introduce many of their recent innovations.

Most notable at last week’s show was the attention being paid by equipment manufacturers to video blanking.

Marconi Instruments brought its television interval timer and analysis system, developed in cooperation with the three commercial television networks. The system scans the signal automatically at the rate of 1,000 sample measurements in each line of the picture—by way of a 100 megacycle clock—gives a digital read-out of the results and compares them with FCC or other pre-set limits to spot excess blanking.

The timer itself sells for a base price of $4,500; the data monitor with red warning lights for violations goes for $6,000. Also available is a logging system for $6,000 (without printer) that records the measurements. Jon Gorbold, a Marconi applications engineer, said the company has sold about 50 of the units since it began advertising them a month ago, and that it is back-ordered through March. Among the customers, he said, are the three networks and WNEW-TV New York.

Tektronix introduced an on-line, microprocessor-controlled measurement system that digitalizes and averages the signal to handle 37 pre-programmed readings, including horizontal and vertical blanking. Results can be displayed on a video monitor or printed on paper, and the microprocessor control allows special programs to be written, including a possible self-correction program in the future, a salesman for the company said. Its basic cost, without keyboards and other extras, is $19,000.

Consolidated Video Systems went after vertical blanking problems through time base correctors with a new AVA (automatic vertical advance) accessory to monitor off-tape vertical sync and compare it with the TBC vertical. The unit sells for $1,950 and is to be delivered beginning in December.

Interestingly, at least one manufacturer present played down the blanking problem and did not join others in offering new equipment designed to measure it. Stuart Rauch of Philips Test & Measuring Instruments Inc. said his company was not offering any blanking measurement instruments because the blanking problem “comes mostly from commercials and packages” and not from station-originated programing.

“It will take six months.” Mr. Rauch declared, to ease the blanking problem, “counting on the producers.” He saw little need for stations to have blanking measuring equipment when the problem starts long before a tape is delivered to a local station.

This was his Philips division’s first SMPTE, and Mr. Rauch seemed pleased.

Setting off, Robert M. Smith, SMPTE executive vice president, opened the group’s 120th conference and equipment exhibit in New York last Monday (Oct. 30). Attendance reached above 6,000, and 110 equipment exhibitors displayed their latest wares at the six-day meeting.

AMERICAN TELEVISION IS BMI TERRITORY

62% of this week’s scheduled prime time programs use BMI licensed music.

What the world expects from the world’s largest music licensing organization.
with it. Comparing the volume of sales and interest of SMPTE with some of the larger shows, he said "for us this is a better show because management isn't here."

Managers, he said, too often do not understand the need for test equipment, and they are not inclined to look on it as much more than a "necessary evil." But, his equipment, such as the new $12,000 PM-5500 synchronous demodulator, "is very easily understandable to the engineers."

Test and measuring equipment is just "coming into its own," he said, because "people are realizing what it does for them. You have to put out a better picture."

Another Philips executive, Preben Hejberg, international product manager based in Eindhoven, the Netherlands, said he was convinced "American broadcasters are now looking toward European technology to produce the superior level of TV picture quality enjoyed in other parts of the world."

"This will have a revolutionary impact on the U.S. market for TV transmitting and test and measurement equipment, with the ultimate beneficiary being the American TV viewer," Mr. Hejberg said.

On another front, video tape recorders were also making big news. The biggest, perhaps, being the announcement by NEC America Inc. that it had entered into negotiations with 3M Co. for the marketing of NEC's brand-new TT-7000 type C recorder. According to Dennis Fraser, vice president of the American subsidiary of the Japanese firm, the new studio model recorder is unique in that it was "designed as a type C from the start" and not, as he said other models were, based on type B machines. He said the company anticipated selling 6,000 of the new machines over the next five years, beginning with next year's National Association of Broadcasters convention when the unit is expected to be ready for immediate deliveries.

Ampex Corp. announced that it had received an order from CBS-TV for three of its VPR-2 one-inch helical scan video recorders and accessory equipment. That machine, which was introduced at last spring's NAB, is referred to as a "slant track recorder" by Ampex. It was specifically designed to meet SMPTE's type C format requirements. Ampex said that deliveries of the recorder began in September and that its order backlog from North America, Europe and the Far East is currently in excess of $12 million. Both ABC and the Public Broadcasting Service have also ordered the machine, Ampex said.

Bosch-Fernseh said that it, too, would have a new recorder at NAB time—the BCN-5 one-inch cassette machine. It is expected that the new machine, which Bosch will be ready to deliver after NAB, will cost something in the $40,000 range, about the same as the company's BCN-20 model.

Also new was an electronic field production camera from Commercial Electronics Inc. which, the company says, is the first camera available with an internal SMPTE-standard time code generator. It lays the code down digitally on the audio track, to be recovered with a reader or on a camera-head viewfinder and remote monitor, identifying time of day, frame count, source identification and other indexing information, CEI said. The time code generator option sells for $1,190 and is available 90 days from the date of order.

The manufacturers were also pushing their latest in digital electronics. Shibasoku Co., a Japanese firm, displayed its 925C color video noise meter that has been especially designed to measure chroma noise. The noise of the chroma band is measured with a single-color signal of the desired level that contains both a sync signal and a color burst signal. Chroma noise can also be split into amplitude modulation and phase modulation components for separate measurement. At the point of measurement, all the blanking, sync signals and color burst signals that were added to the test signals are canceled out within the unit. According to the company, the BBC has already ordered the meter, which will sell in this country for about $10,000.

Micro Consultants Inc. showed its DFS 3100 and DFS 1500 digital synchronizers. The 3100 model (priced at about $75,000) is a framestore synchronizer with a built-in sync pulse generator and memory analyzer. The less expensive 1500 ($22,950) doubles as a framestore synchronizer and as a time base corrector.

Technical Briefs

Noise in the news. FCC has begun inquiry on measurement techniques of television receiver noise figures, which are measures of one factor affecting degree of visual interference to television picture. Commission seeks to develop method of measurement acceptable to majority of television receiver engineers, estimate magnitude of errors in current and proposed methods of measurement and find practices which in sure compliance with noise figure certification requirements. Comments due April 1, 1979; replies May 1.

Upgrading. McClatchy Corp., Sacramento, Calif., has ordered RCA television and radio studio and transmitting equipment valued at more than $800,000. Three FM radio stations will install new transmitters and two television stations will add video tape recorders as part of equipment improvement program.

Building in Bakersfield. Harriscscope Broadcasting Corp. plans to build $2 million television studio complex for its KBAB-TV Bakersfield, Calif. New 20,000-square-foot facility will be on two-and-half-acre site along Highway 99. Transmitter for channel 29 ABC-TV outlet will remain on Mount Breckenridge. New project is expected to be completed by fourth quarter of 1979.
The scene at SMPTE. Probably because it's the Society of Motion Picture and Television Engineers, SMPTE's convention in New York exhibited considerable interest in film-to-tape and tape-to-film transfers. And two pieces of equipment displayed managed to attract a lot of attention. □ □ □ An affordable system. Arnold and Edmund DiGiuilio of Cinema Products unveiled their prototype KM-16 film-to-tape unit. On display for the first time anywhere, the "under $10,000" unit that's about the size of a roomy two-suiter uses a standard ENG camera rather than the "dedicated" cameras used in conventional systems costing in the $80,000-plus range. The camera is not sold with the unit, as in the more expensive models, and any television station with an ENG camera may use it with the KM-16. □ □ □ But how's the quality? According to Edmund DiGiuilio, any station "can be assured of broadcast quality tape or transmission from 16mm newsfilm." But his brother, Arnold, who built the machine, admits they are still "getting out all of the bugs" and that they won't go into production until he is satisfied with it. After devoting "something under a year" of his life to the project, he's apparently not overly anxious to see it stillborn. He says he's hoping to get the KM-16 into mass production within six months and figures he can start delivering it two months later. Edmund, who presented a paper on the unit at the conference, said that its principal market will be smaller television stations. □ □ □ Elsewhere on the floor. Ulrich M. Fritzler's Hollogon Optical System Corp. unveiled its new shutterless, flickerless, continuous-motion, variable-speed film projector, which, its creator says, has "no incompatibility problem with television frame rates." □ □ □ What? Crowds of curious conventioners watched as Mr. Fritzler demonstrated his projector, which has abandoned the essentially stop-action, 24-frames-per-second shutter standard of cinematography and adopted instead a rotating Hollogon scanner. Film moves through the projector without stopping, much as tape passes through a recorder, and the individual images—the separate frames—"wipe dissolve" together to simulate motion. □ □ □ The film-to-tape connection. Special multiblade shutters and variable alternating pull-downs have long been employed in order to synchronize film projection speed with the television scan rate. According to Mr. Fritzler, such special equipment now in use allows for a "workable solution" to the transfer problem, but "it obviously prohibits the use of any other film projection frame rate." The Hollogon projector, however, produces a viewable image at any speed up to hundreds of frames per second. "Obviously, if high speed television recorders were available, film-to-tape transfers could also be speeded up accordingly," he says. This also means that old, valuable stock which was filmed at 16 or any other projection frame rate can be reprophotographed at 24 frames per second or can be projected directly via a telecine link without regard to the old film-video synchronization problem. The projector is not yet being marketed, but Mr. Fritzler says it should be available within a year at a price "comparable" with machines now in use. □ □ □ A reaction. Mr. Fritzler has been working on his project for several years, and one regular SMPTE-goer was understandably skeptical about the latest version of the Hollogon. "His stuff always suffers from cyclical positioning problems," the source said, and it's not altogether certain that's been solved. Mr. Fritzler seems to have the right idea, he said, and "from the little I saw of it today it looked fine." □ □ □ Movement on Montreux. SMPTE had hardly begun, and people were already talking about next year's International Television Symposium and Technical Exhibition in Montreux, Switzerland, May 27-June 1, 1979. At a small gathering of Montreux conference officials, who happened to be in New York for an executive committee meeting, Raymond Jaussi, executive committee manager, said that they are expecting 140-150 exhibitors and over 8,000 delegates at the 11th biennial conference. He said, too, that the 6,000 square meters of exhibit space (about 65,000 square feet) will be expanded for the 1981 show to 10,000 square meters (108,000 square feet). □ □ □ But that's not all. The officials also announced a significant change in conference procedures. The program has been divided into "A" and "B" sessions with papers presented in the A group dealing with applications of technologies discussed by papers presented in the B sessions. Thus, for example, on Wednesday, May 30, there will be a morning A session on digital recording technologies discussing such things as the transition from analog to digital recording and that afternoon's B session will be devoted to digital recording equipment. According to Hansrudzi Probst, chairman of the conference, there will never be an A and a B session on the same subject at the same time. □ □ □ Backgrounder. Montreux is trying to remake itself and get away from its "European convention" image, Joe Flatley of CBS said. It's trying to broaden itself into the international meeting of the television community—hence last week's meeting of the executive committee, on which Mr. Flatley sits, in New York. The topics chairmen have also been selected to emphasize this move toward internationalism. The U.S., Great Britain and West Germany have three chairmen each; France has two, and there is one each from Italy, Norway, Belgium, Canada, the Netherlands and Austria. Switzerland is "neutral territory" in the television industry, said Mr. Probst.
Contemporary

Last This week  Title □ Artist □ Label
1 4  MacArthur Park □ Donna Summer .......... Casablanca
2 1  You Needed Me □ Anne Murray .......... Capitol
3 11  Kiss You All Over □ Exile .......... Warner Bros.
4 2  Hot Child in the City □ Nick Gilder .......... Chrysalis
5 3  Whenever I Call You “Friend” □ Kenny Loggins .......... Columbia
6 5  Reminiscing □ Little River Band .......... Harvest
7 9  Who Are You □ Who .......... MCA
8 14  Ready to Take a Chance Again □ Barry Manilow .......... Arista
9 6  Double Vision □ Foreigner .......... Atlantic
10 6  Right Down the Line □ Gerry Rafferty .......... United Artists
12 7  Boogie Oogie □ Boogie Oogie □ A Taste of Honey .......... Capitol
13 13  You Never Done It Like That □ Captain and Tennille □ A&M
14 10  Get Off □ Foxy .......... T.K.
15 15  I Just Wanna Stop □ Gino Vannelli .......... A&M
16 17  Love is in the Air □ John Paul Young .......... Scotti Bros.
17 26  I Love the Night Life □ Alicia Bridges .......... Polydor
18 24  Don’t Bring Me Flowers □ Streisand/Diamond .......... Columbia
19 12  Beast of Burden □ Rolling Stones .......... Rolling Stones
20 22  Sharing the Night Together □ Dr. Hook .......... Capitol
21 21  Alive Again □ Chicago .......... Columbia
22 27  Time Passages □ Al Stewart .......... Arista
23 31  My Life □ Billy Joel .......... Columbia
24 32  (Our Love) Don’t Throw It All Away □ Andy Gibb .......... RSO
25 33  Blue Collar Man □ Styx .......... A&M
26 29  Don’t Want to Live Without It □ Pablo Cruise .......... A&M
27 23  Don’t Look Back □ Boston .......... Epic
28 28  Sweet Life □ Paul Davis .......... Bang
29 41  Strange Way □ Firefall .......... Atlantic
30 34  She’s Always A Woman □ Billy Joel .......... Atlantic
31 25  It’s a Laugh □ Daryl Hall & John Oates .......... RCA
32 46  Oh, Baby □ Baby □ Linda Ronstadt .......... Asylum
33 35  Talking in Your Sleep □ Crystal Gayle .......... United Artists
34 30  One Nation Under a Groove □ Funkadelic .......... Warner Bros.
35 38  Manhood □ Village People .......... Casablanca
36 36  Hold the Line □ Toto .......... Columbia
37 34  Back in the U.S.A □ Linda Ronstadt .......... Asylum
38 43  Change of Heart □ Eric Carmen .......... Arista
39 39  Instant Replay □ Dan Hartman .......... Blue Sky
40 47  Just What I Needed □ The Cars .......... Elektra
41 44  Straight On Heart .......... Portrait
42 49  Le Freak □ Chic .......... Atlantic
43 40  Dance (Disco Heat) □ Sylvester .......... Fantasy
44 44  I’m Every Woman □ Chaka Khan .......... Warner Bros.
45 48  Three Times a Lady □ Commodores .......... Motown
46 46  YMCA □ Village People .......... Casablanca
47 47  Bicycle Race □ Queen .......... Elektra
49 49  Everybody Needs Love □ Stephen Bishop .......... ABC
50 50  Surrender □ Cheap Trick .......... Epic

Playback

Chart breakers. The pulse of “Playlist” turnover has been picking up; 13 new singles have entered the chart in the past two weeks. Coming on at 46 this week is the Village People’s single YMCA (Casablanca) from its new LP Cruisin’. And music directors are picking it to go all the way. Walt Brown of WJR in Birmingham, Ala., says “it’s probably much stronger than Macho Man [which at 35 is in its 19th week on the chart]. Everybody is real excited about it. It has a good disco sound but it’s not a tune-out.” Another disco single, Le Freak (Atlantic) by Chic, came on at 49 last week and this week boils to 42. Jeff Robbins of WRFM in Philadelphia called it “a huge record, the hottest disco record on the streets. It’ll go top 10 nationally” Heart’s Straight On (Portrait) from the new Dog and Butterfly album moves from 44 to 41, and Dave Griffith of WBBM in Mobile, Ala., says “it has a punchy beat and sounds pretty.” Queen is out with a new single and airplay is being given to both sides: Bicycle Race (Elektra) and Fat Bottomed Girls, with the former at 47, beating out the latter in popularity. Colleen Cassidy of WYHY in Fort Lauderdale, Fla., calls it “typical Queen; you listen to it and you can tell who it is. It has real teen appeal.” Alice’s looking glass, Alice Cooper’s soon-to-be-released album, From the Inside (Warner Bros.), is autobiographical, based on the artist’s six months of alcohol withdrawal, says Terry Danner of KGW in Portland, Ore. The single, How You Gonna See Me Now, coming on at 48, is “a smash,” says Ms. Danner. “It will totally realign his image. It’s a slow, beautiful ballad.” Collaborating with Cooper is lyricist Bernie Taupin, perhaps best known for his work with Elton John.

Country

Last This week  Title □ Artist □ Label
3 1  Little Things Mean a Lot □ Margo Smith .......... Warner Bros.
4 1  Sweet Desire □ Kendall .......... Ovation
7 2  Sleeping Single in a Double Bed □ Barbara Mandrell .......... ABC
8 4  Let’s Take the Long Way Around the World □ R. Millard .......... RCA
12 5  Anyone Who Isn’t Me Tonight □ K. Rogers & D. West .......... UA
5 6  I Just Want to Love You □ Eddie Rabbit .......... Elektra
9 9  Ain’t No Californias □ Mel Tillis .......... MCA
13 8  Cryin’ Again □ Oak Ridge Boys .......... ABC
11 9  Tear Time □ Dave & Sugar .......... RCA
19 10  Daylight □ T.G. Sheppard .......... Warner Bros.
20 11  Another Goodbye □ Donna Fargo .......... Warner Bros.
22 12  Fadin’ In, Fadin’ Out □ Tommy Overstreet .......... ABC
10 13  Heartbreaker □ Dolly Parton .......... RCA
12 14  Two Lonely Women □ Moe Bandy .......... Columbia
-15 15  That’s What You Do to Me □ Charly McClain .......... Epic
18 16  ... Back in Heaven □ Razzy Bailey .......... RCA
13 17  Who Am I to Say □ Stater Bros. .......... MCA
6 18  One Sided Conversation □ Gene Watson .......... Capitol
24 19  The Gambler □ Kenny Rogers .......... United Artists
21 20  Here Comes the Hurt Again □ Mickey Gilley .......... Epic
16 21  What Have You Got to Lose □ Tom T. Hall .......... RCA
14 22  If the World Ran Out of Love □ Brown & Cornelius .......... RCA
15 23  It’s Been a Great Afternoon □ Merle Haggard .......... MCA
-24 20  Don’t You Think This Outlaw Bit’s □ W. Jennings .......... RCA
-25 25  Break My Mind □ Vern Gosdin .......... Elektra

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.
Media

Lee Allan Smith, VP-general manager of WKY(AM) Oklahoma City, joins KTVY-TV there in same capacity. Joe Jerkins, assistant general manager of KTVY, named VP-general manager of co-owned KVUE-TV Austin, Tex.

Scott Vaughan, assistant general manager and general sales manager, KGUN-TV Tucson, Ariz., appointed general manager. Doug Barrett, salesman, named assistant to manager.

Cliff Davis, sales manager, WQX(AM) Blacksburg, Va., joins WWSF(AM) Prince Frederick, Md., as general and sales manager.

Don Hawkins, news director, KHAB-AM-FM Hillsboro, Tex.; joins noncommercial KLIC(AM) Kansas City, Mo., as general manager.


Jackie Barrios, assistant to editor of Institutional Investor, New York, joins Viacom International there as manager of advertising and promotion.

Robert E. Knott, producer, director and staff director, WCAL-TV Philadelphia, named assistant to director of broadcasting.

Russ Vossen, production manager, WTV(AM) Grand Rapids, Mich., named director of operations.

Mac Nicholson, production manager, WNET-TV Greenville, N.C., named operations manager.

William R. Campbell, program and operations manager, noncommercial WSWPTV Grandview, W. Va., joins noncommercial KSTC(AM) Pueblo, Colo., responsible for managing programming and operations.

Craig Lundquist, manager of staffing and development, WMQX(AM) Portland, Me., joins KRQ(AM) Aptos-Capitola, Calif., as operations director.

James R. Johnson, business manager, WAZ-AM-FM-TV Boston, named manager of human resources department.


Broadcast Advertising


William McDonough, account executive, Foote, Cone & Belding, New York, named account supervisor in Sears group with additional responsibility for Noxell account. Larry Ever- ling, account executive, named account supervisor on Emigrant Savings Bank account with supervisory responsibility in Sears group. Dorothy Nicholls, media supervisor, J. Walter Thompson, New York, joins FCB there in same capacity.

Appointments in creative department of Ogilvy & Mather, New York: Harvey Gabor, Robert Jenkins and John Rand, senior VP's, named executive creative directors: Janet Boden and Steve Fales, VP's, named creative directors: Malcolm End, Mark Ross, Gloria Wells, Peter Hochstein, Cathy Martin, Chris Moore, Vel Rankin, Bernie Rosner and Tom Rost, all VP's, named associate creative directors.

Donald J. Baker, executive VP of Ward Archer & Associates, Memphis, appointed president. He succeeds E.D. White Jr., who was named vice chairman. M.S. (Buz) Price, manager of agricultural and industrial accounts for Archer, named VP.

Gilbert T. Walker, VP-director of personnel, Benton & Bowles, New York, elected senior VP. Art Koch, art director, named VP.

Harold A. Pearson, chief operating officer and executive VP, Holland & Calloway, New York, joins Creamer Inc. there as executive VP.

Peggy Fiddick, media director with MAS Consulting, advertising and marketing firm in Milwaukee, appointed VP.

Karen Dixon, media director, Louis Benito Advertising, Tampa, Fla., elected VP.

Jacqueline S. Stur, from accounting firm of Deloitte, Haskins & Sells, St. Louis, joins Krupnick & Associates there as secretary-treasurer. She succeeds Marie C. Ward, who retires after 25 years with agency.


Steven A. Martin, from Continental bank, Chicago, named assistant production manager for K& B.

Debora Dubord Michelsen, broadcast media buyer, Keller-Crescent Co., Evansville, Ind., named senior broadcast buyer.

Suzanne Prince, from Isidore Lefkowitz, Elgin Co. New York, joins Cunningham & Walsh as copywriter.

Victor Ethan Weingast, production manager for feature films, International Film Industries, New York, joins DKG Advertising there as producer.

Elaine Gingold, associate research director. N.W. Ayer, Chicago, and Robert Largent, advertising research director for United Dairy Industry Association, join Tracy-Locke Advertising and Public Relations, Dallas, as associate directors of research.

Ron Costelli, account executive for Harrington, Righett & Parsons, New York, appointed to Blair Television's CBS Market Division Sales team, New York.

Dana Fitzgerald and Perry Shemian, account executives with WAZ-TV Boston, join TVW Advertising Representatives in Los Angeles and Chicago, respectively, as account executives. Richard (Chico) Kurzawski, account executive, WINI(AM) Chicago, joins TVAR there in same capacity. All are Westhouse Broadcasting properties.

Ishia Bank, sales assistant, H-R Television, New York, promoted to research analyst in Television Division.

Virginia Tompkins, local sales manager, WHCI(AM) New York, appointed general sales manager.

Mike Marder, general sales manager, KFWX(AM) New York.
Los Angeles, joins WDVR(FM) Philadelphia in same capacity.

Norm Epstein, sales manager, KMPC(AM) Los Angeles, named general sales manager.

J. Michael Henderson, general sales manager, WWFV(FM) Detroit, joins WPZI(FM) Pittsburgh in same capacity.

Michael F. Plumstead, from Rusti Craft Broadcasting, Philadelphia, joins WFRB(AM)-WBBZ(FM) Baltimore as general sales manager.

Rick Rambaldo, local sales manager, WKHL(AM) Cleveland, appointed general sales manager. Lonnie Gronik, account executive, named national sales manager.

Bob Korum, from KLAK(AM) Denver, joins KULR-TV Billings, Mont., as general sales manager.

Perry E. Chester, local sales manager, KTVH(AM) Hutchinson, Kan., appointed general sales manager. Herb Lacey, local salesman, succeeds Mr. Chester.


Robb Gray Jr., sales development director, KMGU(AM) Sioux City, Iowa, named national sales manager. Bruce Lewis, local sales manager, assumes additional duties as regional sales manager. Kenn Devane, from Dougherty, Clifford & Wadsworth Agency, New York, joins KMEG as account executive.

Timothy P. Kenner, account executive, WHDH(AM) Dayton, Ohio, appointed national sales manager.

Elliott Black, account executive, KMOX-TV St. Louis, joins co-owned WBBM-TV Chicago in same capacity.

Helen Feinblom, general sales manager, WTOP(AM) Washington, joins WLAV there as account executive.

Michael Predmet, retail sales manager, WXYI(FM) Fort Lauderdale, Fla., named account executive, WINS(AM) New York.


Mike Fowler, account executive, WDAF(AM) Chicago, joins WYFF(FM) there in same capacity.

Daniel J. Casey, regional sales VP, American Builder magazine, Cleveland, joins WCLV(FM) there as account executive.


Pam Larson, account executive, KGK(AM) Eugene, Ore., named director of client services for KVHI(AM) Seattle.

John R. McGee, sales representative from R.I. Polk Publishing Co., Detroit, joins WOUA(AM) Moline, Ill., sales staff.

Rama teenage

Programing

Ritamary Mahonnen, senior research analyst, NBC's program research and corporate planning department, New York, named manager of children's and daytime programs, NBC Entertainment, based in New York.

Jean E. Schneider, administrator, practices, NBC compliance and practices department, New York, named practices policy manager, responsible for coordinating and implementing NBC's compliance and practices policies in entertainment and sports programs.


Meadowlake

Matthew Raphf, executive producer of television series, Universal Studios, Los Angeles, joins Columbia Pictures Television there to create and produce television programming.

George J. Krieger, director of pay television for Simcom International, Los Angeles, joins Teleimation Program Services, New York, as VP-programming.

Joseph M. D'Amico, VP-general manager of distribution, Group W Productions, Pittsburgh, joins TPC Communications there as president of Channel One, TPC subsidiary engaged in duplication and distribution of broadcast programs for syndicators.

Ronald L. Krueger, director of program services for Harrington, Richer & Parsons, New York, has been named VP of TelCom Associates, Los Angeles, program counselor to TV stations and consultant to television program production and syndication organizations.

Gloria Scott, director of multimedia division of Bantam Books, New York, joins Infocom Broadcast Services there as VP in charge of directing marketing and station relations.

Beth Blakeman, morning news anchor and public affairs director, WWRF(AM) Philadelphia, appointed to creative staff of Drake-Chenault Enterprises Inc.'s special features division, Canoga Park, Calif.

Bonnie L. Smith, music director, WMAL(AM) Washington, named assistant program director.

Dr. Natan Katzman, owner and director of Research and Programming Services, San Francisco, joins noncommercial KOED-FM-TV there as director of broadcasting.

Tommy Judge and Phil Hendrie, air personalities, WSRF(AM)-WSHE-FM Fort Lauderdale, Fla., named program director and music director, respectively.

Glenn Edwards Gielinsky, program director and announcer, WERA(AM) Plainfield, N.J., joins WLR(FM) Roanoke, Va., in same capacity.

Ken Norris, announcer, WMSS(AM) Prince Frederick, Md., appointed program director.

Jeff Segall, in news department of KFWM(AM) Los Angeles, named executive producer.


Sharon Blair, executive producer, WJXT(AM) Jacksonville, Fla., joins Connecticut Public Television, Hartford, as program director.

News and Public Affairs

Rose Ann Scamardella and Ernie Anastos, news correspondents, WABC-TV New York, named anchors of 11 p.m. newscast.

Melba Tolliver, reporter, WNBC-TV New York, named co-anchor (with Pia Lindstrom) of 5-6 p.m. segment of station's NewsCenter 4 program.

Dave Nixon, news director and anchor, KCAU(AM) Sioux City, Iowa, and Martin Sebastian, news director, KBTX-TV Bryan, Tex., join WHO-TV Des Moines, Iowa, as co-anchors, reporters and producers. Charles Barthold, photographer, WHO-TV, named chief news photographer.

Nick Lawler, assignment editor and producer, WTVH(AM) Syracuse, N.Y., joins WKBW-TV Buffalo, N.Y., as news producer and writer. Ed Pepin, ENG cameraman, WNGE-TV Nashville, joins WKBW-TV as ENG-film photographer.

Appointments in news department of WESH-TV Daytona Beach, Fla.: Steve Homan, assignment editor, WDAF(AM)-Scranton, Pa., joins WESH-TV as executive producer responsible for Daytona Beach news. Scott Harris, anchor, named executive producer responsible for Orlando, Fla.; Rebecca Randall, from WASH-TV Fort Myers, Fla., joins WESH-TV as noon co-

Broadcasting Nov 6 1978 88
anchor, Rick Moore, reporter, named assignment editor, and Dan Cohen, part-time reporter, becomes full-time reporter.

Raul Trejo, assignment editor, KGBT-TV Harlingen, Tex., named manager of hard news. Gloria Campos, correspondent, assumes additional duties as co-anchor. Frank Sullivan, news editor for co-owned KELT-FM Harlingen, and co-anchor for KGBT-TV, named noon anchor, KGBT-TV. Gloria Gene Moore, from Massachusetts department of education, joins KGBT-TV as reporter.

Lloyd Patterson, anchor, KOLD-TV Tucson, Ariz., and Linda Benzel, reporter and anchor, WKBW-TV Buffalo, N.Y., join WAVE-TV Louisville, Ky., as weekend anchor team.

John Emm, air personality, WSKFM/WSHE-FM Fort Lauderdale, Fla., named news director.

Peter Burns, freelance Los Angeles newsman, joins WVTY-TV Jacksonville, Fla., as anchor.

Lyne Russell, news director, WIVY-FM Jacksonville, joins WVTY as roving anchor.

Carole Whiteleather, copywriter, KUVO(AM) Missoula, Mont., joins KECV there as executive news producer.

Bob Trotter, from WHIO-TV Memphis, joins Christian Broadcasting Network, Virginia Beach, Va., as anchor.

Gene Price, reporter, KHOW(AM) Denver, joins KTLK(AM) there as news anchor.


Dan Hrnjak, reporter, KYTIV(AM) Springfield, Mo., joins WFAX-TV Dallas as news producer.

Cynthia Allison, weekend anchor and reporter, KSD-TV St. Louis, joins KMBC-TV Los Angeles as general assignment reporter.


Larry Davis, anchor, WSAI(AM) Cincinnati, joins WHOI(AM) Dayton, Ohio, as reporter.

Mike Strand, graduate of Sangamon State University, Springfield, Ill., joins noncommercial WSRF(AM) Springfield as legislative reporter and assistant news director.

Dr. Leo Jenkins, chancellor emeritus, East Carolina University, Greenville, N.C., named to editorial board of WITN-TV Washington, N.C., and will present editorial commentaries.

Jesse C. Winberry, from Chemical Bank, New York, joins ABC News, Washington, as budget controller.

Jeanne Wright, reporter, KRFIV(AM) Los Angeles, named public affairs director.

William S. Fee, director of cultural events and educational programs, University of Cincinnati, joins WCPO-TV there as community affairs director.

Ronald I. Taylor, academic adviser and counselor, Brooklyn (N.Y.) College, joins WTVR-TV Richmond, Va., as director of public service.

Chris Dickson, public affairs producer at non-commercial WIAF-FM Interlochen, Mich., joins noncommercial WHRO-FM Norfolk, Va., in same capacity.

Dave Cohen, music director, WGBI(AM) Geneva, Ill., named public affairs director.

**Promotion and PR**

Art Moore, executive producer and director of AMPhiladelphia, wpvi-TV Philadelphia, named director of station promotion.

Katherine Brehm, promotion director, KMSP-TV Minneapolis-St. Paul, joins KSTR-TV there as promotion manager.

Cheri Rusbuldt, director of advertising and promotion, KMBC-TV Kansas City, Mo., joins KXAS-TV Fort Worth in same capacity.

Dave Course, audience development executive, WNEM-TV Bay City, Mich., joins KARR-TV Little Rock, Ark., as promotion manager.

Joe Rape, from noncommercial KLUR(AM) Austin, Tex., joins KRGV-TV Weslaco, Tex., as promotion manager.

Cecile Lax, head of her own public relations counseling firm in Los Angeles, joins KFAC-AM-FM there as director of promotion and advertising.

New officers, ABC-TV Promotion Advisory Board: Ron Tillery, KRGV-TV Weslaco, Tex., chairman; Sheryl Shaw, KSAT-TV San Antonio, Tex., vice chairman, and Rosalie Sayyah, KOMO-TV Seattle, secretary.

**Cable**

Fred Horowitz, president of Box Seat Subscription Television, Ridgewood, N.J., appointed general manager of Universal Subscription Television, Boston.

Daniel T. Sweeney, general counsel working on franchise acquisition for Cablevision. Jericho, N.Y., assumes responsibilities for corporate development and franchise acquisition. General counsel duties given to Marc A. Lustgarten, assistant general counsel.

John Fannetti, head of his own engineering company providing engineering assistance to cable operators. Syracuse, N.Y., joins OVC Telecommunications, Lexington, Ky., as director of engineering. Harvey Johnson, director of sales, Telepromoter, New York, joins OVC as director of marketing and public relations.

James E. Chalk, from Sam Davis & Associates, Columbus, S.C., joins Columbia Cable TV there as operations manager.

Kevin P. Barry, director of marketing, Times Wire & Cable Co., Wallingford, Conn., joins Merrill Cable Equipment Corp., Phoenix, in same capacity.

Herbert (Hub) Orr, assistant to postmaster general, Washington, joins Telesis Corp., multiple cable system operator based in Evansville, Ind., as VP-government relations. Ed Cooper, field engineering and construction manager for Times Mirror Communications Systems, joins Telesis as director of engineering and enterprise. Michael Singphelii, general manager of Kansas Cable System, Kansas City, joins Telesis as division manager.

John E. Walkmeyer, acting executive director of Minnesota Cable Communications board, joins American Television & Communications Corp., Denver, as manager of community services. June E. Travis, director of communications, ATK, elected VP-administration.

Tom K. Sanders, anchor and reporter, WPLG(AM) Miami, joins Guan Cable TV, Agana, as news director and manager of public affairs.

**Broadcast Technology**

Robert Trachinger, director of television broadcast operations and engineering, West Coast. ABC-named VP and general manager of broadcast operations and engineering, West Coast.

Alfred A. Norcott Jr., VP-director of operations, WJLA-TV Peoria, Ill., joins WJLA-Washington as manager of engineering.

Mike Caruso, assistant chief engineer, WWJ(AM) New Orleans, named chief engineer.

Don Gallagher, assistant chief engineer, WWTV(AM) Grand Rapids, Mich., appointed chief engineer.

Ken Wilkey, from KSD-TV St. Louis, joins ENG staff of CBS and its WBBM-TV Chicago.

Steve Rogers, from noncommercial WQED(AM) Pittsburgh, joins noncommercial WPRT(AM) Miami as VP-operations and engineering.

Harry J. Morley, assistant director of marketing projects, International Telephone & Telegraph Corp., New York, elected president of ITT Communications Systems.

Richard Kelly, VP, Video Corp. of America, New York, appointed VP-general manager of company's consumer video division.

James W. Arlana, marketing manager for Rockwell International's telecommunications systems division support programs. Dallas, named domestic sales manager of Collins Broadcast Products for Rockwell's telecommunications group.

Jeffrey J. Curtis, from Motorola Communications & Electronics, Schaumburg, Ill., joins International Microwave Corp., Cos Cob, Conn., as manager of worldwide marketing and sales operations.


Bennett R. Keenan, from New England Merchants National Bank of Boston, joins Analogic, Wakefield, Mass., as VP involved in areas of financial planning and management.

**Allied Fields**


Peter Roslow, vice president and associate director of Pulse Inc., pioneer radio audience measurement service that closed earlier this year, named director of media research services for Strategy Research Corp., Miami, which is said to be expanding into TV and radio audience research, concentrating initially on black and Spanish audiences.

Howard S. Schaeffer, associate media director, WELLS, Rich, Greene, New York, joins...

Brother Richard Emenecker, F.S.C., assistant director of Office of Communications for Catholic Diocese of Pittsburgh, named superintendent of city's Bureau of Cable Communications.

John H. Tiedemann Jr., VP-daytime sales, ABC-TV, New York, re-elected chairman of management committee of Lutheran Church in America's office for communications.

Keith Riggs, reporter, KBCI-TV Boise, Idaho, joins Oregon State University, Corvallis, as broadcast media coordinator.


Deaths

Robert E. Kalaidjian, 61, VP, operations personnel, CBS Records, New York, and associated with CBS since 1939, died of cancer Oct. 22. From 1971 until 1974 he was director of personnel at CBS Inc. before moving to CBS Records. He is survived by his wife, Adene, and two children, Gerry and Robin.

Andrew Kershaw, 56, chairman of Ogilvy & Mather Inc., New York, and O&M Canada Ltd., and vice chairman of O&M International, died of heart attack Oct. 28 at his home in Pound Ridge, N.Y. Born in Budapest, Hungary, Mr. Kershaw attended private schools in Europe, saw action in World War II as British Marine commando and later graduated from University of London. He moved to Canada in 1956, served with MacLaren Advertising Service and in 1960 founded Ogilvy & Mather in Toronto. He was named president of Ogilvy & Mather in New York in 1969 and was elected chairman in 1975. Survivors include two daughters and two grandchildren.

Kenneth Adam, 70, visiting professor, Temple University's School of Communications and Theater, Philadelphia, died Oct. 18 in London. Mr. Adam was named head of television for British Broadcasting Corp. in 1961 and in 1973 was chairman of New Zealand Commission of Broadcasting. Earlier in his career with BBC, he founded and was editor of “Home News” program and was also on-air broadcaster, program moderator and author of radio and television scripts. He taught at Temple since 1969 and was coordinator of university's overseas programs in communications and theater in London. Survivors include four children.

Frank McNaughton, 72, owner of Chicago public relations firm, Frank McNaughton & Associates, until 1975, died Oct. 18 in Evanston, Ill., after long illness. Mr. McNaughton was panel member on NBC-TV's “Meet the Press” at one time and was also reporter for United Press International. He was chief congressional correspondent for Time-Life, Washington, from World War II until early 1950's. Survivors include his wife, Florence, and two sons.

Elmer F. Smith, 66, owner and president of KCASAMI Slaison, Tex., died there Oct. 15 of cancer. Mr. Smith was manager of WOAR-AM-FM San Antonio, Tex., WECBAMI Duluth, Minn., WNNAXI Yankeon, S.D., KRSI-AM-FM Minneapolis, and KTVO TV Ottumwa, Iowa (Kirksville, Mo.), during his broadcasting career which began shortly after World War II. Survivors include his wife, Amy; two sons, Fred Smith, general manager of KCAS, and Craig Smith, sales manager there; and two daughters.

As compiled by Broadcasting, Oct. 23 through Oct. 27 and based on filings, authorizations and other FCC actions.

Abbreviations: ALJ—Administrative Law Judge. alt.—altitude. ann.—announced. ant.—antenna. aux.—auxiliary. ch.—critical hours. cp—construction permit. d—day. da—directional antenna. d-o—Docket. ERP—effective radiated power. fqb.—frequency. HAAT—height of antenna above average terrain. kHz—kilohertz. kw—kilowatts. Medv.—maximum expected operation value. mhz—megahertz. mod.—modification. n—night. psa—presumise service authority. SL—studio location. S1—specified hours. T1—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w.—watts. *—non-curricular.

New Stations

AM applications


* Martin, Ky.—Guaranty Broadcasting Co. seeks 1440 kHz, 2.5 kw-D. Address: Box 826, Martin, Ky. 41649. Estimated construction cost $174,832; first-year operating cost $62,200; revenue $100,000. Format: contemporary. Principals: William D. Gibson, maintenance engineer at WDKM (AM) Climwood, Va.; Julius C. Martin and his brother, Sam, who have insurance, banking, mining and auto dealership interests; and Ben J. Spradlin, bank vice president. None has other broadcast interests. Ann. Oct. 10.

* Laurel, Mont.—Rimrock Broadcasting System seeks 1490 kHz, 1 kw-D. Address: Box 1742, North Frontage Rd., Billings, Mont. 59102. Estimated construction cost $1,000; first-year operating cost $120,000; revenue $284,500. Format: MOR. Principal equally owned by Dale Fairlee, sales manager at KURL-TV Billings, and Conrad R. Burns, newscaster at that station.

* Harvey, N.D.—Shamrock Communications Inc. seeks 1540 kHz, 1 kw-D. Address: Box 643, Cando, N.D. 58234. Estimated construction cost $81,730; first-year operating cost $63,720; revenue $100,000. Format: MOR. Principal equally owned by D. Thomas McKinnon, who owns furniture store and William C. Harrington, Devils Lake, N.D., auto dealer, neither has other broadcast interests. Ann. Oct. 19.

* Nelsonville, Ohio—Allied Communications Inc. seeks 1130 kHz, 250 w-D. Address: 156 Lane Rd., Worthington, Ohio 43085. Estimated construction cost $11,412; first-year operating cost $38,000; revenue...
$38,000. Format: MOR. Principals: equally owned by Randall Swanson (34%), writer and former station sales manager; and John Bragg (35%), former GM of KBLF(AM). Address: 1001 7th St., Ste. 318, Plover, Wis. 54467. Estimated construction cost $32,000; first-year operating cost $34,000; revenue $64,000. Format: Country/WC. Principals: Charles W. Halverson (60%) and Gerald F. Gath who own KVR(A)FM-KYR(FM) Vermillion, S.D. Ann. Sept. 21.

FM applications


Fort Bragg, Calif.—Fort Bragg Broadcasting Co. seeks 95.3 mhz, 3 kw, HAAT 167 ft. Address: 31180 Sherwood Rd., Fl. Bragg 59437. Estimated construction cost $34,415; first-year operating cost $10,000; revenue $5,850. Format: standard pops. Principals: Charles W. Stone and his wife, Josephine, who own KDAC(A)M and have applied for new FM at Willows, Ga.

Placerville, Calif.—Kidd Broadcasting Co. seeks 92.7 mhz, 1 kw, HAAT 276ft. Address: 3760 Concord St., No. 10, Placerville 95667. Estimated construction cost $35,478; first-year operating cost $14,676; revenue $59,700. Format: MOR. Principal: Warren Kidd, who owns broadcast equipment sales firm and has no other broadcasting interests.

Durango, Colo.—Hosanna Christian Broadcasting Inc. seeks 101.3 mhz, 1 kw, HAAT 289 ft. Address: 605 7th St., Durango 81301. Estimated construction cost $128,595; first-year operating cost $81,360. Format: religious. Applicant is nonprofit, nonschool corporation for religious broadcasting. Doris Pyle is president.


Spring Grove, Minn.—Sun Communications Inc. seeks 98.3 mhz, 3 kw, HAAT 300 ft. Address: c/o John W. Nease, Box 1070, Spring Grove, Minn. Estimated construction cost $25,574; first-year operating cost $42,731; revenue $46,260. Format: variety. Principal: John W. Nease and his wife, Pamela, who have diversified farming and banking interests, no other broadcasting interests. Ann. Oct. 19.

Ronan, Mont.—KBMR Inc. seeks 92.3 mhz, 100 kw, HAAT 271 ft. Address: 1233, Bismarck, N.D. 58501. Estimated construction cost $84,723; first-year operating cost $57,500; revenue $165,000. Format: contemporary/C&W. Principal: W. Stone and his wife, Josephine, who is general manager at KBMR(A)M Bismarck, N.D.

Whitefish, Mont.—Benny Bee seeks 98.5 mhz, 100 kw, HAAT: 225 ft. Address: 217 Edgar St., Wolf Point, Mont. Estimated construction cost $115,810; first-year operating cost not given; revenue $125,000. Format: beautiful music. Principal: Mr. Bee is former sales manager at KBMR(A)M Whitefish. Ann. Sept. 12.

Prineville, Ore.—High Lakes Broadcasting Co. seeks 95.3 mhz, 3 kw, HAAT: 77 ft. Address: 310 First St., Prineville, Ore. 97751. Estimated construction cost $23,000; first-three months operating cost $1,000; revenue $24,000. Format: MCA. Principal: J. Kendall Kauffman, who owns KXS-AM-TV Dallas-Fort Worth, who last week bought KRCO(A)M Prineville, subject to FCC approval. Ann. Oct. 19.

Crescent, Pa.—The Great American Wireless Signal Co. seeks 94.3 mhz, 6 kw, HAAT: 598 ft. Address: 102 Center St., Ebensburg, Pa. 15931. Format: Contemp-
WMFD(AM)-WEMA(FM) Wilmington, N.C. (AM: 630 kHz, 1 kW; FM: 100.9 mHz, 2.15 kW)—Seeks assignment of license from Dunlea Broadcasting Industries Inc. to Village Radio of Wilmington Inc. for $445,000. Seller: Louise Dunlea (42.4%), her son, R.A. (39.4%) and her daughter, Emma Dunlea Hurley (18.2%). Who have no other broadcast interests. Buyer: sub-borough of Village Broadcasting Co., principally owned by Roland P. McCallum Jr. and James A. Heuver, who owns WCHL(AM) Chapel Hill, N.C. and WBLG(AM-WRQH)(FM) Lexington, Ky.

WNLB(AM) Rocky Mount, Va. (AM: 1290 kHz, 1 kW)—Seeks transfer of control of WLNB Radio Inc. from Stanley M. Boyd (60%, before: none after) to William W. Gtryside (100%, before: 0%, after: 100%). Consideration: $130,000. Principals: Mr. Boyd owns WDAR(AM) Darlington, S.C. Mr. Geasey has no other broadcast interests. Ann. Oct. 30.

WAYLAN) Waynesboro, Va. (AM: 1490 kHz, 1 kW)—Seeks transfer of control from N. Wilbur Kidd (100% before: none after) to Warren Coleman et al (100% before: 0%, after: 100%). Consideration: $290,000. Principals: Mr. Kidd has no other broadcast interests. Buyer: Mr. and Mrs. W. Coleman, Dr. and Mrs. Kenneth D. Bowman, Mr. and Mrs. Leon P. Harris and Florence Ayers. Mr. Coleman is account executive at WAYB. Dr. Bowman is practicing dentists. Mr. Harris is employee of General Electric Co. Mrs. Ayers is housewife. None has other broadcast interests.

Grants

KRPC(AM) King City, Calif. (AM: 1490 kHz, 1 kW; 320 w-FM): Broadcast Bureau granted assignment of license from McVay Communications Inc. to Radio Del Rey Inc. for $184,800 plus $144,000 for 12-year controlled ownership by John U. Feldman and Arthur B. Hagan (45% each) and David A. Ruleman (10%). Messrs. Feldman and Iogan are partners in Feldman-Iogan Inc. Encino, Calif. media brokerage firm and principals of KJWN(AM-FM) Escondido, Calif. and KCMX(AM)-KCMX(FM) Ashland, Ore. Mr. Ruleman is part owner of KJWN-AM-FM, Action Oct. 19.

WCNB-AM-FM Connersville, Ind. (AM: 1580 kHz, 250 w; FM: 100.3 mHz, 6.68 kW)—Broadcast Bureau granted assignment of license from New- Examiner Co. Inc. to WCNB Inc. for $368,000 in cash and none plus $32,000 covenants not to compete. Seller: George S. Tarnoff (30%), his wife and Mrs. William S. Merson in his brother, James S. (22.5%) and their minor, Elizabeth Tarnoff (10%). None has other broadcast interests. Buyer: owned by David C. Keister (90%) and Jeffrey L. Beck (10%) who has brought WCHI(AM-FM) Washington Court House, Ohio ("Changing Hands," Oct. 23). Mr. Keister owns WCKB-AM-FM Martinsburg, W. Va. Mr. Hancock is sales manager and announcer there.


WBOX(AM) Bogalusa, La. (AM: 920 kHz, 1 kW)—Broadcast Bureau granted assignment of license from Mosley-Smith Broadcasting to Northlake Audio Inc. for $220,000. Seller: principally owned by Donald H. Smith and his wife, Janis, who have no other broadcast interests. Buyer: Parvis M. Hall Jr., his wife Elaine and their son, Parvis M. Hall III (30% each) and Andrew M. Mone and Dan A. Lickman (5% each). Mr. Hall Jr. is bank president and his wife is housewife. Their son is announcer, program director, WBOX. Mr. Mone is station manager. Mr. Hickman is announcer, WWMF(FM) Baton Rouge, La. Action Oct. 19.

KVOX-AM-FM Moorhead, Minn. (AM: 1280 kHz, 1 kW; 500 w-FM): 99.9 mHz, 26.5 kW)—Broadcast Bureau granted assignment of license from Western Nebraska Broadcasting Communications Corp. to Forward Communications Corp. for $800,000 plus $220,000 covenants not to compete. Seller: owned by Joiner Bros., Michael R. Joiner and Robert. None has other broadcast interests. Buyer: group owner of four AM's, five FM's and six TV's headquartered in Wausau, Wis. Richard D. Dudley is president. Action Oct. 24.

WQDY-AM-FM Calais, Me. (AM: 1230 kHz, 1 kW; 250 w-FM; 92.7 mHz, 3 kW)—Broadcast Bureau granted assignment of license from WQDY Inc. to L.B. Inc. for $425,000. Seller: Robert E. Stahl and his wife, Mildred, who have no other broadcast interests. Buyer: Daniel F. Hollingsdale, general manager of stations, who has no other broadcast interests. Action Oct. 24.

KEYR(AM) Terrytown, Neb. (AM: 690 kHz, 1 kW)—Broadcast Bureau granted assignment of license from Western Nebraska Broadcasting Communications Inc. to Jim Hickling and Milton VanderVenette for $380,000. Seller: G. W. Embree and Richard Baumgartner, who have no other broadcast interests. Buyer: Mr. Hickling was salesman for a national appliance firm. Mr. VanderVenette is Bozeman, Mont. city councilman. Neither has other broadcast interests. Action Oct. 24.

WCBA(AM) Corning, N.Y. (AM: 1350 kHz, 1 kW)—Broadcast Bureau granted transfer of control of WCBA Radio Inc. from Paul E. Carpenter (100%, before: none after) to Dean Slack (none before: 100%, after). Consideration: $161,000. Principals: Mr. Slack has had extensive broadcasting announcing and sales experience, most recently as general manager of WCBA. Action Sept. 23.

WNOK-AM-FM-TV Columbia, S.C. (TV: ch. 19; AM: 1230 kHz, 1 kW; 250 w-FM; 104.7 mHz, 100 kW)—Broadcast Bureau granted assignment of license from Palmietto Radio Corp. to Capital Communications Inc. for $315,000. Seller: Henry W. Newman to compete. Seller is owned by Irwin Kain (32.1%), J.W. Lindsey (32.1%), H. McElveen (7.9%) and others. They have no other broadcast interests. Buyer: owned by Mr. Sheps. Chief Engineer is Mr. Sheps. Action Oct. 23.

KHLB(AM) Bremerton, Tex. (AM: 1340 kHz, 1 kW; 250 w-FM)—Broadcast Bureau granted assignment of license from Highland Lakes Broadcasting Co. to William E. Cobbett for $65,000. Seller: Harry W. Kain Jr., who has no other broadcast interests. Buyer, Mr. Hobb's, is president and 13.33% owner of Wichita Falls (Tex.) Television Inc., 80% owner of KAZU(TV) Wichita Falls, Tex. Action Oct. 23.

KZAK(AM)-KTYL(FM) Tyler, Tex. (AM: 1330 kHz, 1 kW; FM: 93.1 mHz, 4.8 kw)—Broadcast Bureau granted transfer of control of OH Center Broadcast

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Broadcasting

The newsmaking of broadcasting and allied arts

Name

Company

Address Business

Home Address

City

State Zip

Type of Business

Title/Position

Are you in cable tv operations? 1 Yes 1 No

Signature (required) 83 3 years SO 3 2 years 565 1 year 325

Canadian and international subscribers and 12-year

1979 Cable Sourcebook $200.00

list with orders

1979 Membership $37.50

List change of address

II payment with order

$25.00

III change of address

$3.00 + Bill me

Across the Dial $3

Price includes postage and handling Prepaid orders only.

For Address Changes Please Most Recent Label Here.

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Broadcasting Nov 8 1976

72

Facilities Changes

AM applications

KAYR Van Buren, Ark.—Seeks mod. of CP to change SL and make changes in anti-system (increase height).

KFKN Long Beach, Calif.—Seeks CP to change TL and SL; install aux. Trans and make changes in anti-system (decrease height).

WAJL Winter Park, Fla.—Seeks CP to install new aux. trans, at main TL.

KSPD Boise, Idaho—Seeks CP to change TL.

WMIB Chicago—Seeks CP to remove dissipation resistor in anti-system (decrease height).

KRVB Medford, Ore.—Seeks CP to change TL.

FM applications

KWSS Hanford-Meriden, Conn.—Seeks CP to make changes in anti-system and change TPO.

WXLS Willimantic, Conn.—Seeks CP to change SL and change type antenna, install new trans, ERP: 1kw (H&V); HAAT: 484 ft. (H&V); change TPO.

WOKF-KY—Seeks CP to make changes in SL; make changes in anti-system, change type trans, change type antenna; move FM to AM site; change HAAT: 160 ft. (H&V); change TPO.
Last year we happily trumpeted that our Bugs Bunny Easter Special bagged a 42 share—best by far of 7 comparable network specials! On Saturday morning, winning also came easily for Warner's Wabbit and his friends as they topped each of their weekly periods.

And now? Look what's happened!

Against 2 first-run series, a CBS repeat of The Bugs Bunny Howl-o-ween Special on October 25th raised the network's rating in the time period by 42%—winning it with a "Top Ten" 22.8 rating, 37 share. And providing a whopping lead-in to help CBS win its first Wednesday of the season!

Meanwhile, The Bugs Bunny/Roadrunner Show, on CBS for 90 minutes each Saturday, now peaks at a 9.7 rating, 41 share. That makes it #1 of all 36 weekend children's half-hours.

With our friends at CBS, we share the joy of taking Saturday's strongest children's attractions and seeing them become such spectacular successes as family prime-time specials!

For our friends at NBC, Daffy Duck has just inaugurated more weekly Warner cartoon magic, now on Saturdays at 10:30AM (EST).

Bugs, Roadrunner, Daffy and friends are really movers. So if you need a mover, just call (212) 484-8000, or write us at 75 Rockefeller Plaza, New York, N.Y. 10019.

© Warner Bros., Inc.
## Summary of Broadcasting

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

<table>
<thead>
<tr>
<th>Stations Licensed</th>
<th>On air (GVA*)</th>
<th>CP's on air</th>
<th>Total (GVA*)</th>
<th>CP's not on air</th>
<th>Total (GVA*)</th>
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<tr>
<td>Commercial AM</td>
<td>4,497</td>
<td>5</td>
<td>36 4553</td>
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<td>Commercial FM</td>
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<td>2</td>
<td>39 5085</td>
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<tr>
<td>Educational FM</td>
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<td>0</td>
<td>0</td>
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<tr>
<td>Total AM</td>
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<td>7</td>
<td>130 8597</td>
<td>259 8,636</td>
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<tr>
<td>Commercial TV</td>
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<td>1</td>
<td>3 728</td>
<td>57 785</td>
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<tr>
<td>VHF</td>
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<tr>
<td>UHF</td>
<td>211</td>
<td>0</td>
<td>211</td>
<td>211</td>
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<tr>
<td>Educational TV</td>
<td>245</td>
<td>3</td>
<td>245</td>
<td>245</td>
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<tr>
<td>VHF</td>
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<tr>
<td>UHF</td>
<td>151</td>
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<tr>
<td>Total TV</td>
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<td>4</td>
<td>988</td>
<td>65 953</td>
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<td>FM Transmitters</td>
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<td>243</td>
<td>73 315</td>
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<tr>
<td>TV Transmitters</td>
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<td>459 4,001</td>
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<td>WFM</td>
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<td>1,126</td>
<td>262 1,388</td>
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<td>VHF</td>
<td>2,416</td>
<td>0</td>
<td>2,416</td>
<td>197 2,613</td>
<td></td>
</tr>
</tbody>
</table>

*Special temporary authorization

**Includes off-air licenses**

### Translators

- K57BD, Tucson, Green Valley, Bisbee Sierra Vista, Sonolita, Pasagosa, Ariz.—Trinity Broadcasting of Arizona—granted CP for new UHF translator to rebroadcast signal of KPAZ (ch. 21) Phoenix.
- KJ3PG Springville, Calif.—Springville Community TV Inc. granted CP for new VHF translator to rebroadcast signal of KSFN-TV (ch. 3) Fresno, Calif.
- KOTPK Cresset Burie Colo.—Gunston County Television Inc. granted CP for new VHF translator on 174-180 mhz (ch. 7), to rebroadcast the signal of KTSC-TV (ch. 81, Pueblo, Colo.
- K54AH White River area, Pierce Creek area, Colo.—Rio Blanco County TV Association granted CP for new UHF translator to rebroadcast signal of KMGI-TV (ch. 7) Denver.
- K3JAC Pawnee City, Neb.—Nebraska Educational Television Commission granted CP for new UHF translator in rebroadcast signal of KUON (ch. 12) Lincoln, Neb.

### Complaints

- Total of 3,241 complaints from public was received by FCC in September, an increase of 22 over August. Other comments and inquiries for September totaled 1,365, decreased by 355 from previous month. Oct. Oct. 27.

### License Renewals

- FCC Broadcasting Bureau granted following applications for renewal of license, including SCA (background music, etc.) where applicable:

### AM actions

- WXVI Montgomery, Ala.—Granted CP to increase day power to 5 kw, install DA-2 and change type broadcast.
- WNRK Newark, Del.—Granted mod. of license covering name of licensee to Cook Broadcasting, Inc.
- WDNS Miami Beach, Fla.—Granted CP to increase day power to 5 kw and change type broadcast.
- WAIR Honolulu—Granted CP to increase night and day power to 50 kw, install DA-1, change type broadcast.
- WKWQ Harlingen, Ky.—Granted CP to increase day power to 1 kw, change type broadcast.
- The following AM stations were granted mod. of CP to extend completion dates to those shown:
  - KA-AM Commercial, Ark.—to April 1, 1979 for new station.
  - KJAM Carmichael, Calif.—to April 2, 1979 for new station.
  - KROL Los Angeles—March 21, 1979 for changes.
  - KCAL Redlands, Calif.—to March 31, 1979 for changes.
  - KZWB Englewood, Colo.—March 31, 1979 for changes.
  - WWBA St. Petersburg, Fla.—to March 26, 1979 for changes.
  - WUME Paoli, Ind.—to April 3, 1979 for changes.
  - KJIL St. Charles, Mo.—to March 26, 1979 for changes.

### TV actions

- WDCD Adams, Mass.—Granted CP to change ERP to 484.7 kw (max); 89.54 kw (max).
- KXLF-TV Butee, Mont.—Granted mod. to permitted to operate as transmit. by remote control.
<table>
<thead>
<tr>
<th>Company Name</th>
<th>Address</th>
<th>Phone</th>
<th>Contact Person</th>
</tr>
</thead>
<tbody>
<tr>
<td>ATLANTIC RESEARCH CORP.</td>
<td>5390 Charlevoix Avenue, Alexandria, Virginia 22314</td>
<td>(703) 266-7000</td>
<td>Janský &amp; Bailey</td>
</tr>
<tr>
<td>CARL E. SMITH CONSULTING RADIO ENGINEERS</td>
<td>8200 Sonnivee Road, Cleveland, Ohio 44141</td>
<td>Phone: 216-526-4886</td>
<td>Member AFCCE</td>
</tr>
<tr>
<td>JOHN H. MULLANEY Consulting Radio Engineers, Inc.</td>
<td>9616 Pinkeye Court, Potomac, Maryland 20854</td>
<td>301-299-3900</td>
<td>Member AFCCE</td>
</tr>
<tr>
<td>MATTHW J. VIJISIDES, P.E.</td>
<td>2029 K Street, N.W., Washington, D.C. 20006 (301) 827-8112</td>
<td>(301) 827-9763</td>
<td>Member AFCCE</td>
</tr>
<tr>
<td>WILLIAM B. CARR &amp; ASSOCIATES</td>
<td>1334 29th St., N.W., Suite 500, Washington, D.C. 20005</td>
<td>(202) 296-2752</td>
<td>Member AFCCE</td>
</tr>
<tr>
<td>A. D. Ring &amp; Associates</td>
<td>1711 N. St., N.W.</td>
<td>206-2315</td>
<td>WASHINGTON, D. C. 20005</td>
</tr>
<tr>
<td>COHEN and DIPPELL, PC</td>
<td>527 Monorey Blvd.</td>
<td>(202) 783-0511</td>
<td>Washington, D.C. 20004 (202) 327-8000</td>
</tr>
<tr>
<td>CARL T. JONES ASSOCs.</td>
<td>2990 Telestar Ct., Suite 405</td>
<td>703-560-8800</td>
<td>Falls Church, Va. 22042</td>
</tr>
<tr>
<td>LOHNE'S &amp; CULVER</td>
<td>Consulting Engineers</td>
<td>9176 15th St., N.W., Suite 606</td>
<td>Washington, D.C. 20005</td>
</tr>
<tr>
<td>STEEL, ANDRUS &amp; ASSOCIATES</td>
<td>2029 K Street, N.W., Washington, D.C. 20006 (301) 827-8112</td>
<td>(301) 827-825</td>
<td>Member AFCCE</td>
</tr>
<tr>
<td>HAMMETT &amp; EDISON, INC.</td>
<td>Consulting Engineers</td>
<td>Box 88, International Airport</td>
<td>San Francisco, California 94112</td>
</tr>
<tr>
<td>JOHN B. HEFFELFINGER</td>
<td>9208 Wyoming Pl., Hilland 4-7010</td>
<td>KANSAS CITY, MISSOURI 64114</td>
<td>Member AFCCE</td>
</tr>
<tr>
<td>V'IR JAMES</td>
<td>Consulting Engineers</td>
<td>Applications and Field Engineering</td>
<td>345 Colarato Blvd., 80006</td>
</tr>
<tr>
<td>Midwest Engineering Associates</td>
<td>Consulting Engineers</td>
<td>6934 A University Petrie, Illinois 61614</td>
<td>(309) 692-3933</td>
</tr>
<tr>
<td>JILES COHEN &amp; ASSOCIATES</td>
<td>Suite 400</td>
<td>1730 M St., N.W., 659-3707</td>
<td>Washington, D.C. 20036</td>
</tr>
<tr>
<td>HATFIELD &amp; DAWSON Consulting Engineers</td>
<td>Broadcast and Communications</td>
<td>3525 Stone Way N.</td>
<td>Seattle, Washington 98103</td>
</tr>
<tr>
<td>ROSER TELEVISION SYSTEMS CONSULTING &amp; ENGINEERING</td>
<td>250 West 57th Street</td>
<td>New York, New York 10019</td>
<td>(212) 246-3967</td>
</tr>
<tr>
<td>Satellite Telecom Services, Inc.</td>
<td>Earth Station Engineering Consultants</td>
<td>2965 Flowers Rd., So.</td>
<td>Atlanta, Ga. 30341</td>
</tr>
<tr>
<td>ROY DAVIS ESOP Consulting Radio Engineers</td>
<td>Applications/Engineering</td>
<td>P.O. Box 3127</td>
<td>Olympic Station 90212</td>
</tr>
<tr>
<td>RADIO ENGINEERING CO.</td>
<td>P.O. Box 7004</td>
<td>Suite 7004</td>
<td>Palos Verdes, CA 90274</td>
</tr>
<tr>
<td>JOHN F. BROWNE Consulting Engineers</td>
<td>1901 Pennsylvania Ave., NW</td>
<td>Washington, D.C. 20006</td>
<td>(202) 293-2015</td>
</tr>
<tr>
<td>WILLIAM B. CARR &amp; ASSOCIATES, INC.</td>
<td>DALLAS/FORT WORTH</td>
<td>75218</td>
<td>Member AFCCE</td>
</tr>
<tr>
<td>E.M. ENGINEERING, INC.</td>
<td>1525 E. Disneyland Dr., Suite 200</td>
<td>714-490-0500</td>
<td>Member AFCCE</td>
</tr>
<tr>
<td>COHEN and DIPPELL, PC</td>
<td>527 Monorey Blvd.</td>
<td>(202) 783-0511</td>
<td>Washington, D.C. 20004</td>
</tr>
<tr>
<td>BILL DAVIES &amp; ASSOCs.</td>
<td>Consulting Telecommunications Engineers</td>
<td>AM-FM-TV CATYTV</td>
<td>216 N. Green Bay Rd.</td>
</tr>
<tr>
<td>COMMERCIAL RADIO MONITORING CO.</td>
<td>103 S. Market St.</td>
<td>(815) 534-3777</td>
<td>Member AFCCE</td>
</tr>
<tr>
<td>CAMBRIDGE CRYS'TALS</td>
<td>PRECISION FREQUENCY MEASURING SERVICE</td>
<td>SPECIALISTS FOR AM-FM-TV</td>
<td>645 Concord Ave.</td>
</tr>
</tbody>
</table>
Executive Director for nation's only bilingual (Spanish-English) public FM station. Duties: administer station operations, including grants, financial management, programming, community education, and plan future strategies. Experience required with funding sources and public radio. Contact: Josue R. Lopez, Exec. Coordinator, Chairman, KBBF-FM, PO. Box 7189, Santa Rosa, CA 95401.

Unparalleled 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 final move. E.O.E. Box P-3.

Sales Manager—Beautiful San Luis Obispo, Calif. 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/Box Crankson, KVEC, Box 787, San Luis Obispo, CA 93401, 805—543-8830.

Creative Sales Manager to take charge of dynamic AM/FM combination. Must have strong RAB, retail, and agency experience. Hardworking with sales promotions that will enable you to handle your own list. Train, motivate and lead staff. Salary plus override commissions, health insurance, paid vacation, security, profit sharing. Send detailed resume with references to Maynard Grossman, WSD/WLM/L, 5623 Reisterstown Road, Baltimore, MD 21215. E.O.E.

Number Two Person needed in highly successful AM/FM Eastern operation. VP Sales, possible equity. Growth and diversification situation may permit higher moves. Principal ingredients must be personnel and management sales ability in already hot dominant situation. Please reply. Box P-84.

Educational FM radio station needs Station Manager with 3 to 5 years experience. Send resume & references to Box P-90.

Florida—Small—Need street pounding G.M. Big money for the right person. Write owner direct. Box P-96.

General Manager for two publicly owned radio stations. Must be able to administer, program, raise funds. Non-commercial radio experience desirable. Position open July 1, 1979. Send resume to Director, Louisville Free Public Library, 301 York Street, Louisville, KY 40203. Equal Opportunity Employer.

General Manager for WKST, New Castle, Pa. No. 1 Rated, Excellent station. Must be sales-minded, quality-minded, community-minded. A Great Scott Station. Phone Mr. Scott 215—326-4000.

HELP WANTED SALES

Good Colorado Regional AM Station needs a good sales person. Brand new 100,000 watt FM sister station debuts in weeks so lots going on. Send full resume to Manager, Box 880, Lamas. CO. 81052. E.O.E.

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 to live in a great area and do what you best sell radio... then 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 smart and know more information? Write: Jack Gennaro, WHRV/W103, 220 First Avenue South, Wisconsin Rapids, WI 54449.

Sales Position for aggressive street fighter. Sales management for the right person, the person selected should make $25,000 plus in the first year. If you feel that you have outgrown your job and/or market, we offer unlimited growth potential in Pennsylvania Mar. Send resumes to Box P-6.

Mid Atlantic AM/FM Stereo seeks experienced Salesperson. Excellent financial opportunity for hard workers. Write Box P-88.

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.

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

Florida Station seeks Sales Manager who is looking for 20,000 dollars to 30,000 to start, now or after first of year. Must be promotional minded, hard selling, live with track wire for track record selling local accounts and agencies. Send resume Box P-87.

Western North Carolina—Leader and/or experienced Account Executive. Opportunity for growth under new management. RAB training provided. Garrel Schiller, 704—632-5492 Evenings.

Real go-getter for fast-growing CBS Affiliate. Salary plus commissions. Liberal benefits. EOE. Send Resume to EH Close, WKNE, Box 465, Keene, NH 03431.

Professional Salesperson to sell adult oriented rock FM station. Only five-programmed FM in the market, and it's just starting to take off! New company with terrific growth potential. If you've got a terrific track record, desire to make a lot of money, and potential to grow. Contact Denny Mathis, KLYX, 224 S. Main, Sioux Falls, SD 57102. 605—339-1520. EOE.

HELP WANTED ANouncERS

WTLC-FM/Indianapolis accepting applications for future on air positions. Applicants must have at least one years experience on air large or medium market. Send tape and resume to Ass't Manager, WTLC, 2126 N. Meridian, Indianapolis, IN 46202. EOE/MF.

Announcer with good voice and personality wanted by top station in excellent market—North Carolina. EOE. Good production, First Phone, required. Send Resume to Box N-183.

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 benefits. Good market in the Southeast. EOE. Write Box N-186.

Beautiful music WLGM 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 the person. Tapes and resumes to: Ron Joseph, 8th and Church Street, Lynchburg, VA 24504.

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

Immediate Opening for Announcer and Sales. North Carolina Coast, Modern Music Station, Call Marvin Crook - WZOD, 919—754-8171.

Combo Announcer-Engineer: position open for experienced broadcaster with good voice air, board work, technical maintenance. FCC 1st Phone or 3rd Endorsed required. Send tape and resume to: John Finnegan, WLBC AM/FM, 820 E. 29th St, Muncie, IN 47302. Equal Opportunity Employer.

Immediate opening for experienced country jock. Good voice, minimum 1 year experience, send tape and resume to PO. WFMF, 820 Myers Building, Springfield, IL 62701, EOE.

WSU in Beautiful Stuart, Florida, needs an experienced night time announcer. Good news delivery and production skills necessary. A successful MOR-Con for small station with excellent location and top equipment. Send tape, resume, to Ron Beckney, General Manager, WSTU, Stuart, FL 33494.

Live and work at Lake Tahoe! Contemporary Country FM, needs morning personality. Potential programming responsibilities. Production experience preferred. Contact Manager at 916—546-5936, or send resume and tape to PO. Box 88, Kings Beach, CA 95719.

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

Traditional Country jock for expanding AM/FM with AM grant under construction. This small market powerhouse offers rural living and recreational advantages at above small market wage scales. Mountainous West Coast. E.O.E. Box P-57.

Experienced Personality with first phone needed at WPZB. Beautiful, contemporary opportunity to join a growing station in a beautiful and thriving major market suburb. E.O.E. Box P-85.

Central Indiana station needs enthusiastic, bright announces Chance to do sales if you desire. Come join our station for the rest of your life. Send tape and resume to: WCBC AM-FM, Martinsville, IN 46151. Or call Jeff Hancock 317—342-3394, E.O.E.

WKZB—a full time contemporary M.O.R. in beautiful Western Michigan needs a creative DJ, heavy on production. 3rd class with endorsement. Send tape and resume to WKZB, PO. Box 236, Muskegon, MI 49443. E.O.E.

Radio Personality for Modern Country station Medium Market looking for good creative communicator with good production and news delivery. Experience a must. New facilities. Rush tape resume with references to John Knight, General Manager, KMND Radio, PO Box 4041, Midland, TX 79701.

Strong Personality Jock wanted ... Good pay, good market covering North Boston to Portland, Maine. Send tape & resume: PD, WHEB, Portsmouth, NH 03801.

If you can communicate with your audience, then you'll want to investigate the possibility of becoming the new evening personality at this fulltime AM station located in a beautiful Northern Illinois community. Excellent pay, benefits. Tape, resume required. WZOE, Broadcast Center, Princeton, IL 61565.

Sharpen your skills in a good small market station. We're looking for an announcer/production person with some experience (college or commercial) and with exceptional ability. Send resume and tape including news and live commercials to Ross Hunter, WJMA, Orange, VA 22960. EOE.

Experienced, Creative Morning person for Modern Country music station South of Washington, D.C. Contact: West Morris, Phone: 202-387-1153, WMUS, Prince Frederic, MD 20678, 301—535-2201.

Beautiful Music, Announcer with warm, natural delivery for 100 KW Large FM. Growing company wants career oriented individual. Tape and resume to Post Office Box 2608, High Point, NC. 27261.


HELP WANTED ANNOUNCERS CONTINUED

Florida, Bonneville, Beautiful Music FM seeks: experienced, professional; announce/copywriter, production person, Voice, mature delivery, good music interest a must. Contact Gene Hester, WMFQ, Ocala, FL 305-724-4444.

Immediate openings for experienced announcers at one of the finest beautiful fm stations in the country. Two prominent part-time weekend shifts are available plus opportunities for vacation and holiday fill-in. Call Paul Ringer at WEZQ Stereo 100, Bridgeport, CT, at 203-368-9321. EOE.

Immediate opening for warm, one-to-one adult communicator for afternoon drive in MOR format. Extensive production experience a must. Excellent benefits. Salary: $15,000 plus. Send resume and tape to Steve Bennett, Program Director, WGNY, PO. Box 3591, Newburgh, NY 12550.

Southern New England's dominant Beautiful Music Station seeks experienced announcer. Excellent opportunity to move into a highly competitive major market. Send tape, resume and salary requirements to Tony Rizzino, c/o WLWK, 1115 North Main, Providence, RI 02904. E.O.E.

Immediate Opening/Professional Morning Drive/Production at South Dakota's No. 1 Rockies Station. Excellent opportunity for growth and advancement. Contact Richard Womack, KWIX Radio, Mobeyer, MO. Phone: 916-283-1200.

BELOW HELPANTED TECHNICAL


Senior Maintenance Engineer with a minimum of 4-5 years experience with FCC 1st Class. Must know Ampex 1200's. Top rated NBC small market in Rocky's for the better life. Contact Cecil Cope, KIFI TV, Box 2148, Idaho Falls, ID 83401.

Sharp Chief Needed—Class IV AM with young, aggressive, experienced and computerized automation. Will give you the support you need to do your job right. Resumes and references to: Tom Greenerich, G.M., KGVO, 1506 Gibson Ave, Ogden, UT 84404.

We're looking for experienced part-time chief engineer for AM FM combination in beautiful Northern Wisconsin. Excellent opportunity for growth and ideal place to live with part-time income. Roger Uhrleimer, PO. Box 310, Antigo, WI 54409.

Palm Springs, California has an opening immediately for a Chief for directional AM, FM automated. Send resume and salary requirements to Joe Tourtellot, KDES, 821 N. Palm Canyon Drive, Palm Springs, CA 92262—An Equal Opportunity Employer.

Third Ticket Chief Engineer? We've got the first, but needed hands-on technician, A small, but thorough professional company. 12K K106 FM, Beaumont, TX 779-785-298.

Chief Engineer for 100,000 watt FM station with all new equipment and new studios in Dallas/Ft. Worth Market. Must be experienced in 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 P-16.


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

KWGS, Tulsa, is a University-owned, NPR affiliated FM looking for an experienced Chief Engineer dedicated to broadcasting quality music and news. Medium size city Salary negotiable. Closing date: November 24, 1978. Contact Gary Chew, KWGS, 500 S. College, Tulsa, OK 74105—916-353-6531. University of Tulsa has an equal opportunity/Affirmative Action program for students and employees.

Transmitter Engineer for AM-FM to replace retiring 40 plus years employee. We require a First Phone transmitters and AM directional plus FM antenna experience, the ability to maintain and adjust transmission equipment, and the ability to handle some studio maintenance. Resume and references to Dom Lange, Chief Engineer, Super Radio Station, 23 North Street, Buffalo, NY 14202. An equal opportunity employer.

Chief Engineer, fulltime, small market directional AM/Class C-FM. Twelve thousand to start for working engineer whose maintenance can stay ahead of crisis. Many semi-autonomous FM stations, with a few and several studios could add part time assistant as needed. Western mountain community with lower living costs and abundant outdoor recreation. E.O.E. Full resume to Box P-83.

If you're tired of working in a rat hole, keeping it on air with billing wire, are a well qualified engineer who desires a complete and modern facility where you can earn a good living and keep building your savings, retirement, and where your efforts are appreciated, and would like to reside in the land of pleasant living, answer this ad. It might be the best move you ever made. Box P-9.

Engineer for Virginia AM-FM, Prefer combo, but straight engineer considered. Must be engineering pro. Permanent position. EOE, Box P-74.

Chief Engineer for educational FM radio station. First class broadcast engineering license and management experience. Send resume & references to Box P-101.

Chief Engineer for a large, modern carrier current system. Must be experienced in RF, Audio and Studio Maintenance and repair. Reply to: Michigan State University, 2800 W. Beltline, Lansing, MI 48824, Equal Opportunity Employer.

North Florida FM station needs Chief Engineer immediately. Prefer someone who can also double as air personality for AOR format. Salary $2000 per wk. and up depending on experience. Call 904-376-3805.

Assistant CE Needed immediately. Suburban New York, 50KW FM, 1KW AM. Excellent technical facilities, must have a minimum of 2 years experience, must be strong on maintenance, particularly audio and automation. Contact Ed Gramer, WHUD/WLNA, Box 188, Peekskill, NY 10566. E.O.E.

KRLD in Dallas needs an engineer with FCC First Class License, ability to handle routine maintenance, repair, and construction of broadcast equipment; and prior experience with high powered AM Transmitters, Direct Drive, SYM, and STL Systems. Must be quality conscious, a self-starter who requires minimum direct supervision, and have working knowledge of state-of-the-art technology. Position requires some evening and night work. Good pay and benefits in a moderate cost-of-living area in North Central Texas. Metromedia is an equal opportunity employer. Send full resume, references and minimum salary requirements to: Roy Jenkins, KRLD, 790 Carpenter Freeway, Dallas, TX 75247.

Number 2 Engineer—for Midwest 5kw DA-N plus automated FM. Strong maintenance a must. Contact: KPNT, Box 1350, Des Moines, IA 50303, 515-280-1350, Equal opportunity employer.

Wanted—Maintenance engineer for WLAP-AM/FM, Lexington, Kentucky. Will have duties relative to both transmitters and studio equipment, including automation. Must be versed in directional operation and FCC regulations and have state knowledge and experience desirable. Excellent company benefits. Contact Lew Owens, technical director, 608-293-0563 or write to P.O. Box 4057, Lexington, KY 40577. An equal opportunity employer.

Chief Engineer—Live North of the tression line in beautiful Wisconsin vacation country. Fulltime AM and FM, we equipped-stable station. Salary open. Write or call WOBT, Rice Lake, WI 54701.

First phone with interest in engineering to handle routine maintenance at KMNN in Cammor, Mo. and KAFB in Little Rock, Ark. Excellent opportunity for growth and advancement. Contact Richard Womack, KWIX Radio, Mobeyer, MO. Phone: 816-263-1230.

WOFD AM-FM Chattanaoga is looking for a Chief Engineer. Experience with Directional Antenna System and FM tweeter and Stereo FM. Reply to Mike Solan, General Manager, WOFD Radio, 3300 Broad St, Chattanooga, TN 37408. An Equal Opportunity Employer.

HELP WANTED NEWS

KSTT-WXL 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 3788, Davenport, IA 52803.

Producer, Florida Public Radio Network: Supervises planning and production of statewide government affairs programs for six public radio stations in Florida, including supervision of two full-time reporters; performs research on issues affecting state government in preparation for program production; conducts listener surveys; works with government agencies, non-programmed, performs technical duties associated with broadcast of program material through interconnected network for simultaneous broadcast by six public radio stations statewide; must be experienced in broadcasting or related field and minimum one year radio production experience or high school graduation and several years of experience. Florida Public Broadcasting is an equal opportunity employer. Contact Richard Womack, KWIX Radio, Mobeyer, MO. Phone: 916-283-1200.

Anchor-reporter to handle morning drive news in Southeastern Top 50 market. Must be super-strong on air. Prefer two or more years experience in radio news. Starting salary range $190-230 weekly. Great benefits and opportunity for advancement. Send resume and tape to Mike Edwards, WRAL-FM, N.C. News Network, PO Box 17000, Raleigh NC 27609.


Producer/reporter for Public Radio Station. Host three-hour morning news and information show plus general reporting assignments. Good broadcasting/reporting skills, clear voice and diction. BA broadcast journalism preferred. 5-7 years experience required. Third class FCC license. Minimum salary: $13,500. Good fringe benefits. Application deadline: 11/13/78. Replies to: Dateline, Southwestern College, Centennial, SD 80072.

Anchor/reporter to handle morning drive news in KVOG, IDC, Super Radio Station. Experience preferred. Send resume, references, and tape to Mike Solan, General Manager, WOFD Radio, 3300 Broad St, Chattanooga, TN 37408. An Equal Opportunity Employer.

Broadcasting Nov 6 1978
HELP WANTED NEWS CONTINUED

One of the Top Ten Black Stations in the Midwest has a growth opportunity for a Program Director. Applicants should either have their college degree or five years radio experience. Ability to motivate creative people a must plus good administrative skills. Send resume and tape to: Brian Collins, Program Manager, WAOY, PO Box 728, Des Moines, Iowa 50309.

HELP WANTED PROGRAMMING, PRODUCTION, OTHERS

 emptied his program, the young programmer had a different style of his own. She offered a fresh perspective and helped to bring new life to the show. Her innovative ideas and attention to detail were much appreciated by the station.

SITUATIONS WANTED

General Manager/GM seeks position with large market station. Requires experience in management, sales, promotion, production, and marketing.OO Box 500 T, CD

Successful Small GM desirous to move to Medium Market as GM/GM. Sales oriented, motivator/ leader. Experience all phases. Desire career opportu-Box P-8

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. Excellent sales record. Dad 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 greatly appreciate knowing if you're willing to consider offering investment opportunities. Write in confidence to Box P-46.

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

Florida. Manager, owner available. Wide experience, People, service and profit oriented, Manager, invest, or combination. Box P-80.

General Manager—Successful full and medium market General Management background. Employed successfully General Manager West Coast. Want relocation general management Florida. Box P-77.

General Manager—Highly successful General Manager wishes to relocate. Currently Managing West Coast. Mature, experienced all phases for 24 years. Box P-89.


SITUATIONS WANTED

SITUATIONS WANTED ANNOUNCERS

Broadcast School Grad, 3rd Endorsed, looking for first job. Phone weekdays 716-843-4457.

Three Years of Success as top-rated DJ, produc- man; some programming duties, 3rd endorsed. Family man, 27, 15. If your probe, music stations; any pro- cession with professional Top-40 or Contemporary small or medium market station. Prefer Florida, have seeing-eye dog and can travel. Proven, tried, and tested. Past performances and references speak for themselves. John Holliday (Gary Stevens), 16030 N.E. 15th Ave., No. Miami Beach, FL 33162. 305-947-2873.

Personality Seeks Contemporary within 100 mile radius of Phila. Experienced. 215-256-6330. John LaMonica.

Soul Personality Seeking to relocate to either North Carolina, South Carolina or Virginia area. 919- 483-6530.

Able and Ready: hardworking and reliable, 3rd endor- dustry, will relocate. Tape and resume on request. Call or write Box P-203.


Female, 22, from Midwest eager to learn, work, relo- BAC. Strong voice and production. Tape, resume on request. Nancy 312-352-3966.
HELP WANTED NEWS

CONTINUED

I Know Sports! Desire position that would have me doing daily sports reports and telephone talk show, NE or MW. Don 202-862-4935.

News Director of small station needs living wage. Three year experience. Writes, edits, produces news, features, interviews. Will do reporters job or airshift too. $175 per week desired. Prefer to Locate in Ohio. Call attention—419-394-2736.

Willing to work hard for first break. UNC Graduate, BA in Broadcast Journalism. Previous experience with WUNC Radio. Will relocate. For tape and resume contact Charles Freiman, 1404 Hillwood Court, Charlotte, NC 28210. 704-525-1477.

SITUATIONS WANTED PROGRAMMING, PRODUCTION, OTHERS

Commercialists that will Knock You Out! That’s what you’ll find on my audition tape. I’m looking for a position as Production Director. I’m skilled in writing, multitrack recording, special effects, editing, character voices and straight announcing. 12 years in radio, West Coast medium and major markets only. For my tape and resume, write Box P-59.

Program Director. Administrator. Eight years diversified including sales and license renewal. Group owners New York, New Jersey, Pennsylvania, Sunbelt preferred. Tape and detailed resume c/o Box P-106.

Promotion Director. More and more quality stations are realizing the importance of promotion. Please include a personal letter and resume. The most important question you should not apply. Send resume to Box P-7.

HELP WANTED TECHNICAL

Assistant Chief—Working engineer to direct studio and minor field production and engineering. Must hold FCC Class A license and any studio or field experience in tape, IVC and RCA cameras. $17,500 to start plus benefits. Harold B. Wright, WTVR-TV, Charlotte, VA 29202. Box 977-7082. An Affirmative Action Equal Opportunity Employer.

Independent television production facility in NYC seeks Technical Director for studio productions and remote operations. Must have mature to supervise large production crews and working technical knowledge of all aspects of technical equipment. Chief's profession or additional industrial/technical experience should not apply. Send resume to Box P-7.

HELP WANTED MANAGEMENT


Widespread communications company seeks financial manager who can establish and administer systems for radio, TV and newspaper. Must be a proven person with ability to coordinate and implement audience and sales promotions. Interested? Let’s talk. NE or MW. Don 202-862-4935.

Kent Verbeek Formerly KFRK, KGFW, KRNY seeks on or off-air position in Midwest. 1st, Automation, Box 50751 Lincoln 68501.

TELEVISION

HELP WANTED SALES

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 Guerdan, WYTV, 3800 Shady Run Rd., Youngstown, OH 44502. An EOE.

Do You Eat Nails for Breakfast? Top 20 VHF needs aggressive, highly motivated sales person to begin immediate search for major national media.An experienced background, preferably within retail, is required. Send resume to Box P-102.

HELP WANTED TECHNICAL

Assistant Chief—Working engineer to direct studio and minor field production and engineering. Must hold FCC Class A license and any studio or field experience in tape, IVC and RCA cameras. $17,500 to start plus benefits. Harold B. Wright, WTVR-TV, Charlotte, VA 29202. Box 977-7082. An Affirmative Action Equal Opportunity Employer.

Independent television production facility in NYC seeks Technical Director for studio productions and remote operations. Must have mature to supervise large production crews and working technical knowledge of all aspects of technical equipment. Chief's profession or additional industrial/technical experience should not apply. Send resume to Box P-7.

TV Studio Engineer. Heavy maintenance experience on video tape, quad and helical as well as studio camera and engineering maintenance for digital recorder systems is a prerequisite. Minimum of 3-5 years experience is necessary. Must be familiar with FCC Rules. We are located in a beautiful area and within reasonable area in the upper Midwest. Salary commensurate with experience. EOE. Box P-38.

Television Engineers. Immediate openings at WGVC-TV, Channel 35, a growing, all-color remote-controlled UHF public television station in beautiful, West Michigan. Chief Engineer responsible for management and development of engineering department including personnel, budget and administrative areas, maintaining safety, legal and engineering operations of technical facilities and planning and designing for future facilities. Requirements: First class FCC ticket; 3-5 years supervisory experience with strong maintenance background; knowledge of GE UHF transmitter, RCA videotape and Bosch Ferndale 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. Requirements: First class FCC ticket; UHF transmitter experience; 2 years supervisory experience with strong maintenance background; B.A. degree preferred. Maintenance Engineer responsible for scheduling and performing required maintenance; installing, operating, maintaining and repairing broadcast quality equipment including GE UHF transmitter, RCA videotape, Teletron film chain, Bosch Ferndale cameras and Vital and Grass Valley switching. Requirements: First class FCC license; 2-4 years broadcast maintenance experience; familiarity with current state of the art broadcast equipment; ability to recommend, write specifications, evaluate and install broadcast equipment, B.A. preferred but not required. Salaries depend upon qualifications. Excellent fringe benefits. Send resume to: Office, Lake Superior Hall, Grinnell State College, Allendale, Michigan 49401. Equal Opportunity/Affirmative Action Institution.

Master Control Operator. Requirements: One year switching experience on on-air TV board. Send resume to Box P-89.

Studio Operations Supervisor. A valid First Class FCC license. Experience in all aspects of operations. Good personality and management qualities is essential. TV studio engineering experience, a knowledge of video tap, 16mm film, recording, audio, studio cameras and lighting, remotes, camera control, projection room and understanding of ENG systems is preferred. The ability to supervise a staff of 25-35 persons. Send resume to Box P-99. The ability to relocate to a major market is absolutely necessary. Send all applications to: PQ, Box 1896, Pittsburg, PA 15230. An Equal Opportunity Employer. M/F.

Chief Engineer, VHF station, small Southeast market, strong on quad and 3/4 inch maintenance, attractive location. Send resume to Box P-43.


Maintenance Crew Chief. Associate’s Degree in Electronics is preferred. Minimum 5 years in depth experience with technical maintenance on all equipment associated with a broadcast standard studio. First class FCC license and repaired/maintained in electronics or equivalent. Pay range $10,572-$16,428. Normal starting between minimum and $11,856. Send resume to: Director of Engineering, WENH-TV, Box 2, Durham, NH 03824. AA/EEQ.

Transmitter Engineer. Progressive VHF station has an immediate opening for a first-class FCC Engineer with maintenance background. Will work with Harris and RCA transmitters. Allied microwave and remote operations experience required. Prefer someone with experience in this area. Excellent working conditions plus a climate on the scenic Central California Coast that’s hot or cold or very commensurate with qualifications and experience. Send resume to Jim Bassett, Chief Engineer, or Wes Chaney, Director of Technical Operations, KSBW, PO. Box 1651, Salinas, CA 93901. 408-422-3341. EOE. Box 132.

TV Broadcast engineer with heavy experience in 3/4" and 1" helical VTR. Also must have experience with 2" VTRs, film, studio, and ENG cameras. 1st phone required. E.O.E. Send resume & salary requirements to: KTVU, 1866 E. Chisholm Dr, Nampa, ID 83681. 208-467-3301.

TV Maintenance Supervisor—Major West Coast Independent—Degree preferred, 5 years maintenance or related experience required. Management or supervisory experience required. Send resume to Ray Swenson, Chief Engineer, KTVU. One Jack London Square, Oakland, CA 94607.

WIXT (TV) is seeking an experienced TV Broadcast Engineer with a First Class License. Major Duties include Control Room operation and maintenance. An interest or background in digital electronics, small computers, and new plant construction is very desirable. Interested candidates should contact Charles F. Coughlin, Chief Engineer, WIXT Television, Inc., Shopplingden-Dewitt, Syracuse, NY 13214; telephone No. 315—488-4780. WIXT Television, Inc. is an equal opportunity employer.

HELP WANTED NEWS

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. Easy delivery and warm on-air personality important. EOE. Box N-119.

Photographer—We are looking for an experienced television news photographer capable of handling both ENG and film. Person must be experienced in all phases of news photography and editing. Send video resume to: News Director, PO. Box 2009, 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. Excellent eye for young, aggressive reporters and photographers. Must be able to assume responsibility and provide direction. Resume, salary in first letter. An EOE Employer. Box N-159.
HELP WANTED NEWS CONTINUED

11 o'clock Anchor—Must be experienced reporter/photographer. Send resume and recent photos to WTVF Channel 5, 1234 Studio Drive, Nashville, TN 37204. Salary $20,000.

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 are a top producer with an eye for the visual and an ear for the news, and are a good writer who can also supervise scripts, send cassette sample of your work to Allen Jones, PO. Box 298, Austin, TX 78760.

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.

News Photographer/Editor position open at major East Coast station. Successful applicant must have total professional experience in news photography and editing skills. Equal Opportunity Employer. Detailed resume to Box P-49.


News Reporter for ENG and film equipped Florida station. Experience as Anchor duties. Send tape and resume to: WMMB-TV, Box 1340, Panama City, FL. Attn: Bob Nelson.

Weekend Anchor/Producer for Midwest net affiliate. Must have newscast production experience. Resumes and salary requirements to Box P-83.

Anchor/Producer. Demanding job for someone seeking a challenge. Top news operation in one of the South's fastest growing markets. Experienced only. Resume in first letter. EOE. Send replies to Box P-73.

Strong Weather Personality ... who can build a following with a unique weathercast, who wants to become directly involved with his audience, who wants to work in a well equipped weather department, at a station with strong emphasis on weather. who understands weather, whether or not he has a meteorology degree preferred. Send resume and cassette tape of your work to: NWSD-TV, Box 520, 500 Main Street, New Orleans, LA 70130, 504-588-9378.

Operations/Traffic Manager—KGUN-TV, Tucson, Arizona is looking for a strong systems person with administrative responsibility for Traffic department with Cox Commodies. 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; and develop and administer program budgets and manage program operations staff. Salary $25,000. Application deadline: November 28, 1978. Contact: Ron Jones, EEO Commission, Office of the Santa Clara County Superintendent of Schools, 100 Skyport Dr., San Jose, CA 95110, 408-299-3701.

Commercial Producer for Northeast production facility. Must have experience in studio and remote commercial productions along with multi-format videotape. Candidate should be able to work with budgets and advertisers in establishing goals. At least 3 years television commercial experience required. An Equal Opportunity Employer. Send resume to Box P-84.

Manager of Advertising. Major broadcasting company NYC based, is looking for an individual to act as liaison between the network and advertising agencies for their Northeast advertising program. Must have 5-8 years experience in broadcasting advertising or advertising agency and be thoroughly familiar with all phases of the planning, production and placement of audience promotion advertising in print and broadcast media. Please send resume and salary history in confidence to: Box P-89. An equal opportunity employer m/f.

Art Director Graphic Designer/Design Manager needed for Top Ten Market. VHF Station. Must have strong background in all areas of TV art, print, and scenic design and must be able to direct 6-person department. An Equal Opportunity Employer. Send resume to Box P-92.

No. 1 ABC Affiliate in top 75 S.E. Market. Market open for Production Manager. Seeking aggressive person with at least 3 years of television production experience. Must be a creative and strong leader with potential to grow with young management team. EOE. Send resume to Box P-104.

Television: Assistant Program Manager. SuperVision of programming and coordination of ETV Network Programming Department including broadcasting logs, traffic continuity and videotape library. MA. Broadcast Journalism with five years experience in television production and coordination required. Must have 3 years experience, application deadline: November 15th. Salary to $20,500. CONTACT: Paul E. Lew, Assistant Manager, University of Nebraska Television, Box 38111, Lincoln, NE 68501. Affirmative Action/EQUAL Opportunity Employer.

Program Manager. For medium market CBS Affiliate. Must be experienced in television programming and able to administer Production and News Departments. Send resume to: Walter F. Mondale, President, General Manager, WRD-TV, Drawer 1212, Augusta, GA 30903, EOE.

Television Graphic Artist (Jackson, Michigan). Require 25MM slide photography and darkroom experience. Creative art background preferred. Equal Opportunity Employer. Send resume to WILX-TV, PO. Box 3380, Lansing MI 48909.

Television Production—Supervise daily operation of University TV production center and produce and direct instructional, educational and public service programs. Experience in commercial and educational industrial and industrial broadcast news. Salary based on qualifications. Letter of application, resume and videotape of production sample to William T. Rosemberg, Director of Media Services, University of Toledo, 901 South University, Morehead, KY 40351. MSU is an Equal Opportunity/Affirmative Action Employer.

KTUL-TV Tulsa, Oklahoma is accepting applications for an experienced FCC first class licensed TV transmitter maintenance/operations technicians. Heavy on maintenance. Call R. King or L. Brown at 918-443-9351 or send resume to KTUL-TV PO. Box B, Tulsa, OK 74101. Equal Opportunity Employer.

TV Time Supervisor to manage all aspects of the TV Time Services Department in University Media Department, to supervise the design, development, production and evaluation of television, and other media presentations: plan, schedule, and supervise subordinate personnel, plan and account for budgets. Requires B.A. with M.A. preferred, plus a minimum of 3 years experience as producer, director or similar position. $15,000 minimum salary. Send detailed resume by December 1, 1978 to TV Time Services, University of Wisconsin-Milwaukee, PO. Box 413, Milwaukee, WI 53201. Equal Employment Opportunity/Affirmative Action Employer.

SITUATIONS WANTED

General Manager with outstanding credentials! Television 27 years; Radio 12 years; Management 18 years. Now 48. Thoroughly experienced all aspects: ownership, administration, sales, programming, film buying, news, promotion, Community involvement, etc. Quality leader in industry. Very competitive! Produced spectacular sales and profits, plus prestige. Achieved record ratings, multiphase turnarounds. Can produce outstanding ratings, sales, and profit. Box P-61.

General/Station Manager with over 20 years of major market/station achievement available now. Last 5 years as bottom-line-oriented GM. Box P-75.

SITUATIONS TECHNICAL

College Grad, First Phone, 4 years production/editing experience seeks first commercial TV broadcast position. Call Doug Landman 212-697-5100 Days, 212-463-3365 Eves.

SITUATIONS WANTED

Sportscaster with solid delivery, active and accurate. If you need a reporter or anchor I am your man. Also experienced in all types of photography. For tapes and resume 1-701-852-2608.

Anchor/Reporter seeks prime anchor spot, top 50, Box P-82.

Anchor/Reporter, 5 years exp., B.A., 27, net leads, seeks Mid-Large Mkt. assignment, 517-624-5514, Box P-94.

Experienced and Energetic Broadcast Journalist Graduate seeks Reporter/Anchor position in TV News. Has "on air" and producing experience in Radio and TV, personable and hard working. Wiling to relocate. Contact Charles McEntee, 16 Chancy Street, Cambridge, MA 02138, 617-876-0811.


Attractive, Spanish surnamee 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. Willing to relocate. Virginia Perez, 1177 Belmar Rd. Cleveland Heights, OH 44116—932-9280.

Broadcasting Nov 6 1978
Michigan State University Telecommunications graduate. Above average in writing and speaking in English. Demonstrated ability in initiating and developing projects and managing a non-profit arts or community organization. Fund-raising experience and familiarity with media essential. Salary $18-19,000. Send resume to FIF 99 Prace St. New York, NY 10012 EEO Employer.

HELP WANTED SALES

Salesperson Interested in broadcast equipment marketing. Personally telephone soliciting from established accounts. Send resume with salary requirements. Box N-188.

Ten year old music and entertainment paper seeks aggressive space salesperson. $300/wk. drew vs. 20% commission. 526K potential. Resume to: Good Times, 1619 E. Sunrise Blvd., Ft. Lauderdale, FL 33304. Interview necessary.

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-141.

HELP WANTED PROGRAMMING, PRODUCTION, OTHERS

Production Manager for Advertising Agency Must have experience in TV production or directing; copy writing helpful. Call or write CBC, Inc., 2510 J Street, Sacio, CA 95616, or 916-441-7482.

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 visual producer. Extensive knowledge required of multi-track mixing, field recording and audio for film and video. Location lighting experience also desirable. Contact: Personnel Supervisor, Northwestern Bell, 209 South Fifth Street, Room 3490, Minneapolis, MN 55402. Tel 612-344-8907. An Equal Opportunity Employer.

HELP WANTED INSTRUCTION

Communications: Full-time faculty needed for spring 1979 to teach broadcast or print journalism, including Reporting Methods, Public Affairs, Broadcast- ing. MA minimum, professional experience essential, teaching experience a plus. Position begins Jan. 15, 1979. C.E. Write: Ralph A. Swain, Director, Public Communications Zeko, Wheeling College, Wheeling, WV 26003.

HELP WANTED TECHNICAL


Broadcast Faculty Position: The Department of Mass Communications at Middle Tennessee State University seeks a full-time member of its broadcasting faculty. Five years' experience in courses. Emphasis on speech Ph.D. required. Faculty member will teach television and film production courses primarily. State-of-the-art facilities in radio, TV, and film are used for instruction. Salary and rank are open with salary based upon degrees held, years of media and teaching experience, publications record, and recommendations. Write or call: Dr. M. Kimbell, Chairperson, Department of Mass Communications,MTSU, Murfreesboro, TN 37132. Application deadline is Dec. 8, 1979. Appointment Aug. 1, 1979. MTSU is an equal opportunity/affirmative action employer.

Wanted: R-TV teacher with academic background and professional experience in writing and production. Advise student FM station and teach two courses. Ph.D. preferred. Masters with outstanding professional credentials considered. Rank: Instructor or Assistant Professor. Salary: $13,000 to $15,000 for 9 months. Send letter of application and resume by Jan. 15, 1979 to Chairman, Department of Journalism and Mass Communication, Kansas State University, Manhattan, KS 66506. Kansas State is an Equal Opportunity Employer.

Ohio State University's School of Journalism is seeking persons with two or more years of experience in public affairs reporting to participate in the Kiplinger Public Affairs Reporting Program for 1979-80, while working on a master's degree, beginning Autumn 1979. For information, write or call: Chairman, Graduate Committee, School of Journalism, Columbus, OH 43210, 814-442-7458.

WANTED TO BUY EQUIPMENT

Wanted 250, 500, 1,000 and 5,000 watt AM FM Transmitters. Guaranteed Radio Supply Corp., 1314 Iltibude Street, Laredo, TX 78040. Manuels Flores 512-723-3331.


PC-65 CCU. Pay transmitter must be OK. Call collect: Dennis Bonnicht 805-922-0505.

Wanted: Professional reel to reel tape recorder, Ampex, Scully or ITC. No junk. Call 617-288-3886. 5" Air Helix Andrews HJ-50. Can be cut and terminated to requirement, Below Mfg's Price. Some 3" also available. BASIC WIRE & CABLE 860 W. Evergreen, Chicago, IL 60626-2860.


WANTED TO BUY


RCA, TK-27 Film Camera, TP-66 16mm Film Projector, both in excellent operating condition. Call 507-288-188, Mr. Hippler—General Television Network 313-486-2500.


240 Foot Fort Worth Steel guyed tower: Beacon and side lights . . . $7,500. Contact Paul Monoty, Chief Engineer, KMJ/KLUC Radio. 702-739-3833 or write 3510 W. Haalandta Ave. Las Vegas, NV 89118.


Scully 280B-4 Recorder in condo and AKG BX-20 Stereo Echo Chamber both mint $7,500. FOB St. Louis. 618-271-5975.

For Sale: Ampro Stereo 8 Board, Remote Control Units, Gates GTM-BF Frequency Monitor, Two-Bay G.E. FM Antenna, McMartin FM, R.F. Amplifier-TBM-2500B. Contact WHRW-F. M. General Manager 807-798-2684 (1-3 p.m.).

Quantel ODS-1500 Field Store Synchronizer/Time Base Corrector used approximately 500 hours by major market production house that is moving to larger location for synchronizing network emitts and live ENG feeds. Price $24,900.00 (original cost $29,350.00) Available on November 15th. Box P-108.

Satellite Earth Station: 30 ft. Directable Dish w/ Directional Control and Pedestal with or without Microwave Associates rec. or cmt electronics for any freq, up to 22 GHz. 1 year warranty if installed by us. Might accept unsecured offer. Mark Kozumplik, 5841 Padgett Circle, Orlando, Florida 32809. 305-859-9576.

Automation System: Control design corporation model CD28, stereo, 4000 event, six carousels, four recorders, two cart machines. For more information, call 517-893-4588.

RCA TR-90 Hi-Band Quad VTR with editor. Excellent condition. $27,000. Call Mr. Kitchen, Quality Media Corporation, 404-468-1155.


Never used 5K FM Transmitter, and stereo exciter. Strong signals at factory. Both for $14,000. Call 203-235-5477.

HP Spectrum Analyzer 851/8551B. Exc. Cond. Currently calibrated. $4000.00 Call 213-541-7379.

For Sale: Datatron Tempo Control Track Editing System, including two 2650-A Sony Video Recorders. Call: Lovie Church 201—445-1711.

RCA TR4HB VTR. Available now. Call 919-446-8734.
RADIO
Help Wanted Announcers

WANTED

Talk Host-TAMPA BAY

Searching for someone new to the market. Production and sales experience a must. Send resume and non-refundable $50 for tape. Send resume to: John B. Johnson, 1012 S. Twelfth Street, Tampa, FL 33602.

Telephone Talk Host

Major market full time talk station needs daily host. Send resume for further information. Send resume to: Alex Miller, WTVT, 300 N. Orange Ave., Orlando, FL 32801.

WE'RE LOOKING

ALL NIGHT TALKER

All-talk WBGG Radio in Cleveland is now accepting resumes from creative up-tempo talk show hosts for it's all night slot. If you're ready to make a move up to major market radio, this is your chance. Send complete resume and tape immediately to: WBGG Radio, 3240 Euclid Avenue, Cleveland, Ohio 44115. WBGG is an equal opportunity employer.

Help Wanted Technical

Regional Sales Engineers Wanted

GMNTI seeks two capable and creative individuals to represent our products in the southeastern states and the South Central states. Based in the Atlanta, Georgia, and the Dallas, Texas areas, these key positions require someone with an extensive 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 and non-refundable $50 for tape to: GMNTI, 4041 Home Road, Birmingham, Alabama 35225, or call 205-733-4547. Interviews will be arranged in Atlanta and Dallas. GMNTI is an equal opportunity employer.

Help Wanted Sales

MAJOR MARKET

WDDK-FM, Cleveland's best music station needs an aggressive sales pro who wants to grow with a major broadcast company. If you qualify, let us know. Send your resume to: Help Wanted Manager, WDDK-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 CRMC. Should have strong suits in professionalism, training, cooperation, and coordination. Standards are high but so is wage/benefit package. Box P-40, Broadcasting.

EXECUTIVE PD

Program No. 1 AM & FM Contemporary Stations, Major Sunbelt Market. Sit management board. GM training & profit share. EEO. Reply in confidence Box P-71.

GENERAL SALES MANAGER

TOP 30 MARKET

Major group broadcaster. Competitive salary, bonus and benefits. Experienced applicants only. Former GSM promoted internally. Send resume to: Donald S. Kane, Vice-President/General Manager, WJAR AM 1760, Weybosset Street, Providence, Rhode Island 02903. An Equal Opportunity Employer.

FOR SALE EQUIPMENT

CONTINUED

For Sale: TR-22 VTR, TR-4 VTR, and 3 CEI-290 studio cameras. Contact Al Evans, WXXM-TV, Detroit, MI 313-355-2901.

COMEDY

Free sample of radio's most popular humor service! O'LYNERS, 366-C West Bellard, Fresno, California 93704.

GUARANTEED FUNNIER! Hundreds renewed! Freebie! Contemporary Comedy, 5804-B Twinning, Dallas, TX 75227.

Not Comedy — Total personality service for Top 40, MOR, AOR. Sample: GALAXY, Box 98024-B, Atlanta, GA 30359. Phone 904-231-8964.

"Free!" Catalog! D.J. Comedy... Wild Tracks... move! Command, Box 26346-H, San Francisco 94128.

MISCELLANEOUS

Prizes! Prizes! Prizes! National brands for promotions, contests, programming. No barter or trade... better! For the 函式 details, please call: Telephone & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611. Call 1-800-634-3700.


1979 Country Music Calendar, Available for "live" shows and radio mail order sales. Thurston Moore Country Ltd., Montrose, CO 81401.

How to move up. Announcers, newscasters, djs, anchors: use our proven national professional coaching service, Cassette Critique. 92 Box 27026. Kansas City, MO 64110. 816-383-3166.

Washington Counsel — Experienced counsel will provide custom service—file all annual forms; provide periodic memos on important FCC, Congressional, and other federal action; one hour per month telephone consultation—retainer of $125.00 monthly. Foley & Chhabra 202-659-2876. 1018-19th St. N.W., Washington, DC 20036.

INSTRUCTION

1st class FCC, 6 wks., $450 or money back guarantee. VA approved. Nat'l Inst. Communications, 111488 Oxnard St., N. Hollywood CA 91606.

OMEGA STATE INSTITUTE training for FCC First Class licenses, color TV production, announcing and radio production. Effective placement assistance, too. 237 East Grand, Chicago, III. 312-321-9400.


REI teaches electronics for the FCC first class license. Over 80% of our students pass their exams. Classes begin September 11 and October 23. Student rooms at each school.

REI 61 8 Pineapple Ave., Sarasota, FL 33577, 813—955-9622.

REI 2402 Tidewater Trail, Fredericksburg, VA, 22401.

First Class FCC License in six weeks. Our unique course was designed for its effectiveness by Bill Eikons himself. If you want training second to none, contact Eikons Radio License School, 332 Brannit Tower, PO. Box 45765, Dallas, TX 75245, 214—352-3242.

Cassette recorded First phone preparation at home plus one week personal instruction in Boston, Atlanta, Seattle, Detroit, Philadelphia. Our twelfth year teaching FCC license courses. Bob Johnson Radio License Training, 1201 Ninth, Manhattan Beach, CA 90266 213—379-4461.

Broadcasting Nov 6 1978
Equal Employment Compliance Manager

Major broadcasting group seeks EEO specialist. Must be aggressive self-starter able to work effectively with all levels of personnel and have good analytical skills.

Minimum 3 years experience EEO laws, regulations and practices; Affirmative Action Programs, and compliance reviews. Prior success in recruitment and placement essential.

Some travel, comprehensive benefits program. Send resume including salary history and requirements to:

Box P-80.
Equal Opportunity Employer M/F/H/V

Situations

Situations Wanted Programming, Production, Others

Program Director Operations Manager

Ambitious, Talented, Promotion-Minded individual seeks greater challenge. Three years experience in all facets of radio including MOR, AOR Top 40 and Beautiful Music formats. Strong Writing Skills, Automation, Production, Remotes, 3D, Public Relations. Thirst Endorsed, Aware of FCC Rules. Competitive motivator along with excellent organizational ability. For more background information write: Glenn Potkowa, 149 Wolf Road, Orchard Park, New York 14127.

Situations Wanted Management

Ratings and Profit

... are created by people not miracles. What you need is a General Manager with a major market background who knows how to properly research a market and then fit all the pieces together to create a winning team and attitude. I have the ability and experience with local and national references to prove my value. I am accustomed to winning and have averaged through salary and incentive more than $50,000 per year for the past five years. Show me how I can earn more and I will deliver a radio station with the largest net profits obtainable. Please contact me in confidence at Box P-91.

Help Wanted Technical

TELEVISION MAINTENANCE ENGINEER

Needed immediately in mile high Denver. First class license and three years studio maintenance experience, preferably on RCA equipment required. Group broadcaster, excellent benefits and commensurate salary. Send full resume to Ted Everett, KMGH-TV, 123 Speer Boulevard, Denver, Colorado 80217. An Equal Opportunity Employer.

TELEVISION Help Wanted Technical

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
176 Weybosset Street
Providence, RI 02903

We are an Equal Opportunity Employer M/F.
Help Wanted News

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.

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.

ENG PHOTOGRAPHER
TV News Department needs two experienced photographers with 2-3 years experience in shooting and editing 3/4" video tape. Knowledge in microwave and first class license preferable.
Send resume to:
Britt Arrington
KYW-TV
Independence Mall East
Philadelphia, Pa. 19106

ENG MAINTENANCE
TV News Department needs a person who has experience in repairing all Sony 3/4" equipment. First phone, with some knowledge in microwave and its equipment, EOE M/F
Send resume to:
Britt Arrington
KYW-TV
Independence Mall East
Philadelphia, Pa. 19106

TOP AIR
METEOROLOGIST
needed for 6:00 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.

Help Wanted Programing, Production, Others

PROGRAM MANAGER
Chicago's most aggressive Independent Television Station is seeking a dynamic people-oriented pro to take charge of station programming efforts. Good production knowledge and administrative skills are essential. Contact Derk Zimmerman, Vice President and General Manager, WFLD-TV, 300 N. State Street, Chicago, IL 60610.
An Equal Opportunity Employer M/F.

ADVERTISING
PERSONNEL NEEDED
Evangelical Christian ministry has need for strongly experienced people who can communicate the good news with the highest professionalism: ART DIRECTOR with supervisory experience in leading agency and national accounts; COPYWRITER, versatile in TV/print; PRODUCER, strong in video tape; PROMOTION MANAGER with network background.
Send resume to Personnel Division, Christian Broadcasting Network, Inc., Virginia Beach, Va., 23463.
Equal Opportunity Employer.

Help Wanted Programing, Production, Others

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.

Situation Wanted Announcers

FORMER
MISS WORLD U.S.A.
TV Talk Show Hostess.
Youthful, articulate, solid interviewing and public relations background.
Top 30 markets only.
Call (212) 758-5840 or write Box P-58.

ALLIED FIELDS
Help Wanted Sales

Marketing Manager

Business Opportunities

Have STARS. Will Travel.
Big name TV & Film Stars, Sports Celebrities available for personal appearances. They can come complete with autographed pictures (still the best premium going—great for openers, fund-raisers, etc.). For particulars, call or write the people who arrange everything:
Pfeiffer-Anderson & Co.

428 ORGANIZATION & OPERATION OF BROADCAST STATIONS by Jay Hoffer. An exhaustive examination of the responsibilities and capabilities required in each job classification. 256 pages. $14.95

453. TV LIGHTING HANDBOOK, by Dr. James A. Carroll & Dr. Ronald E. Sherriffs. Everyone involved in TV production should be familiar with effective lighting principles. This book is designed to train badly needed technicians and equip producers, directors, anyone involved in production, with the basics and specifics of TV lighting. In workbook format, with a multitude of photos (some in color) and diagrams, the reader learns to design lighting setups for all types of productions indoors and out. 228 p., including 4-color section. $12.95

BROADCASTING BOOK DIVISION
1735 DeSales St., NW
Washington, DC 20036

please send me book(s) numbers __________ my check in the amount of ______. Enclosed.

Name ________________________________
Address ____________________________________________________________
City __________________________ State ________ Zip____________

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 SPECS. WE WILL DELIVER VIDEO STARTING ON LINE 19 AND 11.0 MICRO SECONDS HORIZONTAL BLANKING. IMMEDIATE TURN-AROUND AVAILABLE!

FOR MORE INFORMATION CALL: CHARLES BALTIMORE

WBRE-TV
WILKES-BARRE, PA. (971) 823-3101
For Sale Stations Continued

Full Time Non Directional AM
Plus Companion FM ready to tie. Well equipped in single station market. WV's college City. Excellent cash flow. Great lease. $300,000. Qualified Principals Only Box 31171, Washington, DC 20031

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. 1978 billings over doubling those of 1977! Still plenty of upside growth potential. Priced at 2 1/2 x growth - $875,000.

H.B. La Rue, Media Broker
210 East 53rd Street, Suite 5D-New York, N.Y. 10022
212/288-0737

LARSON/WALKER & COMPANY
Brokers, Consultants & Appraisers
213/828-0385
Suite 214
11881 San Vicente Blvd.
Los Angeles, CA 90049
202/223-1553
11303 W. Pico
Los Angeles, CA 90064

For Sale
5 KW AM, 1 KW FM. FM can be moved up to 100,000 kW. These stations have prime property for sale with the stations. Box P-65

Holt Corporation
BROKERAGE - APPRAISALS - CONSULTATION TO BROADCASTERS
The Holt Corporation
504 East 17th Street
Battleship, PA 19016
215-565-3775

LARSON/WALKER & COMPANY
Brokers, Consultants & Appraisers
213/828-0385
Suite 214
11881 San Vicente Blvd.
Los Angeles, CA 90049

TESTS-ANSWERS FOR FCC FIRST AND SECOND CLASS COMMERCIAL LICENSE by Warren Weagant
15 updated multiple-choice tests based on the actual FCC exam, plus Self-Study Ability Test.
Prepared specifically to meet the enormous demand for holders of FCC operator licenses, this 5th revised edition practically guarantees a passing grade.
Contains helpful study tips, how to take the exam and much, much more!
200 Pages, 180 illustrations ... $9.95.

BROADCASTING'S CLASSIFIED RATES
Payable in advance. Check or money order only.
When placing an ad, indicate the EXACT category desired: Television, Radio, Cable or Allied Fields: Help Wanted or Situations Wanted: Management, Sales, etc. If this information is omitted, we will determine the appropriate category according to the copy. No goods will be run if all information is not included.
The publisher is not responsible for errors in printing due to illegible copy. All copy must be clearly typed or printed.
Deadline is Monday for the following Monday's issue. Orders and/or cancellations must be submitted in writing. (No telephone orders and/or cancellations will be accepted).
Replies to ads with Blind Box numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.
Advertisers using Blind Box numbers cannot request audio tapes, video tapes, booklets, films or VTRs to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, booklets, films and VTRs are not forwarded, and are returned to the sender.

Rates: Classified listings (non-display) Help Wanted: 70c per word, $10.00 weekly minimum. Situations Wanted: (personal ads) 40c per word, $5.00 weekly minimum. All other classifications: 80c per word, $10.00 weekly minimum. Blind Box numbers: $2.00 per issue.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.
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, PO, etc. count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.

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, PO, etc. count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.
## Broadcasting

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<th>Closing Wed.</th>
<th>Net Change</th>
<th>P/E Ratio</th>
<th>Approx. Shares Out (000)</th>
<th>Total Market Capitalization (000)</th>
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## Broadcasting with other major interests

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## Cablecasting

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**TOTAL 896.162**

**GRAND TOTAL 1,905,649**

**58,279,414**

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<tr>
<th>Stock symbol</th>
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<th>Closing Wed. Nov. 1</th>
<th>Closing Wed. Oct. 25</th>
<th>Net change in week</th>
<th>% change in week</th>
<th>High 1978</th>
<th>Low 1978</th>
<th>P/E ratio</th>
<th>Total market capitalization (000)</th>
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<td>A- American Stock Exchange</td>
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<td>M- Midwest Stock Exchange</td>
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<td>N- New York Stock Exchange</td>
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<td>O- Over-the-counter (bid price shown)</td>
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<td>P- Pacific Stock Exchange</td>
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*Stock did not trade on Wednesday closing price shown is last traded price.*

**No P/E ratio is computed. company registered net loss.**

**Stock split.**

+Traded at less than 125 cents.

P/E ratios are based on earnings per-share figures for the last 12 months as published by Standard & Poor's Corp. or as obtained through Broadcastings own research. Earnings figures are exclusive of extraordinary gains or losses.

**Standard & Poor's 400 Industrials Average 1068.57 1016.90 -7.215**

Broadcasting Nov 6 1978
Y&R's Richard Low
is high on broadcasting

Richard H. Low, senior vice president and director of broadcast programming and purchasing of Young & Rubicam, sums up people and careers in this way:

"There are two kinds of people. In one group are those who know by the age of 4 that they want to be brain surgeons and they do become brain surgeons. But there are those in another group who search and search and search for a long time. I belong in the second category—but I think I've found my career."

At various times Mr. Low thought he might become a journalist, a philosophy teacher, an attorney or a broadcast executive. He has been involved now with television and radio in one form or another for 26 years and believes he's there to stay. "At least I think so," he said.

Mr. Low is a tall, huskily built man of 51 with wide-ranging interests in music (from concert to rock), art, theater, politics, current events and classical literature. And he believes his work history in broadcasting mirrors his bent for the eclectic.

"It's hard to pigeon-hole me," he reflected. "I was trained as a lawyer but when I first went to CBS in 1952 my work in the news division ranged from research to planning election coverage and helping to set up what would become the newsfilm operation. I also assisted in the development of the use of the computer for early prediction of election results. Later at the CBS-TV network I was involved in the negotiations of television sales, programing and talent agreements."

Today Mr. Low shepherds a staff of about 60 specialists assigned to broadcast programing and purchasing in the Communications Services Division of Y&R. He is responsible for defining all broadcast programing requirements of agency clients, evaluating and developing program opportunities and purchasing network and local radio and television time. He estimates that in 1978 Y&R will spend about $300 million in television and radio.

But in 1952 when Mr. Low emerged from Columbia Law School with a juris doctor degree, advertising and broadcasting were not his prime interests. At that time he leaned toward a government position in Washington where he might contribute to the public weal.

"I was interviewed at a number of government agencies," he recalled. "But none of the positions interested me. One day I was interviewed by an official of the FCC and for some reason he felt that my background might be suitable for commercial broadcasting."

Mr. Low decided to apply for a post at CBS in New York. He was accepted in 1952 in the research section of CBS News. He remained there for four years and in 1956 was named assistant to the business manager of network sales for CBS-TV. In 1959 he was appointed director of contracts, facilities and program sales, CBS-TV. In 1959-62; director of business affairs, TV/radio department, Young & Rubicam, 1962-66; group supervisor, 1966; VP and group supervisor, 1970; present position since 1973; divorced; child-Jennifer, 16.

Mr. Low accepted a post at Y&R. There he met a third person, Charles (Bud) Barry, executive vice president of the television-radio department, who helped mold the Low work ethic. According to Mr. Low, "Bud Barry was both a great salesman and a great showman, who moved people with his sense of excitement."

From those three mentors, Mr. Low said, he learned three basic principles by which he works: "Almost nothing is impossible. Operate with integrity, particularly for the long term interest of all concerned. Try to inspire those you work with as a factor."

Apparently, he puts his words into action. Business associates say Mr. Low is considerate and helpful and is always ready to listen to new ideas or suggestions. He works as long and as hard as anyone in his department, usually arriving at his Madison Avenue office at 10 a.m. but frequently remaining until 8 p.m. or later.

Mr. Low is understandably delighted to be associated with Y&R which over the years has been known as a program-oriented agency, dating back to the days when radio was king. As benchmarks of Y&R's programing propensities, Mr. Low noted that the agency is and has been involved in program sponsorship for a long time, and years ago assisted ABC-TV to move into daytime programing via the "Operation Daybreak" project.

Unlike some of his colleagues at other agencies, Mr. Low is not one to decry the quality of television programing. He scoffs at persistent references to the mid-1950's as the "golden age of television."

"We all realize that there's room for improvement today, of course," Mr. Low conceded. "The public remembers selectively and misses the totality. It remembers Playhouse 90 and not all the other mediocre programs that were on at the time. When you think of the tremendous number of hours that have to be filled, day in, day out, television is doing a superb job."

"From Maine to Georgia to Oregon, there is a better understanding today of politics in our society, of art, music and various social and economic developments because of the influence of some television programs," Mr. Low suggested. Though television always will be essentially but not entirely a mass medium, he is pleased that in recent years the TV networks have been broadening their sources of supply. This promotes diversity, which Mr. Low applauds.

With his full complement of work and cultural pursuits, Mr. Low finds he can "get away from it all" by "jogging a few miles a day" and "lying down at the beach when the weather is warm."
Points of order

Henry Geller, writing under his present nom de plume, “National Telecommunications and Information Administration,” has given the FCC his formula to reintroduce order to the television license-renewal process that has been kicked into chaos by the appellate court. Like most Geller works, the petition he submitted to the FCC last week was meticulous in its research, scholarly in its presentation—and dogged in the advancement of a cause that its author has espoused for years.

Thoughtful broadcasters will agree with much of Mr. Geller’s diagnosis and treatment. None will dispute his contention that the U.S. Court of Appeals, in reversing the FCC decision in the Wesh case, has removed the expectation of license renewal that has been traditional among responsible broadcasters. Multimedia owners will cheer his resolute assertion that piecemeal restructuring of the industry is wrong and that ownership quotas are to be set by rule and not in case-by-case responses to individual challenges. All licensees will agree with his conclusion that incumbents with a record of meritorious service ought to be immune from attack.

Arguments will arise, however, over Mr. Geller’s method of judging the merit of a broadcast service. He would fix minimum percentages of a total broadcast service to be devoted to local programming and information. Never mind that the U.S. Court of Appeals in Washington has questioned the constitutionality of that approach (Broadcasting, Oct. 16). Mr. Geller has a low opinion of that court (an attitude shared by a growing body of competent lawyers). In his view, a quantitative standard like his would avoid qualitative judgments about program content, which he finds unquestionably offensive to the First Amendment.

This page retains its historic opposition to federal quotas for broadcast programming, but that does not blind it to the merits of other features of the Geller plan. His is infinitely more reasonable than the piecemeal method that FCC Chairman Charles D. Ferris and Commissioners Joseph Fogarty and Tyrone Brown have recently been outlining. Theirs would include standards for the percentage of revenues to be spent on programming (a proposal that Mr. Geller rejects, with persuasive reasoning), a vulnerability of multimedia incumbents to challengers without other media ties, the elimination of “excessive and loud” advertising and the delivery of “quality” programs; to mention only some specifics offered variously by the Messrs. Ferris, Fogarty and Brown.

The question is whether Mr. Geller’s thoughtful history lesson and moderate renewal plan can prevail against the Ferris, Fogarty and Brown commitment to harsher regulation. The answer may depend on how Mr. Geller is received by the other four commissioners, whoever they may be when a revised renewal policy comes up for a vote. The guess here is that in the long run broadcasters may find that relief is not spelled “FCC” but “Congress.”

Warm-up

Russia has been leading the attack on the West and the U.S. at the Paris meeting of UNESCO where a Russian-Third World resolution favoring government control of the press is the point of contention. At the same time Radio Moscow has put 24 new 500 kw short-wave transmitters on the air and begun a 24-hour-a-day English-language world service.

These are previews of what the U.S. may expect at the World Administrative Radio Conference of 1979: Russia and its satellites aligned with the many new nations against the established positions of the developed nations of the West. The contention for spectrum space will be exponentially fiercer than in any previous international conference and the U.S. position proportionately weakened by the emergence of new delegations with equal power under the one-vote-to-a-country system that is to obtain.

More than ever the need for strong organization of the U.S. delegation and position is evident. If the White House or the State Department are seriously concerned about WARC ’79, they are successfully concealing their interest.

U.S. journalism will not be fatally damaged if the UNESCO resolution is passed, The Voice of America may be put to sterner test by the new Russian short-wave competition, but it won’t be silenced. At WARC, however, the U.S. could suffer crippling losses in communications capacity. Does the government care?

Showdown

A basic First Amendment right of all journalists will be affirmed, blunted or repealed by a U.S. Supreme Court decision in a case argued last week. As reported elsewhere in this issue, the case stems from a suit filed against CBS News and others by a former Army lieutenant colonel who claims to have been libeled on CBS’s 60 Minutes. The question before the Supreme Court is whether the colonel’s lawyer has the right to interrogate Barry Lando, producer of the 60 Minutes segment in dispute, about his editorial judgments in the preparation of the program.

The Second Circuit Court of Appeals barred the lawyer from that line of questioning. That court pointed out that Mr. Lando had produced a “staggering” volume of testimony and exhibits in response to questioning but had drawn the line when asked about his “beliefs, opinions, intent and conclusions.” Forcing Mr. Lando to divulge his thoughts, the court said, would be “strike to the heart of the vital human component” in the editorial process. If journalists were faced by the prospects of “such an inquisition,” the court said, they would be “chilled in the very process of thought” and would avoid the controversy that the First Amendment was intended to encourage.

If the Supreme Court agrees, the decision will arrest what has been an erosion of reporters’ and editors’ rights. Present at the argument last week was Myron A. Farber, the New York Times reporter who was recently released from jail where he had served 40 days for refusing to yield his confidential notes to a New Jersey court in a murder trial (Broadcasting, Aug. 7 et. seq.).

If Mr. Lando fares no better than Mr. Farber did, there will be little of the First Amendment left to repudiate. The decision will say as much about the Burger court as about the future of journalism.

“I think it has something to do with our ratings.”
...a tradition of excellence in South Carolina for twenty-five years.
Purtan's moves to CKLW!

Detroit radio will never be the same.

With Dick Purtan now in the CKLW line-up, we've just added Detroit's favorite funny man.

And since he earned that popularity with a 5,000 watt station, imagine what he'll do with CKLW's 50,000 watts behind him!

Pretty strong proof that, if you want to reach the dynamic, on-the-move demographic group in the Detroit-plus market, you need CKLW!

Purtan moved, and CKLW is moving... up!

Contact CKLW or your RKO rep. for more proof.