

Nov. 20, 1978

Broadcast technology in 1978:
Fine tuning the past, preparing the future

Broadcasting Nov 20

The newswweekly of broadcasting and allied arts

Our 48th Year 1978

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NEWSPAPER



Once. Twice!

Now you can double up on the highest rated show in syndication.

"Family Feud." Twice a week in access periods. Both episodes: first-run.

This great Goodson-Todman game rose to the Number One spot among all syndicated series last year. Number One in households! Women! Men! 18-49 women! And 18-49 men!

Beginning January 1979, getting this audience will be twice as nice.

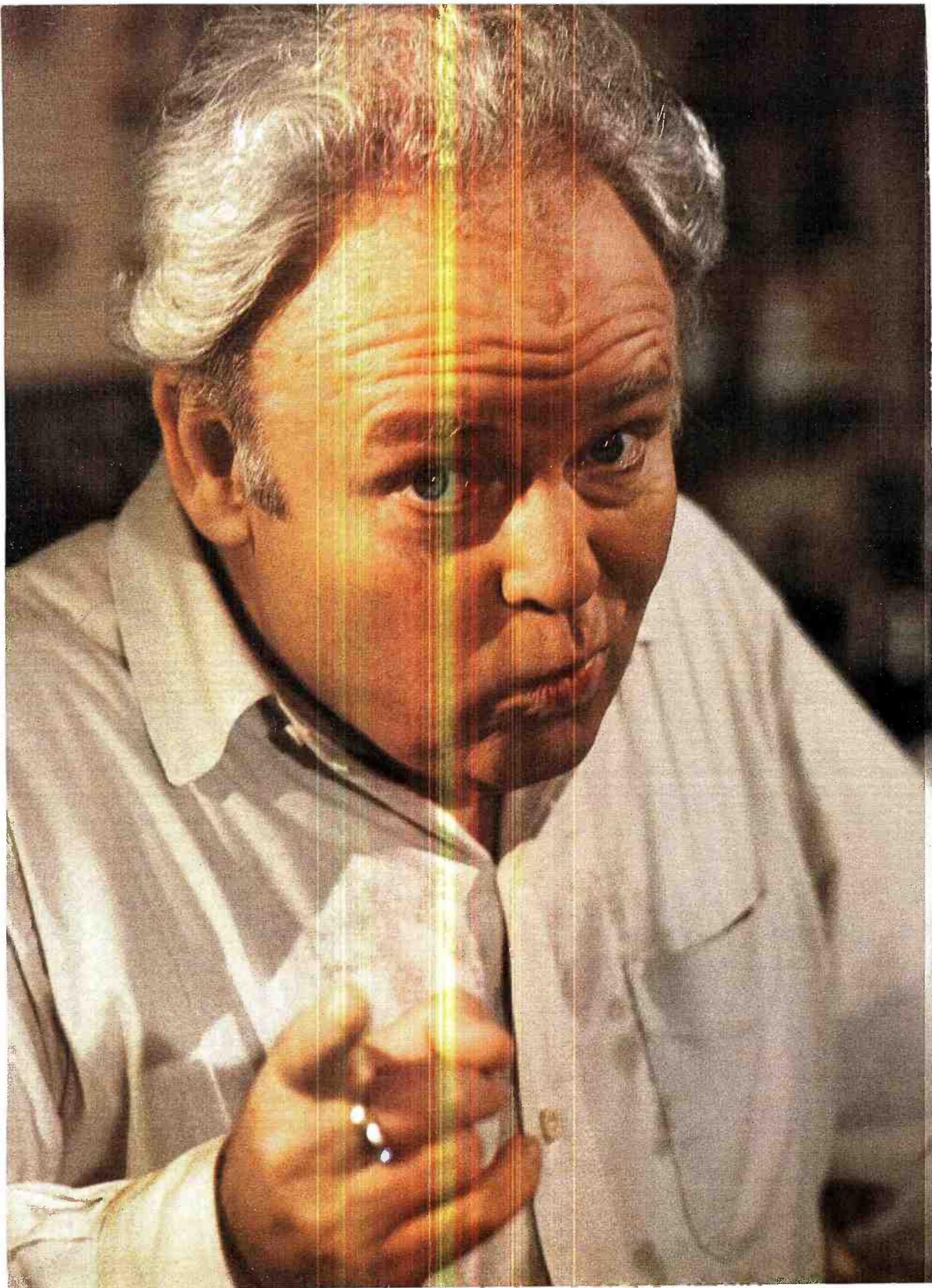
GOODSON-TODMAN'S

"Family Feud"



Source: ARB Syndicated Program Analysis, 5/78. Audience estimates subject to qualifications available on request.

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It's time you joined the f

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television
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Broadcasting
Nov. 20, 1978

the Family”
network series in
markets sold.
Joining our family

Miami
Boston
Washin
Phoeni
Pittsbu
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ohia, WKBS-TV
KRIV-TV
, WFSB-TV
ille, WJXT-TV
ti, WXIX-TV
cisco, KBHK-TV

Detroit, WDIV-TV
Chicago, WFLD-TV
Los Angeles, KTTV
Baltimore, WMAR-TV

Atlanta, WTCG-TV
Minneapolis, KMSP-TV
Salt Lake City, KTVX-TV
Tampa-St. Pete, WFLA-TV

Tandem Productions'

“All in the Family”



THE DRAG RACE WE SPONSORED PUT 20 KIDS IN WHEELCHAIRS.

WWBT's Night at Richmond Dragway raised a lot more than dust.

It raised enough money to provide 20 very special youngsters with special wheelchairs which will make it possible for them to participate in athletics.

While WWBT put a lot of work into the event, our Night was a success because of the support

that came from the community. Hundreds upon hundreds of people turned out to help those less fortunate than themselves.

As broadcasters, we at WWBT

consider it our responsibility to help people help each other. Especially over hurdles that stand in the way of active, rewarding lives.

You've heard the truism: "You've got to walk before you can run." Well, it isn't always true.

In Richmond, 20 wonderful kids who may never walk are off and running.

12N WWBT
RICHMOND
VIRGINIA



Jefferson Pilot Broadcasting

Charlotte: WBT, WBCV-FM, WBTV, Jefferson's, Jefferson Productions, Jefferson Data Systems.
Richmond: WWBT, Atlanta: WWSX, WQXI-FM, Denver: KIMN, KIMN-FM.

The Week in Brief

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FERRIS, INFLATION FIGHTER □ The FCC chairman emerges from a meeting with the President on the economy and immediately casts his eye on broadcast advertising rates as one means of cutting the cost spiral. He asks for a check on the regulatory implications. **PAGE 19.**

CODE COUNTERATTACK □ Advertisers and agencies want more than they got in NAB TV board's new restrictions on clutter, and they're going to fight for it. **PAGE 20.**

TVB's TENET □ The economy was also on the mind of the Television Bureau of Advertising as it held its annual meeting last week: how good is business for broadcasting and how fast it may turn sour. **PAGE 20.** Also see stories on **PAGES 58, 60.**

MINORITY REPORT □ An in-house CPB study is highly critical of public broadcasting's treatment of minorities, both in employment and in programing. **PAGE 22.**

WHAT'S THE DIFFERENCE □ ABC's Goldenson criticizes new media of pay TV, pay cable, cassettes, etc. as "spoon-fed babies of the communications regulators" that are not living up to promises of programing diversity. **PAGE 22.**

RADIO GET-TOGETHER □ Members of four radio industry groups meet in Washington to swap points of view on the rewrite, but nobody's mind is changed. **PAGE 25.**

ALL THE WAY □ Industry groups, having eliminated Pertschuk from the FTC's children's advertising proceeding, are thwarted by commission in having whole proceeding thrown out, but may go to court. **PAGE 26.**

BY THE NUMBERS □ In a special report, BROADCASTING reviews the relative quiet in the field of equipment since the NAB convention. But it's a lull before the digital storm. **PAGE 31.**

HOPES FOR IMPROVEMENT □ A Hollywood audience hears Vincent Wasilewski repeat the NAB's reluctance to support the Communications Act rewrite. He cites the bad points that he feels should be corrected in the revised version. **PAGE 40.**

SQUEAKER □ An appeals court barely affirms the FCC's renewal of KCOP(TV), rapping the "garbled" rationale. **PAGE 45.**

CBN ASPIRATIONS □ Christian Broadcasting plans to shift its radio and TV holdings into a new corporation with the intention of setting up a fourth commercial TV network. **PAGE 46.**

SEE DICK RUN □ A Carnegie commission files an FOI request to see some NTIA records. It's to get a fuller idea of White House maneuvers in the field of public broadcasting during the Nixon years. **PAGE 52.**

STERN WORDS ON CAPTIONING □ FCC's Lee tells broadcasters they better get moving on ways to aid the hearing-impaired. **PAGE 54.**

MASON FACES STONEWALL □ The FCC's Ferris likes the Quaker Oats president's plan for children TV programing, but reactions from industry are negative. **PAGE 62.**

STILL ON TOP □ Despite a loss on election night, ABC-TV wins by full point in second week of the November sweep. **PAGE 66**

CARSON'S CROWN □ Audience for the late-night NBC-TV show is cut into by CBS-TV's cops-and-comedy combination. **PAGE 66.**

TAFT ACQUISITION □ The Worldvision TV distribution firm will be added in a stock deal estimated at \$12.6 million. **PAGE 67.**

TURNER'S LATEST □ The perpetual-motion man from Atlanta now comes up with a plan for 24-hour news for cable systems via satellite. **PAGE 70.**

S-A COURTING □ The satellite equipment maker is gearing up to push its hardware in a big way among TV independents. **PAGE 72.**

A PASSION FOR LAW AND FAIRNESS □ Tyrone Brown is one of those success stories that make it hard to scoff at the American dream. And in just one year as an FCC commissioner, he has amply demonstrated the qualities that earned him that success. **PAGE 97**

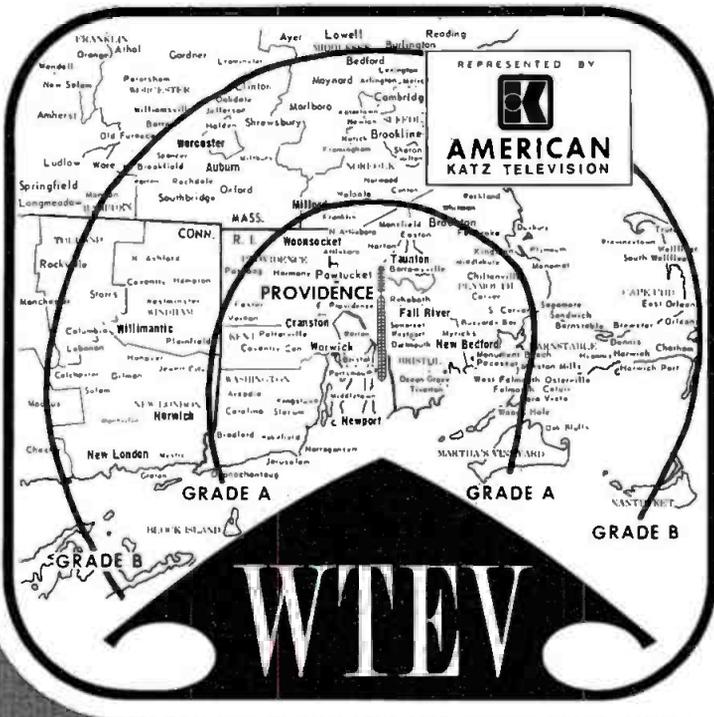
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Famous Landmarks

Reminiscent of turn-of-the-century architectural style and opulence, this magnificent 70-room mansion, "The Breakers," still stands in proud splendor overlooking Newport's world-famous Cliff Walk. Built by Cornelius Vanderbilt in the 1890's, the villa resembles some of the palaces built during the 15th century Renaissance in northern Italy.

To cover the Providence DMA - use WTEV



This progressive station delivers unique, uniform coverage in one of the country's major market areas. Effective buying income is \$10,162,219,000; retail sales total \$5,392,988,000. To assure maximum returns from your advertising dollars spent in the Providence DMA you need WTEV. Be sure to include this station on your media list.

WTEV 6

STEINMAN TV STATION



A CBS AFFILIATE

PROVIDENCE, R.I.
NEW BEDFORD-FALL RIVER, MASS.
NEW LONDON, CONN.

Vance L. Eckersley, Manager

Another Steinman TV Station **WGAL-TV** Lancaster - Harrisburg - York - Lebanon, Pa.

Closed Circuit[®]

Insider report: behind the scene, before the fact

Bite of the apple

WTCG(TV) Atlanta, Ted Turner's channel 17 superstation, is headed for big city. Teleprompter Corp.'s Manhattan CATV, which has just installed satellite earth station, is aiming for March start-up of cable feeds of Atlanta independent. System has 55,000-plus subscribers and serves north end of island—above 79th Street on West Side and above 86th on East. Plans call for use of WTCG's full 24-hour schedule of syndicated programs, sports and movies, but Teleprompter official said there may be "occasions when we may have to pre-empt."

Cable and copyright

Anticipated treatment of cable in next Communications Act rewrite is likely to prompt re-examination of copyright law in next Congress. In informal discussion with House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.), chairman of Judiciary subcommittee with copyright jurisdiction, Robert Kastenmeier (D-Wis.), has said he will examine next rewrite and possibly hold new hearings to consider whether cable should have to pay more copyright royalties for broadcast programs it retransmits. Last September, Mr. Van Deerlin and rewrite co-author, Lou Frey (R-Fla.), suggested to Mr. Kastenmeier that if cable is freed from signal carriage rules, resulting heightened competition with broadcasters can't be fair unless cable's copyright royalties are "appropriate."

Mr. Kastenmeier's subcommittee will also be faced with Representative George Danielson's (D-Calif.) bill to create performer royalties that broadcasters and other record users would have to pay record manufacturers and performers. It does not carry as high priority for subcommittee as cable copyrights payment issue, but, suggests one House source, two issues could become linked in same bill.

Promotional restraint

NBC-TV, which wanted National Association of Broadcasters' code board to adopt stricter anticlutter provisions in TV code than it did, apparently intends to run tighter ship than those provisions call for. President Robert E. Mulholland told affiliates board meeting in Scottsdale, Ariz., last week network will continue to cut 30 seconds or so of promos from period leading into affiliates' 11 p.m. (NYT) news. Affiliates chairman, Ancil Payne of KING-TV Seattle, who has repeatedly called for more stringent curbs

on clutter, said: "NBC seems to be heading in the right direction—which I don't think the other networks and NAB are."

Meanwhile American Association of Advertising Agencies and Association of National Advertisers released criticism of new code standards (page 20).

Into the breach

FCC's vote three weeks ago to force country music radio station to carry five-minute political ad at specified price will draw objection from National Association of Broadcasters. Association, on behalf of WKKQ(AM) Hibbing, Minn., will file petition to reconsider ruling on two grounds: Commission's own political broadcasting primer says station doesn't have to turn program upside down to accommodate political ads, and commission overstepped its authority when it decided station should charge less than amount it quoted for disputed ad (for Senator Wendell Anderson [D-Minn.], who was defeated).

Commission staff argued in case that station's refusal to carry ad on grounds that it doesn't carry commercials longer than one minute doesn't hold water, and commission went along. But NAB is optimistic about getting decision turned around, noting that Commissioner Abbott Washburn was absent from 4-2 vote, and two others who went with majority, James Quello and Joseph Fogarty, said they did so reluctantly.

Still missing

Those looking for some form of all-channel radio-receiver legislation in next Communications Act rewrite may be disappointed. Although rewrite co-author, Lionel Van Deerlin, had indicated before measure was introduced last year that original rewrite might require radio manufacturers to include FM in all sets, provision wasn't included, and there seems to be little enthusiasm for putting it there next time.

One reason for reluctance is that such mandate goes against bill's philosophy of making consumer, not government, sovereign in communications marketplace. Another is that purchases of radios with FM are rising without all-channel law.

Blankety blanking

Extent of video blanking problems that are subject of new inquiry proposed by FCC staff ("In Brief," this issue) may be seen in following compilation: FCC has issued 244 notices to television stations for violations of its video blanking rules since

1974. Public Broadcast Service stations lead list of violators with 71 notices. Among commercial networks, ABC-TV affiliates were cited 53 times, NBC-TV affiliates 49 and CBS-TV 34. Independent stations were cited 28 times, and stations with more than one affiliation were cited nine times.

FCC has four monitoring trucks to cover country. FCC official said PBS stations had particular problem due to large amount of foreign programming that must be converted to American television standards. Official also admitted that problem is so widespread that "if we went out and monitored a station long enough, we know we would get every station."

Exports up

Sales of TV programs and feature films to foreign television broadcasters, which reached record \$240 million in 1977, are expected to eclipse that mark by at least \$10 million this year. Authoritative sources attribute expected increase primarily, as in 1977, to two factors. One is price rises put into effect in effort to keep abreast of rising production costs (one of main jobs of Motion Picture Export Association of America's export committee, for example, is to seek agreements maintaining that balance). Other factor is record number of sales of miniseries and made-for-TV movies, whose production costs outstrip those of conventional programming and which for that reason, plus generally higher audience appeal, command higher prices.

Among movies and miniseries widely sold to overseas TV are *Roots*, *Washington Behind Closed Doors*, *Holocaust*, *79 Park Avenue*, current *Centennial* and that granddaddy of miniseries, *QB VII*.

Clearance at source

New tack in music licensing in cable TV is being tested by American Society of Composers, Authors and Publishers. Instead of trying to license all 700-plus systems carrying Home Box Office pay cable programming, ASCAP has licensed HBO itself. ASCAP officials say they're treating HBO as pay cable equivalent of broadcasting's networks—and that just as network affiliates need ASCAP licenses to play ASCAP music in local programs, HBO subscriber systems will need ASCAP licenses to play ASCAP music in their own originations.

HBO contract is marked "experimental," subject to change as cable develops. ASCAP is expected to start negotiations shortly with Showtime, which with 125 systems—soon to be 250—is HBO's biggest competitor.

To all of you who believed in a serious TV series for young people...



"This One For Dad"
—Featuring: Johnny
Whittaker, star of
"Tom Sawyer," and
Dick Van Patten of
"Eight Is Enough."

Thanks

for caring about our series that talks directly to teenagers and their parents about the problems that concern young people most. Problems like racial prejudice, alcoholism, death of a parent, and sexuality.

We at Capital Cities Communications extend our thanks and appreciation to the 125 network-affiliated and independent stations that will make these programs available to 83% of U.S. television homes; to the writers, performers and Paulist Productions for their superb creative contributions; to **BRISTOL-MYERS CO.**, **GENERAL FOODS CORP.**, and **SCOTT PAPER CO.** for their national sponsorship.

"This One For Dad"—A young athlete discovers that he can't run from death...or life.

"Loser Take All"—The theme is pride and prejudice. The pride of a Chicano father and his teenage son. And the prejudice of a middle-class youth who gets everything he wants, except his father.

"It Can't Happen To Me"—Lisa thought a little drink now and then couldn't hurt. And became an alcoholic. She always thought, "It can't happen to me."

"When, Jenny? When?"—She wanted to be liked...at any cost, until the price finally got too high.

For station clearance information in your market, contact: Bill Mulvey,
Capital Cities Communications, Inc., 4100 City Line Avenue, Philadelphia, Pa. 19131.

CAPITAL CITIES COMMUNICATIONS, INC.



"When, Jenny? When?"
 —Featuring: Maureen McCormick of "The Brady Bunch" and "Nancy Drew," Clark Brandon of "The Fitzpatricks," and Olivia Cole of "Roots."



"It Can't Happen To Me"
 —Featuring: Lisa Gerritsen of "Phyllis," Vincent Van Patten of "Wonder Woman," and Diana Muldaur of "Born Free" and "Police Story."



"Loser Take All"
 —Featuring: Panchito Gomez of "Chips," Gregory Sierra of "Barney Miller," and Quinn Cummings of "Family."

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|------------------------------------|--|----------------------------------|------------------------------------|-----------------------------------|------------------------------------|--------------------------------------|
| Abilene, TX
KTXS-TV | Boise, ID
KTVB-TV | Denver, CO
KWGN-TV | Great Falls, MT
KFBB-TV | Lebanon, PA
WLYH-TV | Odessa, TX
KOSA-TV | Superior, NE
KSNB-TV |
| Ada, OK
KTEN-TV | Boston, MA
WCVB-TV | Des Moines, IA
KCCI-TV | Green Bay, WI
WBAY-TV | Lewiston, ID
KLEW-TV | Omaha, NE
KMTV | Tallahassee, FL
WECA-TV |
| Albany, NY
WTEN-TV | Buffalo, NY
WKBW-TV | Detroit, MI
WJBK-TV | Greenville, SC
WFBC-TV | Los Angeles, CA
KTTV | Orlando, FL
WFTV | Terre Haute, IN
WTHI-TV |
| Albion, NE
KCNA-TV | Burlington, VT
WEZF-TV | Dickenson, MD
KDIX-TV | Harlingen, TX
KGBT-TV | Macon, GA
WCWB-TV | Panama City, FL
WJHG-TV | Toledo, OH
WSPD-TV |
| Alexandria, MN
KCMT-TV | Casper, WY
KTWO-TV | Dothan, AL
WDHN-TV | Hayes Center, NE
KWNB-TV | Madison, WI
WMTV | Pasco, WA
KEPR-TV | Tucson, AZ
KVOA-TV |
| Amarillo, TX
KFDA-TV | Cedar Rapids, IA
WMT-TV | Dubuque, IA
KDUB-TV | High Point, NC
WGHP-TV | Medford, OR
KOB-TV | Peoria, IL
WRAU-TV | Utica, NY
WUTR-TV |
| Atlanta, GA
WAGA-TV | Charleston, SC
WCIV-TV | Durham, NC
WTVD-TV | Houston, TX
KTRK-TV | Meridian, MS
WTOK-TV | Philadelphia, PA
WPVI-TV | Washington, DC
WTTG-TV |
| Augusta, GA
WJBF-TV | Chattanooga, TN
WTVC-TV | Eau Claire, WI
WEAU-TV | Huntington, WV
WSAZ-TV | Miami, FL
WPLG-TV | Pittsburgh, PA
WTAE-TV | Watertown, NY
WWNY-TV |
| Austin, TX
KTBC-TV | Chicago, IL
WGN-TV | El Dorado, AR
KTVE-TV | Idaho Falls, ID
KIFI-TV | Milwaukee, WI
WITI-TV | Portland, ME
WGAN-TV | Wausau, WI
WSAU-TV |
| Bakersfield, CA
KERO-TV | Cincinnati, OH
WKRC-TV | Erie, PA
WICU-TV | Jacksonville, FL
WJXT-TV | Minneapolis, MN
WTCN-TV | Portland, OR
KPTV | Wheeling, WV
WSTV |
| Bangor, ME
WWII-TV | Clarksburg, WV
WDTV | Evansville, IN
WTVW-TV | Johnstown, PA
WJAC-TV | Minot, ND
KXMC-TV | Portsmouth, VA
WAVY-TV | Wichita Falls, TX
KAUZ-TV |
| Baton Rouge, LA
WBRZ-TV | Cleveland, OH
WEWS-TV | Fargo, ND
KXJB-TV | Joplin, MO
KODE-TV | Moline, IL
WQAD-TV | Quincy, IL
KHQA-TV | Wilkes-Barre, PA
WBRE-TV |
| Battle Creek, MI
WUHQ-TV | Colorado Springs, CO
KOAA-TV | Farmington, NM
KIVA-TV | Kansas City, MO
KMBC-TV | Montgomery, AL
WCOV-TV | Rapid City, SD
KOTA-TV | Williston, ND
KXMD-TV |
| Beaumont, TX
KJAC-TV | Columbia, MO
KOMU-TV | Fresno, CA
KFSN-TV | Kearney, NE
KHGI-TV | New Haven, CT
WTNH-TV | Redding, CA
KRCR-TV | Yakima, WA
KIMA-TV |
| Binghamton, NY
WBNG-TV | Columbus, OH
WTVN-TV | Ft. Smith, AR
KFPW-TV | Knoxville, TN
WATE-TV | New Orleans, LA
WDSU-TV | Roanoke, VA
WSLS-TV | Youngstown, OH
WKBN-TV |
| Bismarck, ND
KXMB-TV | Dayton, OH
WDTN-TV | Ft. Wayne, IN
WPTA-TV | Lansing, MI
WLX-TV | New York, NY
WNEW-TV | Rochester, NY
WHEC-TV | |
| | | | | | | Rockford, IL
WTVO-TV |
| | | | | | | San Antonio, TX
KMOL-TV |
| | | | | | | San Diego, CA
KCST-TV |
| | | | | | | Santa Barbara, CA
KEYT-TV |
| | | | | | | Savannah, GA
WJCL-TV |
| | | | | | | Seattle, WA
KIRO-TV |
| | | | | | | Shreveport, LA
KSLA-TV |
| | | | | | | Sioux City, IA
KMEG-TV |
| | | | | | | Sioux Falls, SD
KELO-TV |
| | | | | | | South Bend, IN
WNDU-TV |
| | | | | | | Spokane, WA
KREM-TV |
| | | | | | | Springfield, MA
WWLP-TV |
| | | | | | | St. Louis, MO
KPLR-TV |
| | | | | | | St. Petersburg, FL
WTOG-TV |

TV only

Elaine Powers □ Division of Unicare Services plans four-month TV promotion for its Elaine Powers figure salon beginning in early January. CPM, Chicago, and Stephen & Brady, Madison, Wis., will buy spots in 20 markets during all dayparts. Target: women, 18-49.

Charles F. Cates & Sons. □ Food products group slates 15-week TV buy for its Aunt Jane's pickles beginning in mid-January. Bradham-Hamilton, Charleston, S.C., will seek spots in three markets. Target: total women.

Montgomery Ward □ Subsidiary of Mobil Corp. slates 14-week TV push for its retail store chain starting in late December. Lee King & Partners, Chicago, will place spots during fringe day and prime time. Target: total women.

Pearle Vision Center □ Optics division of Will Ross plans first-quarter TV buy beginning in early January. Chollick Associates, New York, will select spots in 45 markets during all dayparts. Target: women, 25-49.

Pet Chemicals □ Pet foods group arranges first-quarter TV buy beginning in

January. Ross Hancock, Hollywood, Fla., will schedule spots in 10 markets during all dayparts. Target: women, 25-54.

Effical Systems □ Company features its furnace damper in 13-week TV campaign starting late this month. Sohigian & Partners, Southfield, Mich., will schedule spots in Chicago, Detroit and Milwaukee during fringe time. Target: adults, 25-54.

Winston □ Tire manufacturer schedules 13-week TV buy starting in early January. Needham, Harper & Steers, Los Angeles, will place spots in three markets during early and late fringe time. Target: men, 18-49.

Ariens □ Garden and yard power-equipment company arranges 11-week TV drive for its riding mower beginning in mid-March. Baer, Kemble & Spicer (agency of record), Cincinnati, and Western International Media, Los Angeles, will handle spots in about 30 markets during sports time. Target: total men.

Pentel of America □ Office-supply group highlights its Pentel pens in nine-week TV drive beginning in early January. Young & Rubicam, Los Angeles, will schedule spots in New York and Chicago during fringe and prime time. Target: men and women, 25-54.

Rep appointments

- KNUZ(AM)-KQUE(FM) Houston, WKRG-FM Mobile, Ala., and KAYC(AM)-KAYD(FM) Beaumont, Tex.: H-R/Stone Inc., New York.
- WOTB(FM) Middletown, R.I.: The Queen Co., Boston (for New England).

Sunflower Farms □ Food products group features its mayonnaise in two-month TV promotion starting in early December. Dailey & Associates, San Francisco, will place spots in Midwest markets during day, fringe and prime time. Target: total adults.

General Electric □ Company plans four-week TV buy for its holiday gifts beginning late this month. Sheehy Dudgeon & Burkhart, Louisville, Ky., will place spots in 19 markets during all dayparts. Target: adults, 18 and over.

Richton □ Hypo-allergenic jewelry schedules one-month TV push beginning late this month. Leber Katz & Partners, New York, will select spots during fringe and prime time in the Midwest. Target: women, 25-49.

Great Lakes □ Consumer products division plans four-week TV promotion for its Pine Mountain logs starting in early January. Draper Daniels, Chicago, will place spots in 21 markets during fringe and news time. Target: total men and women.

Bulova □ Watch manufacturer launches four-week TV flight beginning late this month. Advantage Associates, New York, will buy spots in 43 markets during late fringe and prime time. Target: total adults.

Illinois Tool Works □ Tool manufacturer prepares one-month TV buy beginning late this month. N.W. Ayer, Chicago, will place spots in 11 markets during news and sports time. Target: men, 25-54.

Xerox □ Business products manufacturer begins four-week TV campaign late this month. Needham, Harper & Steers, New York, will buy spots in Chicago and

BAR reports television-network sales as of Oct. 29

ABC \$1,177,837,000 (36.3%) □ CBS \$1,059,360,200 (32.7%) □ NBC \$1,005,588,800 (31.0%)

Day parts	Total minutes week ended Oct. 29	Total dollars week ended Oct. 29	1978 total minutes	1978 total dollars year to date	1977 total dollars year to date	% change from 1977
Monday-Friday Sign-on-10 a.m.	175	\$ 1,526,300	6,405	\$ 46,790,800	\$ 40,494,400	+15.5
Monday-Friday 10 a.m.-6 p.m.	1,052	19,129,300	43,830	698,833,800	632,968,900	+10.4
Saturday-Sunday Sign-on-6 p.m.	301	13,530,600	13,225	367,983,300	323,496,200	+13.8
Monday-Saturday 6 p.m.-7:30 p.m.	101	5,594,000	4,406	182,863,300	159,496,700	+14.7
Sunday 6 p.m.-7:30 p.m.	22	2,171,400	914	56,231,400	46,413,900	+21.2
Monday-Sunday 7:30 p.m.-11 p.m.	404	50,897,700	17,891	1,660,576,600	1,465,933,200	+13.8
Monday-Sunday 11 p.m.-Sign-off	241	8,382,500	9,695	229,506,800	201,052,800	+14.2
Total	2,296	\$101,231,800	96,366	\$3,242,786,000	\$2,869,586,100	+13.0

Source: Broadcast Advertisers Reports

Washington during fringe time. Target: men, 25-54.

Vac-O-Rec □ Record cleaner gets three-week TV push beginning late this month. American Media Consultants, Los Angeles, will handle spots in Portland, Ore., and Seattle during all dayparts. Target: adults, 18-34.

Baskin-Robbins □ Ice cream store franchise arranges two-week TV flight beginning in early December. Ogilvy & Mather, Los Angeles, will seek spots in 15 markets during fringe and news time. Target: women, 18-49.

Agway □ Pet food group focuses on its bird food in two-week TV flight starting in early January. Northrup & Teal, Pittsford, N.Y., will arrange spots in 13 markets during all dayparts. Target: adults, 25-54.

American Family Insurance □ Insurance group launches one-year TV campaign in January. Fuller Biety Connell, Milwaukee, will select spots in 52 markets during news and sports time. Target: adults, 25-54.

Radio only

Gino's □ Restaurant chain plans six-week radio flight beginning in early January. Lewis & Gilman, Philadelphia, will select spots in three Pennsylvania markets. Target: adults, 18-34.

American Dairy Association □ Association schedules five-week radio campaign for its milk starting late this month. D'Arcy-MacManus & Masius, Chicago, will place spots in over 200 markets including Detroit and Philadelphia. Target: women, 18-49.

Zantigo □ Division of KFC Corp. places four-week radio push for its Zantigo Mexican-American restaurants starting late this month. Tinker Campbell-Ewald, New York, will pick spots in seven markets including Memphis. Target: adults, 18-34.

Schieffelin □ Wine and liquor group features its Ruffino Folonari Italian wine in four-week radio flight starting late this month. Della Femina, Travisano & Partners, New York, will buy spots in about 30 markets including Chicago, Los Angeles and Philadelphia. Target: adults, 25-54.

German Tourism □ Tourist office places four-week radio promotion beginning late this month. AC&R, New York, will schedule spots in half-dozen markets including Boston, Chicago and Los

Angeles. Target: adults, 25-54.

Cumberland Packing □ Food products group plans four-week radio drive for its Sweet 'n' Low sugar substitute beginning in late January. The Mediators, New York, will schedule spots in seven markets. Target: men and women, 18-49.

Chicago Tribune □ Newspaper launches four-week radio flight late this month. Marvin H. Frank, Chicago, will handle spots in 10 Midwest markets including Milwaukee. Target: adults, 25 and over.

United California Bank □ Bank group slates four-week radio push beginning late this month. Foote, Cone & Belding/Honig, Los Angeles, will arrange spots in Los Angeles and San Francisco. Target: adults, 25-54.

Fidelity □ Management and research organization plans two-week radio drive beginning in January. Quinn & Johnson, Boston, will seek spots in New York and Chicago. Target: men, 35-64.

Casablanca □ Record manufacturer begins two-week radio promotion beginning in early December. Howard Marks, New York, will handle spots in 30 markets including Detroit, Houston and

Seattle. Target: adults, 18-34.

ILGWU □ International Ladies' Garment Workers Union places two-week radio campaign starting late this month. Paula Green Adv., New York, will arrange spots in five markets including Los Angeles. Target: adults, 25 and over.

Fox-Stanley □ Photo products group prepares two-week radio promotion starting in late December. Glenn, Bozell & Jacobs, Dallas, will arrange spots in at least 17 markets including Kansas City, Mo. Target: women, 18-49.

Radio-TV

Dannon □ Yogurt gets four-to-six-week radio and TV campaign starting in early January. Marsteller, New York, will prepare spots in at least 50 markets including Baltimore, Nashville, Minneapolis and Washington. Target: adults, 18-49.

Menley & James □ Company features its Love cosmetics group in one-month TV and radio campaign starting this month. SFM Media, New York, will place spots in 25 markets during fringe and prime access time. Target: women, 12-24.

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Monday Memo[®]

A broadcast advertising commentary from Gene Secunda, director, Entertainment Group, J. Walter Thompson Co., New York

N.Y. newspaper strike a windfall in money and image for broadcasting

The big winners in the recently ended New York newspaper strike were neither the publishers nor the unions. The ones who really came out on top were TV and radio.

While the negotiating teams spent month after month debating press-room manning rosters, increasing numbers of New York advertisers were reluctantly dragged into using spot TV and radio to keep their businesses alive. Many of these advertisers will never return to print with the same financial commitment that they had before the strike. And nowhere is this situation truer than in the entertainment industry. In show business, broadcast advertising has become a way of life.

The blackout of regular New York newspapers accelerated a trend toward the use of TV that has been developing gradually since the early sixties. Before then, entertainment advertisers blindly adhered to the print format, using radio as a backstop. Then in the early sixties, film producer Joseph E. Levine began using saturation TV ad campaigns in regional markets to sell his highly successful "Hercules" films. It was a movie marketing breakthrough.

Stimulated by the success of Mr. Levine and other movie marketing innovators, the major film studios began incorporating television into their basic selling strategies. Increasingly, the network TV buy became a fundamental part of any major motion picture's marketing plan. Today, it has reached a point where it is difficult, if not impossible, to get a major film booked by exhibitors unless the distributors guarantee that they will provide a substantial media buy on TV to support the campaign. In the words of Universal Picture's advertising seer, Charles Powell, "I can't imagine selling movies today without the support of TV; it's like using film without sprocket holes."

More and more, sophisticated movie marketers are using network television to support new films being released simultaneously in most major markets. A network TV budget of \$2 million or \$4 million expended over a 10-day period is not unusual. These campaigns are supported in local markets by newspaper, regional magazine, outdoor, spot TV and radio schedules. This represents a dramatic break with the past. In the old days, movies were largely released in selected markets, supported primarily by newspaper and outdoor display advertising, and to a lesser degree, spot radio.

Broadway is another sector of show bus-



The J. Walter Thompson Co. Entertainment Group creates and places advertising for clients in the theater, motion pictures, publishing, record industry, theme parks and professional sports. Gene Secunda, a senior vice president of JWT, was director of corporate and public affairs for the company before assuming his present position. Prior to joining JWT in 1965, he held promotional posts at 20th Century-Fox and Universal Pictures and in the Broadway theater. He began his career as a radio news editor and police reporter.

ness that flexed its broadcast muscles during the newspaper strike with happy results.

Theater attendance showed no ill effects during the three-month strike. In fact, business was up 17% in comparison with the same period a year ago. Most Broadway shows filled the advertising gap with spot TV and radio.

The effective use of broadcast media over the past three months to promote the theater has increasingly convinced print-oriented producers to change their viewpoint and look at their media mixes in a totally new way. For example, it used to be considered conventional wisdom to wait until after a show opened and had been favorably reviewed before you produced a TV commercial and put it on the air. Broadway producers now are capitalizing their initial investment to include the cost of producing a TV spot and running a substantial pre-opening schedule several weeks before the show premieres. A recent example of this new strategy was the current Broadway hit, "The Crucifer of Blood," which began running 30-second TV spots in the New York market two weeks prior to opening on Sept. 28. The show was playing to large paying audiences before the hit notices appeared and has

been building successfully ever since. The largest part of the show's advertising budget is still committed to a continuing spot TV schedule. Broadcast is expected to remain the dominant media vehicle for this show in the future.

The use of spot TV is not limited to New York theater. National theater companies appearing in other major U.S. cities now use TV and radio spots adapted to provide local identification. Regional theater companies are increasingly turning to broadcast instead of relying on local newspapers to promote their product. Their promotion budgets are limited, but their simply produced commercials have proved an asset in building box-office grosses.

Theme parks, record distributors and sports events promoters have all clasped broadcast to their bosoms in a way no one anticipated 10 years ago. The newspaper strike accelerated the trend in New York, but the nationwide implications are obvious.

Radio remains a mainstay for entertainment advertisers—either as a support medium supplementing print and TV or as a solo vehicle for the advertiser with a limited budget.

For show business promoters, radio provides a degree of adaptability and demographic focus unobtainable with television. The need for adaptability is never more clearly illustrated than during the period immediately following the premiere of a show or movie. As reviews are published or broadcast, the good ones are pounced on and positive quotes are integrated into scripts that can be read live on-air within hours. No other mass medium offers that almost instantaneous opportunity to get the good word out.

The entertainment business needs advertising vehicles that can provide broad reach and frequency in a short time span. The life cycle of an entertainment product is very limited. If a film or play does not find its audience quickly, the producers or distributors rarely have the patience (or budget) to support it for very long. Broadcast, especially TV, gives them an opportunity to cut through the communications clutter quickly and register a powerful impression on a broad-based market of potential ticket purchasers. It also allows their product to be demonstrated in an exciting way no print medium provides. The musical flair of an "On The Twentieth Century" or the terror of "Jaws II" can never be caught so perfectly on the printed page as in a TV spot. When you're selling magic and escape, you want to use the advertising vehicles that capture them best.

The trend in the entertainment business is clear—print and outdoor will always be there, but broadcast is now show business's star vehicle.

Datebook

■ indicates new or revised listing

This week

Nov. 19-20—Meeting, board of trustees, *Educational Foundation of American Women in Radio and Television*. Atlanta Hilton.

Nov. 20—*Federal Trade Commission* hearing on children's advertising. Washington.

■ **Nov. 20-21**—National conference on child abuse and the mass media, a joint activity of the *Annenberg School of Communications of the University of Pennsylvania* and *Bush Center for Child Development at Yale University*. Included will be panels of broadcasters and other concerned with television on child abuse topics that are related to the medium. University of Pennsylvania, Philadelphia.

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. 24—Deadline for general written comments, exhibits and requests to appear at legislative hearings (Jan. 15 in San Francisco and Jan. 29 in Washington) in *Federal Trade Commission's* children's advertising inquiry.

Nov. 26-29—*Association of National Advertisers* annual convention. Camelback Inn, Scottsdale, Ariz.

Nov. 26-30—Annual conference of *North American Broadcast Section-World Association for Christian Communication*. Bahia Mar Resort, South Padre Island, Tex.

Also in November

Nov. 27—Extended deadline for filing comments in *FCC's* proposal to amend its rules concerning multiple ownership of AM, FM and television stations and CATV systems (Docket 78-239). Replies are due Dec. 29.

Nov. 29—*Illinois-Indiana Cable TV Association* seminar and workshop on pay television (morning) and office procedures (afternoon). Sheraton Inn, Terre Haute, Ind.

Nov. 29-30—Western conference of *Advertising Research 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. 1**—New deadline for comments in *FCC's* part B of notice of inquiry regarding fee refunds. Old deadline was Nov. 8.

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

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

Dec. 8—Deadline for entries, *Hollywood Radio and Television Society's* International Broadcasting Awards for radio and TV commercials. Information, entry forms: 1717 North Highland Avenue, Hollywood 90028; (213) 465-1183.

Dec. 8—*Southern California Broadcasters Association* 15th annual public service workshop. FCC Commissioner Tyrone Brown is on morning agenda. Kinsey auditorium at Museum of Science and Industry, Los Angeles.

Dec. 11—Deadline for comments on *FCC* inquiry into role of low power television broadcasting, including television translators, in over-all national telecom-

munications system (Docket 78-253).

Dec. 12-14—*Midcon/78* electronics show and exhibit. Dallas Convention Center.

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

Dec. 18—Deadline for filing comments in *FCC's* proposed amendment of cable television rules to provide that systems need not provide nonduplication protection to any program of 30 minutes or less (Docket 78-233). Replies are due Jan. 17.

Dec. 26—Deadline for comments in *FCC* inquiry to consider broadening program definitions to include "community service" program category (Docket 78-335) Replies are due Jan. 25.

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

January 1979

Jan. 2—Comments due on *FCC* proposals to restrict amount of time devoted to on-air auctions and non-auction fund-raising programming, other educational broadcasting proposals (Docket 21136). Replies are due Feb. 1.

Jan. 6-9—International Winter Consumer Electronics Show, sponsored by *Electronic Industries Association/Consumer Electronic Group*. Las Vegas Convention Center, Hilton hotel and Jockey Club hotel.

Jan. 7-9—*California Broadcasters Association* mid-winter meeting. Vincent Wasilewski, National Association of Broadcasters, will speak. Palm Springs Spa hotel, Palm Springs, Calif.

Jan. 8—Deadline for entries for The 1978 Media Awards for the Advancement of Economic Understanding sponsored by *Champion International Corp.*, Stamford, Conn., and administered by Amos Tuck School of Business Administration of Dartmouth College. Total of \$105,000 in 14 media categories will be awarded reporting on economics that is stimulating and understandable and which was presented during the 1978 calendar year. Information: Program administrator, Media Awards for the Advancement of Economic Understanding, Amos Tuck School of Business Administration, Dartmouth College, Hanover, N.H., 03755; (603) 646-2084.

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

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

Jan. 8-9—Regional technical conference of the *Society of Cable Television Engineers*. Emphasis will

Major Meetings

Nov. 26-29—*Association of National Advertisers* annual convention. Camelback Inn, Scottsdale, Ariz.

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

Jan. 14-19, 1979—*National Association of Broadcasters* joint board meeting. Wailea Beach hotel, Maui, Hawaii.

Feb. 4-7, 1979—*Association of Independent Television Stations* annual convention. Shoreham hotel, Washington.

March 9-14, 1979—*National Association of Television Program Executives* conference. MGM Grand hotel, Las Vegas Future conferences: Feb. 15-20, 1980, Hilton, San Francisco; Feb. 13-18, 1981, New Orleans.

March 25-28, 1979—*National Association of Broadcasters* annual convention. Dallas. Future conventions: New Orleans, March 30-April 2, 1980; Las Vegas, April 12-15, 1981; Dallas, April 4-7, 1982; Las Vegas, April 10-13, 1983; Atlanta, March 18-21, 1984; Las Vegas, April 7-10, 1985; Kansas City Mo., April 13-16, 1986; Atlanta, April 5-8, 1987.

April 20-26, 1979—*MIP-TV's* 15th annual international marketplace for producers and distributors of TV programming. Cannes, France.

May 16-19, 1979—*American Association of Advertising Agencies* annual meeting. Greenbrier, White Sulphur Springs, W. Va.

May 20-23, 1979—*National Cable Television Association* annual convention. Las Vegas. Future conventions: Dallas, April 13-16, 1980; 1981 site to be selected; Washington, May 25-28, 1982.

May 27-June 1, 1979—*Montreux International Television Symposium and Technical Exhibit*.

Montreux, Switzerland.

June 5-9, 1979—*American Women in Radio and Television* 28th annual convention. Atlanta Hilton.

June 6-9, 1979—*Broadcast Promotion Association* 24th annual seminar. Nashville. Future seminars: June 1980, Montreal; June 1981, New York; June 1982, San Francisco; June 1983, New Orleans.

June 7-9, 1979—*Associated Press Broadcasters* convention. New Orleans Hilton.

June 9-13, 1979—*American Advertising Federation* annual convention. Hyatt Regency hotel, Washington.

Sept. 6-8, 1979—*Radio Television News Directors Association* international conference. Caesar's Palace, Las Vegas. 1980 conference will be on date to be announced, at Diplomat hotel, Hollywood-by-the-Sea, Fla.

Sept. 9-12 1979—*National Association of Broadcasters* radio programming conference. Stouffer's Riverfront Tower, St. Louis.

Sept. 16-19, 1979—*Broadcasting Financial Management Association* 19th annual conference. Waldorf-Astoria. New York. 1980 convention will be Sept. 14-17 at Town and Country hotel, San Diego.

Sept. 24, 1979—Start of World Administrative Radio Conference for U.S. and 152 other member nations of *International Telecommunications Union*. Geneva.

Oct. 7-10, 1979—*National Radio Broadcasters Association* annual convention. Washington Hilton hotel, Washington. Future conventions: Oct. 5-8, 1980, Bonaventure hotel, Los Angeles; Sept. 20-23, 1981, Marriott hotel, Chicago.

be on antennas, towers and power surges. Holiday Inn East, Melbourne, Fla. Contact: Mila Albertson, (202) 659-2131

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

Jan. 10—*New England Cable Television Association* winter meeting. Radisson Ferncroft hotel and Country Club, Danvers, Mass. Information: Bill Kenny, NECTA, (603) 286-4473.

Jan. 12-13—*Utah Broadcasters Association* convention. Hilton Inn, Salt Lake City.

Jan. 14-19—*National Association of Broadcasters* joint board meeting. Wailea Beach hotel, Maui, Hawaii.

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

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

Jan. 17-19—First U.S./African Telecommunications Conference, sponsored by the *Electronics Industries Association's communications division*. Nairobi, Kenya.

■ **Jan. 18-19**—*Florida Cable Television Association* midwinter conference. Plantation Inn at Crystal River, Florida Gulf Coast.

Jan. 18-20—*Alabama Broadcasters Association* winter conference. Downtowner Motor Inn, Montgomery, Ala.

Jan. 21-23—Convention of *NBC Radio affiliates*. Royal Orleans hotel, New Orleans.

Jan. 21-24—*National Religious Broadcasters* 36th annual convention. Washington Hilton.

Jan. 22—Deadline for comments in *FCC* inquiry into the encouragement of parttime operation of broadcast facilities by minority entrepreneurs under time brokering arrangements (Docket 78-355). Replies are due Feb. 23.

Jan. 23-25—*South Carolina Broadcasters Association* winter convention. Carolina Inn, Columbia, S.C.

Jan. 25—*New Jersey Broadcasters Association* midwinter managers conference. Woodlawn, Eagleton Institute of Politics, Rutgers. The State University of New Jersey, Brunswick.

Jan. 26-27—*Radio Television News Directors Association* board meeting. Caesar's Palace, Las Vegas.

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

Jan. 29—Continuation of *Federal Trade Commission* hearing on children's advertising. Start is in San Francisco on Jan. 15. Washington.

■ **Jan. 30-Feb. 1**—Radio-Television Institute of *Georgia Association of Broadcasters* and *University of Georgia*. Speakers will include outgoing FCC Commissioner Margita White, NBC commentator David Brinkley and Jane Pauley. *Today* hostess. Georgia Center for Continuing Education, Athens.

February 1979

Feb. 1—Deadline for comments in *FCC* inquiry to investigate ways to help consumers choose, install and operate their television sets to get best reception (Docket 78-307). Replies are due March 1.

Feb. 2-3—*University of California at Los Angeles* communications law symposium on "The Foreseeable Future of Television Networks." Speakers will include FCC Chairman Charles D. Ferris; Henry Geller, assistant secretary of Commerce for Communications and Information; Donald McGannon, president of Westinghouse Broadcasting Co.; Ed Bleier, vice president, Warner Communications; Erwin Krasnow, senior

vice president and general counsel, National Association of Broadcasters; Bruce Owen, economist, Duke University; Richard Block, broadcast consultant; and Robert Hadl, MCA Inc. Los Angeles.

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

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

Feb. 26-March 2—Intelcom '79 international exposition. Speakers will include Joseph Charyk and John A. Johnson, Comsat; Henry Geller assistant secretary of commerce for communications and information, and Dr. Mahoud Riad, secretary general, Arab Telecommunications Union. Dalias Convention Center. Information: Horizon House International, 610 Washington (800) 225-9977.

Feb. 27-28—Fourth annual CATV reliability conference, co-sponsored by the *Society of Cable Television Engineers* and the *Consumer Electronics Society of the Institute of Electrical and Electronics Engineers*. Denver Stouffer's Inn, Denver. Registration: SCTE, P.O. Box 2665, Arlington, Va. 22202.

March 1979

March 6—Presentation dinner, *Hollywood Radio and Television Society's* International Broadcasting Awards for radio and television commercials. Deadline for entries is Dec. 8, 1978. Century Plaza hotel, Los Angeles.

March 9-10—Tenth annual Country Radio Seminar. Hyatt Regency, Nashville.

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

March 14-15—*Broadcast Financial Management Association/BCA* board of directors meeting. Waldorf-Astoria, New York.

March 21-22—*Association of National Advertisers* annual Television Workshop (March 21) and Media Workshop, (March 22). Combination fee for both events will be \$100 for ANA members, \$115 for non-members, and for either event, \$60 for members and \$70 for non-members. Plaza hotel, New York.

March 21-24—*The National Honorary Broadcasting Society, Alpha Epsilon Rho*, 37th annual convention. Sheraton hotel, Dallas.

March 25-28—*National Association of Broadcasters* annual convention. Dallas.

April 1979

■ **April 1**—Deadline for comments in *FCC* inquiry on measurement techniques of television receiver noise figures. Replies are due May 1.

April 2—Deadline for comments on *FCC* proposal establishing table of assignments for FM-ED stations and new classes of stations (Docket 20735). Replies are due May 15.

April 2-5—*Electronic Industries Association* spring conference. Shoreham Americana hotel, Washington.

April 2-5—*Canadian Cable Television Association* annual convention. Sheraton Centre, Toronto.

April 3—*Advertising Research Foundation* public affairs conference. Washington.

April 3—*New York State Broadcasters Association* 25th annual meeting. Essex House, New York.

April 7—Great Lakes Radio Conference of *Central Michigan University chapter of Alpha Epsilon Rho* for high school and college students interested in radio careers. Central Michigan University, Mount Pleasant, Mich. Information: (517) 774-3851.

April 8-10—Annual convention of *Illinois-Indiana Cable TV Association*. Hilton Downtown, Indianapolis.

April 11-13—*Washington State Association of Broadcasters* spring meeting. Thunderbird Motor Inn, Wenatchee, Wash.

April 20-26—*MIP-TV's* 15th annual international marketplace for producers and distributors of TV programming. Cannes, France.

■ **April 20-21**—*Texas Associated Press Broadcasters Association* annual convention. Sheraton, Abilene, Tex.

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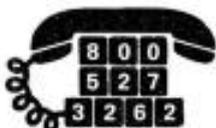
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6AM-Midnight Monday-Sunday Average Quarter-Hour Audience Estimates subject to April-May 1978 Yakima MSA report qualifications. May not be used without express written permission of The Arbitron Company

TOTAL PERSONS 12+		
A/P. 76	STATION CALL LETTERS	MONDAY-SUNDAY 6:00AM-MIDNIGHT
2.3	KRBD	Religion
2.3	KENE	Country
14.4	KIT	M-O-R
19.7	KIT FM	TM Rock
9.3	KWXX	M-O-R
15.7	KFFM	Z FORMAT
6.0	KOOT	Top 40
2.3	KREW	M-O-R
9.8	KUEZ	Beautiful
17.7	KUTI	Country
2.3	KYBD	Religion

.5	KGO	News

#1 ADULTS 18-49



Errata

Story showing contributions by National Cable Television Association's affiliated CablePAC to House and Senate campaigns this year (BROADCASTING, Nov. 6) wrongly reported \$100 gift to Senate campaign of Republican Larry Williams of Montana. Contribution was in fact made to House campaign of **Democrat Pat Williams**, also of Montana. Larry Williams is opponent of Max Baucus (D), candidate NCTA supported in Montana Senate race.

□

BROADCASTING'S Nov. 13 story (page 54) on Interpublic's agreement to acquire SSC&B Inc. said former's annual worldwide billings were \$1.6 million in 1977. Correct figure is \$1.6 billion.

□

Teleglobe Pay-TV System Inc. has filed **\$200-million suit**—not a \$2-million suit (BROADCASTING, Nov. 13)—against Telecast Inc., American Subscription Television of California Inc. and Clarion Corp. of America in dispute over use and authorization to use Teleglobe's over-air pay television system.

□

Sales price for **WAYB(AM) Waynesboro, Va.**, was \$390,000 plus \$30,000 for covenant not to compete—not \$273,000 as reported in "Changing Hands" nor straight \$390,000 as reported in "For the Record" Nov. 6.

□

Call letter grants section of "For the Record" Oct. 30 (page 58) erroneously reported assignment of KEAR(FM) to KFKB-FM. Entry should have read: **KEAR(FM) assigned to KFBK-FM Sacramento, Calif.**

April 22-23—Broadcasting Day of University of Florida and Florida Association of Broadcasters. Gainesville.

■ **April 27-28**—Oklahoma Associated Press Broadcasters Association annual convention. Holidome, Oklahoma City.

May 1979

May 2—National Radio Broadcasters Association radio sales day. Hyatt House (airport), Los Angeles.

May 7-10—Southern Educational Communications Association conference. Lexington, Ky.

May 8—National Radio Broadcasters Association radio sales day. Hyatt House (airport), Seattle.

May 10—National Radio Broadcasters Association radio sales day. Sheraton Airport Inn, Atlanta.

May 16—National Radio Broadcasters Association radio sales day. Americana, New York.

May 16-19—American Association of Advertising Agencies annual meeting. Greenbrier, White Sulphur Springs, W. Va.

May 20-23—National Cable Television Association annual convention. Las Vegas.

May 24—National Radio Broadcasters Association radio sales day. Hyatt Regency O'Hare, Chicago.

May 27-June 1—1979 Montreux International Television Symposium and Technical Exhibit.

Montreux, Switzerland. Information: P.O. Box 970—CH-1820, Monireux.

June 1979

June 3-6—Electronics Industries Association/Consumer Electronics Group 1979 international summer Consumer Electronics Show. Chicago.

June 5-9—American Women in Radio and Television 28th annual convention. Atlanta Hilton.

June 6-9—Broadcast Promotion Association 24th annual seminar. Nashville.

June 7-9—Alabama Broadcasters Association spring convention. The Casion, Pensacola Beach, Fla.

June 7-9—Associated Press Broadcasters convention. New Orleans Hilton. New Orleans.

June 7-10—Missouri Broadcasters Association spring meeting. Rock Lane Lodge, Branson, Mo.

June 8-10—Investigative Reporters and Editors Inc. national conference. Park Plaza hotel. Boston.

June 9-13—American Advertising Federation annual convention. Hyatt Regency hotel. Washington.

June 10-11—Montana Broadcasters Association annual convention. Fairmont Hot Springs, Anaconda, Mont.

June 14-15—Broadcast Financial Management Association/BCA board of directors meeting. Sir Francis Drake hotel, San Francisco.

June 27-30—Florida Association of Broadcasters 44th annual convention. Boca Raton hotel and club.

July 1979

July 11-15—Colorado Association of Broadcasters summer convention. Tamaron, Colo.

July 15-18—The New York State Broadcasters Association 18th executive conference. The Otesaga hotel. Cooperstown, N.Y.

August 1979

Aug. 24-Sept. 2—International Radio and TV Exhibition 1979 Berlin, promoted by the Society for the Promotion of Entertainment Electronics of Frankfurt-on-Main with executive handling by the AMK Company for Exhibitions, Fairs and Congresses Ltd. Berlin Exhibition grounds.

September 1979

Sept. 6-8—Radio Television News Directors Association international conference. Caesar's Palace, Las Vegas.

Sept. 9-12—National Association of Broadcasters radio programming conference. Stouffer's Riverfront Tower, St. Louis.

Sept. 16-19—Broadcast Financial Management Association's 19th annual conference. Waldorf-Astoria, New York.

■ **Sept. 20-26**—Telcom 79, third world telecommunications exhibition, sponsored by the International Telecommunications Union. Sept. 30, 1978, was deadline for abstracts of papers to be delivered (U.S.: A. E. Joel Jr. Bell Telephone Laboratories, Rom 2C-632, Holmdel, N.J. 07733) and for applications for exhibit space (Secretariat, Orgexpo, 18 qual Ernest-Ansermet, P.O. Box 65, 1211 Geneva 4. Palais des expositions, Geneva).

Sept. 24—Start of World Administrative Radio Conference for U.S. and 152 other member countries of International Telecommunications Union. Geneva.

■ **Sept. 26-29**—Tennessee Association of Broadcasters annual convention. Opryland hotel, Nashville.

October 1979

Oct. 7-10—National Radio Broadcasters Association national convention. Washington Hilton hotel, Washington.

■ **Oct. 16-17**—Advertising Research Foundation annual conference. New York.

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Joanna Miles, production assistant.

ADMINISTRATION

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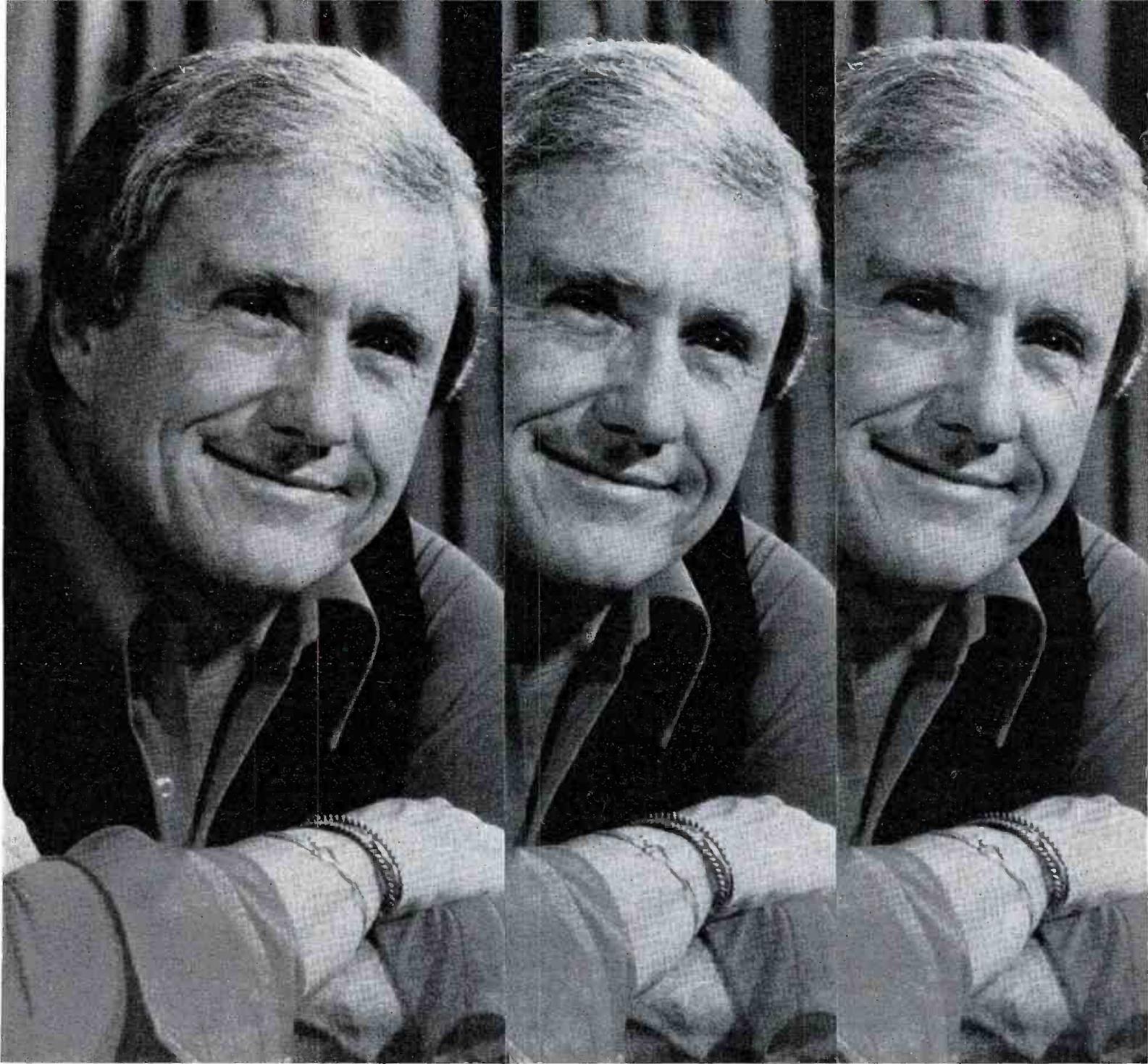
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Diane Burstein, editorial assistant.
Winfield R. Levi, general sales manager.
David Berlyn, Eastern sales manager.
Harriette Weinberg, Priscilla K. Johnson, advertising assistants.

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Top of the Week

Jawboning broadcasting over inflation

While Carter steps up pressure for voluntary compliance with wage-price guidelines, Ferris asks staff to check into FCC's authority regarding ad rates

FCC Chairman Charles D. Ferris, fresh from a meeting of several hundred government officials with President Carter on the issue of fighting inflation, last week asked the commission's Broadcast Bureau to look into the question of whether the agency has the authority to investigate broadcasters' advertising rates. The request, in the form of a memorandum that promptly leaked, raised eyebrows as well as blood pressures inside and outside the commission.

Some commissioners, who received copies of the memo, were said to be upset by it—"very upset" in some cases. "Not exactly deregulatory," said one commissioner, in a caustic reference to the chairman's professed desire to permit the marketplace to supplant government as a regulator.

And some staff members who had heard of the request appeared bemused by it; they said that while the commission could presumably investigate "anything," it has no authority to regulate rates. The Communications Act and judicial decisions seem clear on that.

The general counsel's office is also said to have been asked to research the issue. There, too, the commission's authority is thought to be "limited." Commissioner Abbott Washburn, appearing to reflect those views, said, "I guess we can look at [the question], but where you go from there is another question."

Outside, the reaction was predictable. An official of the National Association of Broadcasters said feelings there could be summed up in one word: "outrageous." And in New York, a highly placed network executive said it seemed odd that while the President said there would be no regulation of wages and prices, "a regulatory agency [is] looking into it."

Those reactions, however, do not rule out commission action in the area. Chairman Ferris, along with seven senior mem-

bers of the commission staff, attended the meeting in the Agriculture Department auditorium at which President Carter called on administrative agency heads, as the chairman reported, "to take whatever action possible against inflationary practices and forces." The chairman then added: "In recent years, the rates charged to advertisers by broadcast television stations in particular, involving billions of dollars, have spiraled upward at a dramatic pace." Television industry income rose from \$1,250,000,000 in 1976 to \$1,401,100,000 in 1977 (BROADCASTING, Aug. 14).

Chairman Ferris illustrated his concern with a clipping of a news story regarding preparations of the Screen Actors Guild and the American Federation of Television and Radio Artists for a strike that could halt the production of television



Ferris

commercials. Thus, the chairman said, advertising agencies are "faced with increased wage demands that may further contribute to this situation."

A spokesman for the chairman noted there are a number of steps to be gone through before the commission would act in the area: The commission would have to determine whether it has authority to act and, if so, whether such action would be in the public interest.

"We have to make a good-faith effort to see if there is anything we can do to further national policy in this area," he said, "As in the case of equal employment opportunity or antitrust matters, we have to take into account national policy in our regulatory policy. And it is national policy to hold back inflation."

Officials, including some who feel the commission has no authority to regulate rates, do not say the commission's hands are tied. Jawboning, for instance, is considered an option. "The commission could

put out a notice saying it would be helpful if the industry followed the guidelines," said one staff member.

General Counsel Robert Bruce said the questions raised do not look to new regulation. Indeed, he indicated the effect of the inquiry might be benign. Conceivably, he said, the probe might uncover "industry practices or government policies that contribute to upward pressures on prices." If government policies indeed are implicated, he said, "we could back away from them." Presumably, the commission might want to address industry practices believed to have an inflationary effect. However, Mr. Bruce said the commission's discretion in dealing with rates directly is "very limited."

There is, of course, the question of whether broadcasters are exceeding the voluntary price limits President Carter, in his speech on inflation last month, asked business to observe. To hold economy-wide price increases to 5 3/4%, he asked each business to restrict over-all price increases over the next 12 months "at least" to one half of one percentage point below what they averaged during 1976 and 1977, but in no case higher than 9 1/2%.

And last week, pressure for compliance mounted. President Carter wrote to the heads of the nation's 500 largest industrial companies (which include the parents of the three networks as well as of other major broadcast companies) to make an "explicit" statement of commitment to comply. And the Council on Wage Price Stability disclosed it will monitor companies with earnings of at least \$500 million annually to determine whether they are complying. The list includes 30 companies with interests in broadcasting (BROADCASTING, June 26).

Two weeks ago, Frederick S. Pierce, president of ABC Television, said ABC will comply with "the spirit of the wage and price guidelines" (BROADCASTING, Nov. 13). But last week, ABC officials said it was too early to discuss details. They said they had studies of their own under way and were also awaiting further information about the guidelines.

And there may be nongovernmental pressures to hold prices down. A source close to the advertiser community said he understood that most if not all major advertisers would try to follow the guidelines and would expect their suppliers—networks and stations, in this case—to do the same.

The Broadcast Bureau and, presumably, the General Counsel's Office, are expected to have their answers for the chairman this week.

TVB meeting told this is no time to let up

Record registration indicates upbeat nature of TV business, but speakers warn that there's signs the bubble may burst

Television broadcasters were urged last week to intensify their sales efforts, even in this booming TV economy, by speakers at the Television Bureau of Advertising annual meeting in Chicago.

In speeches and during panel sessions the emphasis was on sales and more sales as participants exhorted broadcasters to maintain their efforts to sustain the record pace of 1978.

One indicator of the robust health of the television industry was the record registration for the 1978 annual meeting at the Continental-Plaza hotel. Attendance did not climb by a comfortable margin; it was a dramatic jump. Last year's record attendance of 370 was dwarfed by the 570 participants who helped create a run on hotels in the downtown area. Many late registrants for the convention were turned away by the Continental-Plaza and other nearby hotels and had to be accommodated at a distance from the meeting site.

In his opening remarks to the convention, Marvin Shapiro, chairman of TVB, set the tone for the meeting when he called on broadcasters to keep up their sales and sales development activities so as not to blunt the momentum of 1978.

"We need to sell and resell the values and qualities achieved in reaching the consumer through television rather than through another medium," Mr. Shapiro declared. "We need to reinforce the advertising decision-makers' awareness that any lessening of expenditures would hurt them significantly if television campaigns were reduced or withdrawn."

Mr. Shapiro, senior vice president of Group W, noted that 1978 television revenues will approach \$9 billion, representing a share of total advertising which has grown to more than 20%.

But he warned the industry not to become complacent as its executives talk of record years and future growth. He said these conditions are possible, but "are not etched in stone," and added:

"We all know television's size and strength and we know other advertising media cannot come close. But we also know there are advertisers and their agencies who are looking at other, lesser media as possible alternatives."

He warned that 1979 could be a "most unsettled period," and he cited the "hemorrhaging dollar" and the "staggering stock market." He observed that unless there is a turnabout reasonably soon there could be "a fallout" in budgets.

"Much of the responsibility to assure



TVB's President Roger Rice (l) and Chairman Shapiro

that future years will be what we want them to be falls on each of us, separately and collectively," Mr. Shapiro asserted. "This is no time to put our feet up on the desk, count our winnings and think it can't happen here. From economic and social changes, from our competitors, from government sources, from well-meaning but sometimes misinformed critics in both the public and private sector, television must deal with the real world."

The TVB gave two presentations challenging competing media—one on magazines and the other on newspapers. On the opening day, Richard Severance, vice president, national sales, TVB, gave the antimagazine presentation announced several months ago. The main point of the presentation, according to Mr. Severance, was that magazines are making unfair comparisons between television and magazines.

"The magazines' 'Media Imperative' concept is just a hoax," Mr. Severance said firmly. "It's scientifically unsound; it's like comparing apples and oranges."

The bureau's new local-advertising presentation aimed against newspapers hammers home the message that unlike newspapers, TV provides a larger market that's growing still larger and provides more frequency for the same cost at a lower cost-per-thousand.

"Right now, department stores spend some 10% to 15% of their promotion budgets in television and that percentage seems to have plateaued," Mr. Shapiro said. "That's fact one. Fact two is that retailers tell us they need to know how to use television, but I don't know any broadcaster whose doors are being broken down by retailers coming to find out how to use television. The percent of retailers' advertising budgets invested in television really is a measure of how competitive they want to be."

Called "Television: The Competitive Medium," the presentation previewed last week will be spotlighted in scores of individual market showing for retailers, starting on Jan. 10. In preparation for the local market activity, the bureau has prepared various promotion items for use by members, including invitations, print leave-behinds, on-the-air slides for recruiting the audience, and other

materials.

Although a gung-ho spirit pervaded most of the speeches, Brenda Fox, assistant general counsel of the National Association of Broadcasters, said at the outset that her talk probably would temper the general sense of euphoria she sensed at the meeting. Ms. Fox said the Washington news was not good news.

She provided an overview of current regulatory proceedings and inquiries and singled out Michael Pertschuk, chairman of the Federal Trade Commission, for particular criticism. At one point she remarked, "If the Mikeys of the world have their way, you're going to have no place to sell advertising."

□

More TVB coverage on pages 58 and 60

This means war: Advertising industry girds for clutter fight

ANA-AAA allied for battle with NAB TV board; they release study that indicates need for more controls; Swafford hired as consultant

Advertisers and agencies officially came down "very strongly" last week against the TV clutter-control plan adopted by the television board of the National Association of Broadcasters (BROADCASTING, Oct. 16, et seq.).

Charging that some code board members may not have known what they are doing, the American Association of Advertising Agencies and the Association of National Advertisers said in a joint announcement that they would seek a hearing—and reconsideration of the board's decision—when the board meets in January.

The advertiser-agency move for tighter controls—which came as no surprise—was intensified at the same time by ANA's release of a new study of clutter's effects on commercials. Like similar studies before it, the new one found that commercial effectiveness decreases as clutter in-

creases—and its authors suggested that “coercive measures” and the switching of TV budgets into other media may become necessary to make broadcasters keep clutter in check.

It was also disclosed that ANA-AAAA had hired Thomas J. Swafford as a consultant—an irony in that Mr. Swafford was formerly on the broadcasters’ side of the fence, first as head of standards and practices for CBS and more recently as senior vice president for public affairs at the National Association of Broadcasters.

The ANA-AAAA announcement concentrated its fire on (1) the new code’s provision for an extra 30 seconds of non-program material per prime time hour, which lifted the maximum to 10 minutes; (2) its revisions extending consecutive-announcements limits, and (3) the circumstances of the TV board’s adoption of the plan.

The board had been expected to consider the plan at its January meeting but ratified it by mail earlier this month, effective Jan. 1 (BROADCASTING, Nov. 13). ANA and AAAA said they thought this “was possibly premature.”

Peter Spengler of Bristol-Myers, chairman of the ANA’s clutter subcommittee, said: “We sense from a few phone calls that some of the NAB TV board members did not understand that they were indeed ratifying this expansion.”

Howard Eaton of Ogilvy & Mather, chairman of the AAAA’s broadcast networks and programing committee, said some of the board members “may not have been fully aware that the expansion by 30 seconds would become a matter of regular practice, rather than be used in very special instances. Perhaps all the NAB TV board members were not completely aware of that potential for abuse when they voted.”

ANA’s Mr. Spengler voiced a second concern: “We’re deeply concerned that the new language opens the door to clustering commercials under certain conditions. If this were allowed to happen, industry effectiveness will be even further reduced.”

Jack Otter of SSC&B, a member of the AAAA’s NAB subcommittee, had both warm and cold words for the new code provisions: “The code board, under the leadership of Bob Rich [of KBJR-TV Duluth, Minn.] and Mike Kievman [of Cox Broadcasting], has made a genuine contribution in reducing interpretations of the code. But it has taken a step back in condoning more clutter with the acquisition of another 30 seconds of nonprogram time.”

ANA and AAAA have long insisted there should be no more than nine minutes of nonprogram material per hour in prime time.

The clutter study released by ANA was the third in a series since 1974 supported by Marketing Science Institute, a non-profit research organization, and conducted by Professor Michael L. Ray of Stanford University and Professor Peter H.

Dear Sir: You cur. The National Association of Broadcasters has generated 171 pieces of mail in opposition to the FCC’s decision “in principle” to require broadcasters, in preparing their annual employment reports, to rank employes by salary (BROADCASTING, Nov. 6). Many were ripe with indignation, but none more so than a letter from Jerry Moon, vice president and general manager of KAPE(AM) San Antonio, Tex.

“I think you should call in whomever thought up this insane idea and ask him what the hell he thinks people are,” Mr. Moon says in a letter addressed to Chairman Charles D. Ferris. “It seems obvious to me that he considers them cattle, and that all are the same and should be treated as such.”

To disabuse the chairman of any thought that KAPE is not enthusiastic about affording equal employment opportunity, Mr. Moon offers these statistics: of 14 full-time and two part-time employes at the station, three are Hispanics and 10 are blacks. The physically handicapped are not ignored, either.

“Sir,” Mr. Moon concludes, “if you can keep those young lawyers from thinking five miles wide and a half-inch deep, and have them concentrate on keeping stations on frequency, we’ll try to keep these damn stations on the air, operating profitably . . .

“Have a good day.”

For a time last week, it seemed the commission might not accept that letter and the other 170 pieces of mail that poured into Chairman Ferris’s office beginning early in the week. And NAB, in order to comply with the ex parte rules, filed copies, bound in a volume (with Mr. Moon’s letter on top), in the docket, shortly before 11 a.m., on Thursday. But at 11 a.m., the commission issued a public notice announcing the cut-off date of ex parte presentations in the docket as of the preceding day. NAB’s general counsel, Erwin Krasnow, promptly filed a petition for reconsideration, declaring that such a retroactive cut off date is “unlawful.”

Later Friday, it appeared that commission officials were reconsidering their position, and would probably withdraw the order. One commission attorney said the agency’s policy on such cut-offs has not been firmly established, and that under the circumstances in the NAB case, reconsideration is probably warranted.

Webb of the University of Illinois. In sending copies of the 37-page report to ANA members, Herbert Krugman of General Electric, chairman of the ANA research policy committee, and Bristol-Myers’s Mr. Spengler said one of its “major findings” was that “as the amount of clutter (nonprogram material) is increased, there is a consistent decrease in TV commercial effectiveness scores (e.g., attention and recall).”

Other findings, as summarized in the report:

- “First position in a string of commercials is associated with higher levels of attention and recall.

- “There are considerable differences among individual commercials in their ability to withstand the effects of more crowded environments.

- “Increases in the amount of promotional announcements and public service announcements had relatively little effect on commercial effectiveness, but those little effects were consistently negative.” [The NAB code revisions were aimed primarily at reducing the use of promos.]

- “The total number of commercials recalled [by viewers] remains relatively constant [about three or four] despite increases in the number of commercials presented.”

The study also tested 10-second versions of some of the 30-second commercials and found no significant difference in effects. The authors concluded that “some commercials might do well in a 10-second version if they have been running awhile and if there are not too many other 10-second commercials.”

In the study, which was conducted in August 1977 and supported by ANA along with MSI, subjects saw two half-

hour programs (*Adam 12* and *Welcome Back, Kotter*) in homelike viewing situations under the guise of a study of humor and violence on TV. Six clutter conditions were used, ranging from 16 to 38 non-program elements and from eight to 18.3 minutes of nonprogram time during the 60 minutes. Promos and PSA’s ranged from none to 12.

Along with other conclusions, the authors said that clutter can “creep up”—that adding three 30-second commercials per half-hour to the “standard” (present) level would be unlikely to have “significant effects” on commercial effectiveness, and that the difference between that number and a “very heavy” level with another three commercials also would produce only slight effects. But, they said, the increase from “standard” to “very heavy” “can produce significantly consistent decreases in commercial effectiveness”

The authors concluded that to stop clutter escalation advertisers might try a cooperative approach with broadcasters but if that failed they might need “coercive measures” through ANA, AAAA and perhaps big advertising agencies. Or, they said, individual advertisers might move money out of TV “to more profitable elements of the promotional mix”—or try to get better positioning on television.

“Finally,” they said, “clutter may be met head-on by developing messages more resistant to its effects. We have seen in all three laboratory studies of clutter a tremendous variability in the abilities of individual messages to withstand placement in unfavorable environments.” Although more research is needed, they said, the key to that resistance may be the extent to which a commercial involves its viewers.

In-house study by CPB says minorities not getting their due

They're underrepresented in employment and programming, concludes special task force

After some 18 months, a public broadcasting task force, funded by the Corporation for Public Broadcasting, has come out with a report highly critical of public broadcasting.

Presented to the CPB board last week, the 496-page report, which has few surprises, said that minority programming, by and about minorities, "is seriously deficient." This is due, it said, to "the insufficient number of minorities employed in public broadcasting, particularly in the decision-making positions."

The report recommended that Congress provide long-range funding to public broadcasting contingent on the industry's "consistent demonstration of significant progress toward equitable minority hiring, placement and programming practices." It urged the CPB board to establish a priority budget item providing funds to lease a satellite transponder to be used solely for distribution of minority programs and that more minorities be hired and placed in positions of greater responsibility. In programming, the report recommended that

CPB, National Public Radio and the Public Broadcasting Service have adequate representation of minorities in all programming decision-making positions which affect acquisition, scheduling, promotion, development and research.

The task force also recommended that CPB fund start-up and continuing operations of minority-controlled stations.

There were 70 recommendations in all. The board accepted the report and voted to require the staff to come up with a plan to implement various recommendations no later than May 1 of next year. Also, the 28-member task force will reconvene in a year to check implementation progress.

Board member Gillian M. Sorensen of New York said the report is a "thorough and exhaustive document." She added, "Belatedly, it is time for us to act, not just react." Besides legal obligations, she said, CPB had moral ones to "be in the front ranks" in providing for minority representation.

Among findings of the task force were that, since 1974, 18 of 147 programs selected for purchase by PBS member stations have been minority programs. Presently, one program chosen by the stations is a minority program (*Black Perspective on the News*) and it was purchased by 77 of 276 stations.

Task force member Yusef Mgeni, a producer at KUOM(AM) Minneapolis, said that when minority programs are offered by PBS, 75% of the stations "turn off the switch."

NPR's minority programming record was said to be little better. In fiscal year 1977,

the report said, 70 hours of 1,500 programming were devoted to minorities.

More than half (94 of 184) public radio licensees and 16% (26 of 160) public television stations have no minority employees, the report said. In the top three job categories (officials, managers, professionals), 59% (108) of the 184 public radio licensees and 33% (or 52) of the 160 public television stations have no minorities, the report said. Also, it said only one of the 15 "primary" decision-makers in the three national public broadcast organizations—CPB, NPR and PBS—is a minority.

More sizzle than steak in new media, says Goldenson

Cable, pay television most prominent targets in speech to Hollywood TV community; he decries low entertainment quality in time of high costs

Leonard H. Goldenson, chairman of ABC Inc., last week criticized cable and pay television and other new media for promising new programming and services and not fulfilling their pledges.

In a speech to the Academy of Television Arts and Sciences in Los Angeles, Mr. Goldenson said the proponents of the new media, to date, can only point to living rooms filled with new and expensive

In Brief

Representative **W. Henson Moore** (R-La.), member of House Communications Subcommittee, said last week biggest question mark in future of Communications Act rewrite is **reaction from folks back home**. Communications is highly technical subject that most congressmen don't understand, he said, and they'll be particularly sensitive to wishes of their constituents. Logic, reason and fact won't have anything to do with outcome of bill, he said: "**It's politics.**" Congressman predicted revised rewrite, to be introduced in January or February, will be "more realistic" than first rewrite. "I can tell you now that if the new bill is like H.R. 13015, the markup process is going to take a long time," he said.

FCC Broadcast Bureau is working up proposed **notice of inquiry on television blanking problems** and is trying to get it before commission next month. Main points of notice will include questions on causes, effects on receivers, methods of correction and attendant costs, justification—in light of modern equipment—for changing of FCC standards, measuring techniques and older programs in station archives that may not conform to standards. **FCC staff is said to be opposed to relaxing standards**, Broadcast Bureau official, Wilson LaFollette of Policy and Rules Division, said before gathering of Association of Federal Communications Consulting Engineers in Washington last Thursday.

Stauffer Communications Inc. has reached agreement to purchase **KOOL(AM) Phoenix** from KOOL Radio and Television Inc. for price in neighborhood of \$2 million, subject to FCC approval. Stauffer is group owner of six AM's, three FM's and one TV and publishes 18 daily newspapers in 17 cities. Seller, principally owned by Tom Chauncey (Gene Autry and Homer Lane hold minority interests), retains KOOL-FM-TV Phoenix. William

J. Lester, now KOOL station manager, will become general manager. Kool is on 960 khz with 5 kw full time.

United Church of Christ and Indian organizations have asked FCC for **rulemaking aimed at assuring Indians on reservations access to and control of radio and television stations**. Petition asks commission to impose "freeze" on licensing AM and FM frequencies that would serve 54 reservations with populations of at least 1,000. It also asks commission to freeze one television frequency for each of 19 reservations with population of at least 3,000. Reserved frequencies would be frozen until Indians could acquire resources to build and operate stations. Reservation Indians' per capita income is lowest in nation. But Gerald Wilkinson, executive director of National Indian Youth Council, in statement at news conference last week, said, "Unless Indian people develop their own media, not only will outsiders control our tribal affairs, but the hearts and minds of ourselves and our children as well." Petition says there are no Indian-owned television stations and only two Indian-owned radio stations in country.

Federal Trade Commission, battling on several legal fronts, may give in to industry motions to get **new administrative law judge in cereal industry antitrust and advertising case**. Industry claimed present judge, who retired after presiding over 250 days of hearings and was rehired by commission as consultant to continue case, might be obligated to FTC because of amount of money he receives in compensation, retirement and consulting fees. Late last week, FTC staff recommended that new judge be appointed to continue 6 1/2-year-old case without repeating hearings.

Member of U.S. delegation to Paris UNESCO conference said, "We are 80%-90% certain" that **compromise on controversial draft declaration on news media** would be approved by vote of conference last Saturday (Nov. 18). Compromise declaration was worked out by Western

gadgets, and added:

"The promise was that the new technology would bring new and different messages, new programs and services into the living rooms. But where are these new programs and services? What are the new media's reasons for being? To date, justification has been extremely difficult to find."

He acknowledged it might be a "minor convenience" for a theatrical movies to be offered to the public in four different media, but said it would be preferable to make four different new movies available, regardless of the medium.

He noted that in the past television broadcasters were concerned with the phenomenon known as "piggybacking," whereby cable television used and sold television programs without permission and without payment. He added that the imposition of compulsory licensing and a token fee changed the mathematics only slightly. But now another element has been added, he said—the so-called superstation.

"A superstation is nothing more than a television station that, in addition to its own community, is linked by satellite to cable television homes in other communities—millions of homes. The concept is an entrepreneurial effort to have the best of both worlds—the requirement of program costs of only a single station; the profit opportunity of a full network."

He labeled cable, pay cable and superstations "the spoon-fed babies of the communications policymakers" and said "it is high time they paid their own way



Goldenson

into the home with product of their own creation."

These new developments, he concluded, pose a challenge to the broadcasting industry to accelerate the pace of innovation in television programming. He decried the quality of entertainment production in recent years at a time, he said, when costs have climbed dramatically.

Mr. Goldenson called on the Hollywood production community to respond to the challenge of providing competitively priced, high quality product, and suggested that if the West Coast holds back, other entities may begin to consider going into the motion picture business.

Sweetness and light at meeting on the rewrite

NAB, NRBA, two other broadcaster associations chew over the bill at lunch last week, find they're not as far apart as they thought

Representatives of four radio groups met over lunch in Washington last Thursday for what was termed afterward a "harmonious," but inconclusive exchange of views on the Communications Act rewrite.

The gathering, comprising representatives of the National Association of Broadcasters, the National Radio Broadcasters Association, the Daytime Broadcasters Association and the Community Broadcasters Association, was initiated by NAB radio board Chairman Walter May (WPKEI-AM)-WDHR(FM) Pikeville, Ky.), to discuss their differences on the rewrite. There was no action taken, no policies voted on, Mr. May said; there was just a dialogue "for the first time in a long time."

Mr. May said he found that the four factions were "not as far apart" on the rewrite issues as people might think. "The portrayal [in the press] has been more divisive than the reality," he said. None of the participants at the meeting changed their positions, however. NRBA still supports the rewrite with some reservations, for instance, while NAB stresses its reser-

delegates and representatives from Third World countries and makes no mention of state interference with media. By late Friday, Soviet Union had not approved draft, which must pass conference with consensus and not just majority vote.

□

Bob Hope will receive Distinguished Communications Medal at 10th **Abe Lincoln Awards** next year. Presentation, under auspices of Southern Baptist Radio-TV Commission, is awarded annually to distinguished broadcaster by Dr. Paul M. Stevens, commission president.

□

Small Business Administration was moved by news reports last week to defend \$345,000 loan guarantee to NBC *Today* host **Tom Brokaw** to purchase KTOO(AM) Rapid City, S.D. (BROADCASTING, Nov. 13). It said "in no way is any federal money involved"—money was actually lent by bank in Mr. Brokaw's home town of Yankton, S.D.—"nor is any minority who might seek a broadcast industry loan from SBA hurt." Mr. Brokaw told reporters he sought SBA loan guarantee because his bank wouldn't make loan that large without guarantee.

□

ABC Sports has notified National Academy of Television Arts and Sciences that it **will not participate in 1978 Emmy Awards** competition because of NATAS decision to separate sports programming awards from prime time entertainment awards telecast.

□

Corporation for Public Broadcasting board authorized **grants up to \$1 million** for three series—Carl Sagan's *The Cosmos*, Scottish television's *The Prime of Miss Jean Brodie* and *Old Friends, New Friends*, interviews and profiles of various individuals. Also, CPB board voted to provide up to \$375,000 for Children's Television Workshop science series (BROADCASTING, Oct. 30), and opened way for another \$375,000 later.

□

NAB has petitioned FCC to reconsider its order establishing **registra-**

tion procedure for cable TV systems. NAB wants two changes: Require cable systems to (1) serve copies of their registration statements on all stations that either place Grade B signal over cable system or are entitled to mandatory carriage by system, (2) require that all registrations include all signals carried by system, those previously carried as well as new ones. NAB said burden on cable systems would be slight, while television stations would be given important information about cable activity in their area.

□

Xerox Corp. has asked FCC to open 10.55-10.68 ghz band of frequency spectrum for new **Xerox Telecommunications Network** to establish high-speed digital electronic message service. Firm says service on "virtually unused" frequencies could "permit the establishment of up to 10 nation-wide systems"—of which Xerox would operate one. Filing by former FCC Chairman Richard E. Wiley, now of Kirkland & Ellis law firm, said new service could allow for "electronic document distribution, digital data communications and teleconferencing" via national satellite feeds.

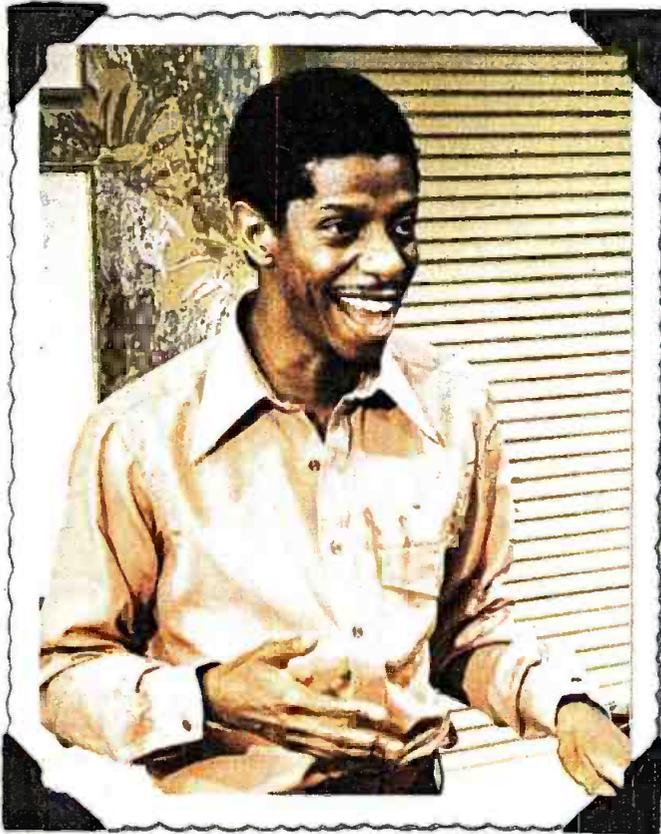
□

FCC has approved Chairman Charles D. Ferris's plan for creating **Office of Public Affairs** that will include present Public Affairs Office, Consumer Assistance Office, industry EEO unit and visual information unit now under executive director ("Closed Circuit" Nov. 6). Plan now is awaiting approval of Senate and House Appropriations Committees.

□

FCC denied objections by Community Coalition for Media Change that **KOIT(FM) San Francisco** discriminates against blacks in employment practices and renewed that station's license. In another case, administrative law judge granted application of Sparks Broadcasting for renewal of its license for **WHGR(AM) Houghton Lake, Mich.** Renewal application had been set for hearing to determine if WHGR engaged in fraudulent billing practices and violated commission's technical and engineering rules.

GOOD TIMES...

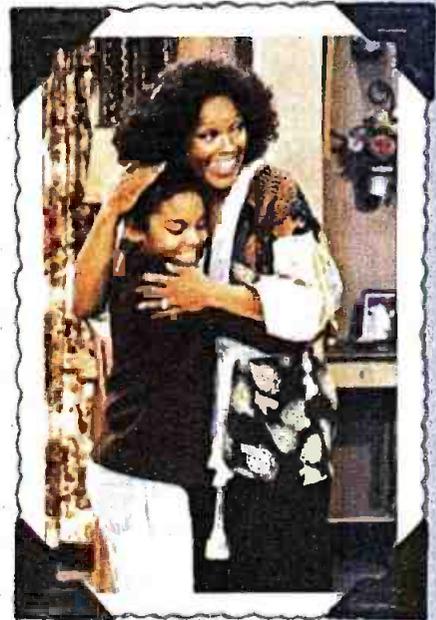


LOADS OF **L** LAUGHS

ALWAYS THE CBS
PRIMETIME LEAD IN,
HAS OUT-PERFORMED
10 OF ITS 13 COMPETING
NETWORK SERIES
INCLUDING:

HAPPY DAYS,
THE SIX MILLION \$ MAN,
ADAM 12,
GRIZZLY ADAMS,
BEST OF DONNY & MARIE,
& MOVIN' ON.

SOURCE: NIELSEN TELEVISION INDEX -
HOUSEHOLD TRACKING REPORT
TOTAL DURATION - DIRECT COMPETITION



...AND LOTS OF **L** LOVE!



GOOD TIMES

~ TALKS TO ALL FAMILIES ~

IN MANY WAYS MOST AMERICAN YOUTHS EXPERIENCE FRUSTRATION AND A SENSE OF DEPRIVATION AND MOST SUFFER BECAUSE THEY ARE DIFFERENT. BUT SINCE TV COMEDY SHOWS TEND TO "BLAND OUT" THE PAIN AND ANXIETY OF LIVING, IT IS NOT SURPRISING THAT SHOWS ABOUT BLACKS SHOULD SPEAK TO REAL EXPERIENCES OF MIDDLE-CLASS WHITES EVEN MORE THAN DO SHOWS PURPORTEDLY ABOUT PEOPLE LIKE THEMSELVES.

CLEARLY, **GOOD TIMES** IS SPEAKING TO A LARGE AMERICAN AUDIENCE. ITS TOP 10 RATING, SUPPORTED BY YOUTHFUL COMMENTS THAT IT'S MORE REAL-TO-LIFE THAN MOST SHOWS, INDICATES THIS.

— BEATRICE GROSS
TV: THE FAMILY VIEWPOINT

A **TANDEM** PRODUCTION
DISTRIBUTED BY P*I*T*S FILMS

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Brothers in broadcasting. Representatives of four radio groups (the National Association of Broadcasters, National Radio Broadcasters Association, Daytime Broadcasters Association and Community Broadcasters Association) gathering to discuss rewrite differences paused in front of NAB headquarters on their way to more neutral turf at the International Club in Washington. L to r: Roger Jeffers, WHOP-AM-FM Hopkinsville, Ky. (CBA); Walter May, WPKE(AM)-WDHR(FM) Pikeville, Ky. (NAB radio board chairman), John Henzel, WHDL(AM) Olean, N.Y. (CBA); Jim Hulbert, NAB; John Summers, NAB; Ray Livesay, WLBH-AM-FM Mat-

toon, Ill. (DBA); Jim Gabbert, KIOI(FM)-KIOI(AM) San Francisco (NRBA); Abe Voron, NRBA; Bob Herpe, WPLR(FM) New Haven, Conn. (NRBA); Carl Venters Jr., Durham Life Broadcasting, Raleigh, N.C. (NAB radio board vice chairman); Jim Wychor, KWDA(AM) Worthington, Minn. (DBA); Vincent Wasilewski, NAB; Dutch Lackey, WHOP-AM-FM (CBA); Donald Thurston, Berkshire Broadcasting, North Adams, Mass. (NAB board chairman); John Jacob, attorney, Cordon & Jacob, Washington (CBA); George Volger, KWPC(AM)-KFMH(FM) Muscatine, Iowa (DBA); Erwin Krasnow, NAB; Robert King, Capital Cities (NAB television board vice chairman).

ventions in withholding support. DBA, which has said it supports the bill if it leads to daytime broadcasters becoming full-time operations by reducing spectrum space between existing channels to 9 khz—a position NAB steadfastly opposes.

But NAB joint board Chairman Donald Thurston, who attended the luncheon, said there was no intention to change anyone's mind on specific issues. "Those are the kinds of pitfalls we're trying to avoid,"

he said. The groups "have a lot of ground in common," he said, sharing a concern about the proposed license fee, for instance.

James Gabbert, president of NRBA, concurred that the Thursday luncheon had been friendly. Differences between the groups persist on specific points, he said, but he thinks NAB learned that NRBA is not as "wild" or "radical" as it might have thought.

Anti's trying for full victory in FTC proceeding on children's ads

The Federal Trade Commission last week turned down several industry motions and decided to continue its children's advertising proceeding despite the disqualification of Chairman Michael Pertschuk.

An attorney for one of the industry groups involved said he thought the commission decision would be appealed to the courts.

The groups had asked the commission to reconsider all decisions in which the chairman participated and to remove the presiding officer, Morton Needleman, from the case. Citing the U.S. district court decision that Mr. Pertschuk had "tainted" the commission's ongoing proceeding (BROADCASTING, Nov. 7) the petitioners said that unless the FTC abandons all proceedings in which the chairman participated, "his taint will lie as a time bomb at the base of all that will be done and expended in this proceeding from here to its administrative conclusion."

The three remaining commissioners (Robert Pitofsky is not participating) refused to dismiss Mr. Needleman and said it was in the public interest to proceed with the effort. They also kept the Nov. 24 closing date for public comment.

Petitioners in the action filed last week are the American Association of Advertising Agencies, the Association of National Advertisers, the American Advertising Federation, the Toy Manufacturers of America Inc., the Association of Independent Television Stations Inc. and the National Association of Broadcasters.

Biting the bullet. Only about two months old, the new prime time season is about to undergo its first major metamorphosis. The networks are expected to announce this week and next their mid-season changes, and they're likely to involve these programs: Besides inserting *How the West Was Won* for *Monday Night Football*, ABC-TV will be replacing at least two hours: the temporary *Lucan* on Monday and the canceled *Hardy Boys Mysteries* on Sunday. Other problems are *Welcome Back, Kotter* and *Carter Country* on Saturday. And although *Donny and Marie* is averaging 31 shares on Friday it hasn't helped ABC conquer the other networks' strengths later in the evening. Also, *Battlestar Galactica*, despite its 13th-place standing in the season-to-date rankings, has been fading on Sundays and might pull more weight in a different time period.

For CBS, the reworked *Mary* is to be back, the new *Bad News Bears* has been given a commitment and *Kaz* and *Dallas* are among definite renewals. Besides *American Girls*, which has now been officially canceled, the most likely candidates for extinction are *Rhoda* and *Good Times*. *Hawaii Five-O* is given an 85% chance of renewal by one network source although its performances have been hurt by NBC's *Quincy*. *Paper Chase* hasn't worked as an adult alternative to ABC's *Happy Days* and *Laverne and Shirley* on Tuesday, but CBS executives have said so often they want to see the show survive that it seems an unlikely cancellation this point. Bud Grant, CBS's vice president of programs, said last Friday he has eight or nine shows already in production from which to choose midseason replacements, plus another 27 pilots. Guaranteed to get on the air sometime between January and March or so, he said, are *Miss Winslow and Son*, *Flatbush*, *Billy Liar*, *Onward and Upward* and *Coed Fever*, all comedies, and the dramas *Dukes of Hazard* and *Married: The First Year*. One January change that Mr. Grant knew for certain was that CBS will cut back one of its three movie nights.

NBC will probably be the most aggressive network, not only because it has to be but because President Fred Silverman will be orchestrating his first major program thrust there. *Project UFO*, *Sword of Justice* and *Grandpa Goes to Washington* are the least-likely to return, with *Dick Clark's Live Wednesday* a definite question mark. *Who's Watching the Kids* would seem a sure fatality, but Mr. Silverman has been working on the show and its new format bears close resemblance to some of ABC's biggest comedy hits. *Lifeline*'s fate was to be determined by its three highly-promoted test showings last week. On Tuesday it pulled a 24 share in the national ratings. Thursday overnight's showed it pulling sub-20 shares.

Alex Haley's

ROOTS: THE NEXT GENERATIONS

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KGO-TV	San Francisco	KSL-TV	Salt Lake City
WXYZ-TV	Detroit	WYAH-TV	Norfolk
WDVM-TV	Washington	WJXT	Jacksonville
WJKW-TV	Cleveland	WROC-TV	Rochester (N.Y.)
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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.

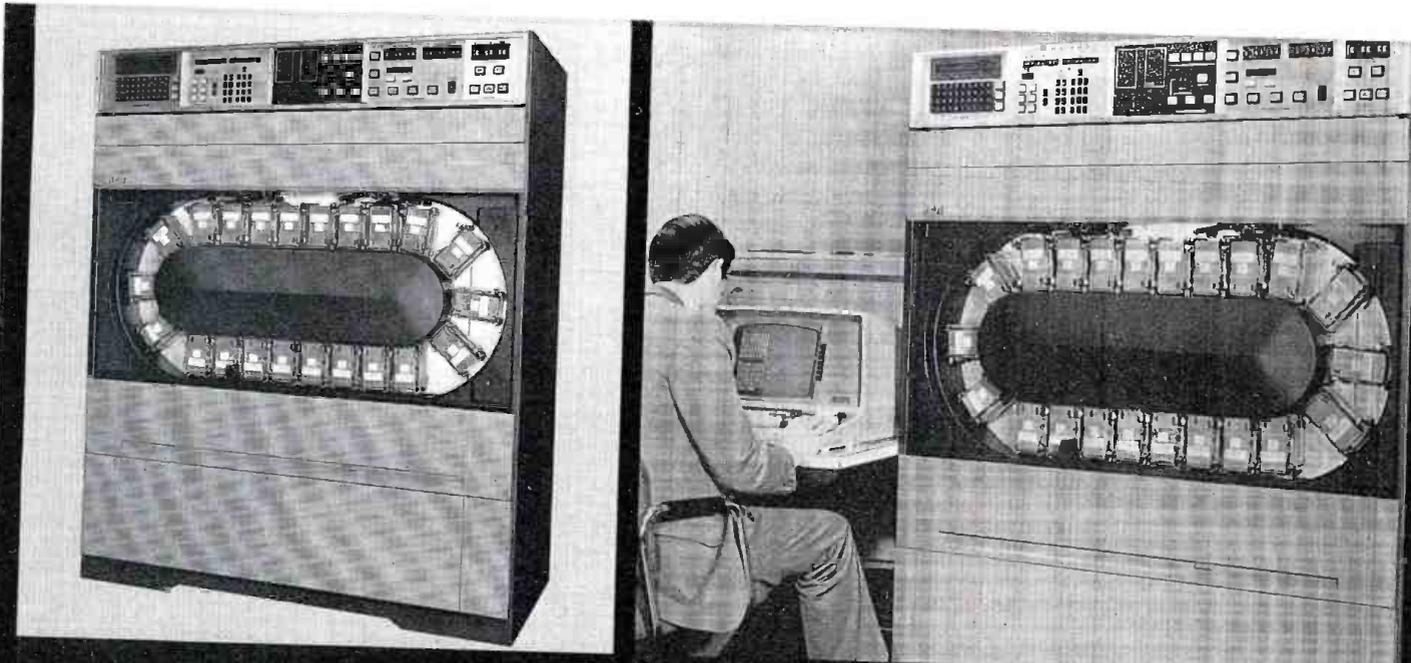
Since the TCR-100A is an operator-oriented machine, cartridges can be made with the press of a button. Film spots and reel-to-reel material can be dubbed onto cartridges quickly and easily.

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.

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On a recent visit to the U.S., Sadayuki Ikeda (right), Supervisor of NEC's Video Development Dept., Broadcast Equipment Division, and Cinema Products' Chief Engineer Robert Auguste exchange views on ENG/EFP practices and equipment requirements.

Ideally suited for American television industry needs, the MNC-71CP incorporates many design features based on CP inputs gathered from our extensive experience in the TV-news/documentary field. The MNC-71CP is so rugged and reliable, it is covered by the standard Cinema Products full one-year warranty (unprecedented in the broadcast industry!).

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At the recent NAB Conference, Ed DiGiulio (right), President of Cinema Products Corp., and R. Dennis Fraser, Vice President and General Manager, Broadcast Equipment Division, NEC America, Inc., display the Oscar and Emmy awards won by their companies for their respective "state of the art" contributions to the motion picture and television industries.

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Calm before digital storm

Equipment-wise, '78 seems to have been the year for catching up with the promise of ENG and smoothing out the wrinkles in one-inch, but everybody's looking down the road for signs of the next revolution

An almost eerie quiet seems to have descended over much of the television equipment industry since last spring's National Association of Broadcasters convention in Las Vegas.

Few new product introductions have been made since then, as evidenced by the broadcast equipment show at the Society of Motion Picture and Television Engineers conference in New York last month (BROADCASTING, Nov. 6).

But even more striking is the lack of any immediate breakthrough on its way to revolutionize the market—striking only in that revolution seems to have been the order of business ever since electronic news gathering entered the picture several years ago.

Most TV engineers sampled for this report agreed that, over-all, the market is in a catch-up phase at the moment. Manufacturers are busy delivering on their promises of standard one-inch helical video tape recorders or fine-tuning their cameras, for example: in general, stretching recent innovations to accommodate a wider variety of products and to address the ancillary demands and opportunities those products have created.

But if the trumpets of discovery are more muted, then the rustling of cash passing hands can be heard. The pause in the action seems to be suiting the broadcaster, who has his own catching up to do. "The whole industry is seeing a hell of a spree of buying," said one salesman. "Business is good for everybody."

Joining the maturation of new technologies as stimulants, he said, are the desire to avoid almost certain price increases in the future for some equipment, the need to replace existing gear and the wisdom of exploiting bulging capital expense budgets. And there's an important new factor in the business equation: Electronic television has significantly expanded the equipment marketplace by making video production increasingly affordable and understandable to more and more potential customers.

What's eerie about the atmosphere is the awareness that the onrush of technology has not stopped, that the engineers are still working—albeit, a bit more quietly

now—to bring into being the revolutions they know are coming a few years down the road. And with the last revolution just beginning to be absorbed and the timing of the next one still a question mark, one manufacturer frankly admitted that "if people get the impression you're working [on advancements] it turns off business for what's available today."

Looming most noticeably on the horizon is digital television, which has already been the parent of probably the most talked-about new products this year—digital special effects generators. Advances continue in the less visible black box market—the time base correctors, noise reducers, frame and field synchronizers and the like. But the next breakthrough in broadcast equipment, it is widely believed, will be the digital video tape recorder, followed by the all-digital studio and, perhaps later, by a digital camera.

It is well-known that many companies are working on digital recorders, but it is

generally agreed that they'll be several more years in development. However, Ampex has not been too secretive about its plan to show an in-process digital recorder at the next NAB to demonstrate its interest in the field. "A lot of people believe technology allows a digital [VTR] to be built," said Charles Ginsburg of Ampex. "It's past the point where it's a super video accomplishment. Now it's a problem of systems planning."

In that context, others expect that some pre-production digital switchers may also be in evidence at the NAB. Digital switchers together with the digital VTR could create the one-two punch that eventually drives analog out of the studio altogether.

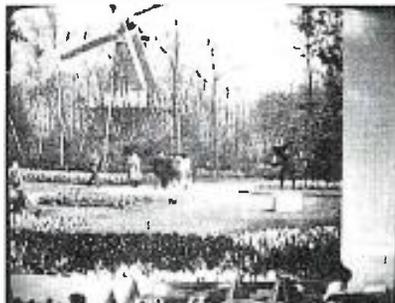
Until those two essential components come to fruition, many engineers say they expect digital advances to remain limited to those that offer possibilities unachievable with analog equipment—such as the special effects devices—and to the associated field of automated control devices, such as automatic camera set-up.

"I think it's questionable that any manufacturer will bring out in digital form any black box to replace an analog black box just for the sake of going digital," said Mr. Ginsberg, in part because of the problems incurred in analog-to-digital/digital-to-analog processing—among them, video blanking.

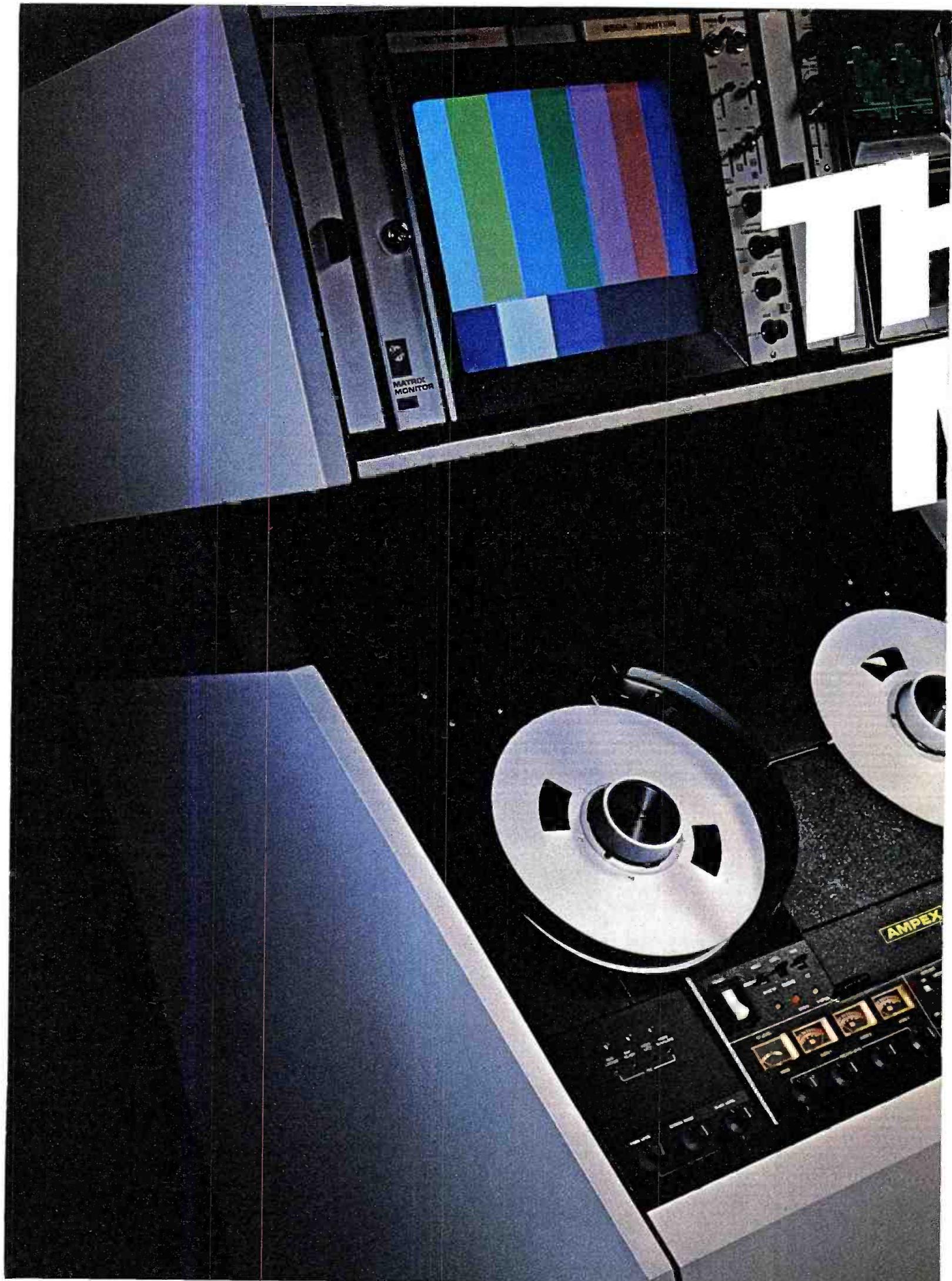
John Lowry of Digital Video Systems, among others, wants to eliminate as many of the a-to-d conversions as possible—he's a member of an SMPTE committee working up in-studio digital interface standards—so that the digital stream of picture information can be subjected to more processing in its undegradable state, instead of going in and out of analog. "The boxes will start talking to each other," he said, adding that a-to-d conversion now represents about half the cost of today's digital products.

If digital's potential has to be encouraged by demonstrating its unique capabilities, the digital special effects devices just now coming into use should help do the job. They've been high on the networks' shopping lists—Julius Barnathan, president of ABC's broadcast operations and engineering division, calls them "the biggest development this year."

ABC has ordered five Quantel DPE-5,000's from Micro Consultants for use in studio and remote productions for sports and news, he said. Blair Benson Video Corp. of America is equally high on the possibilities in post-production. He says the Vital Squeezezoom his company uses makes possible electronic duplication of film animation techniques previously unobtainable in video. NBC has gone with



Digital today. The Grass Valley Group's E-MEM package utilizes digital technology to produce a number of special effects, including the one pictured here—continuous picture compression.





THE MAGICIAN

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 play-back 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."

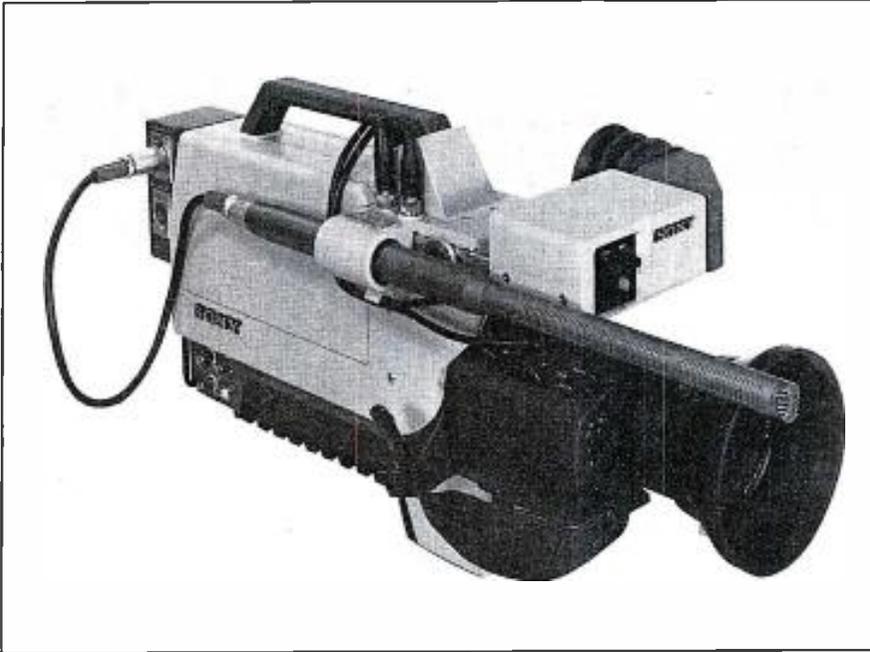
What's left? On-the-air time base accuracy, with the TBC-2 digital time base corrector. No other TBC can put the VPR-2 special effects library on the air. And you might want the SMC-60 Slow Motion Controller with remote tape timer, 60-second clock display and multiple cueing versatility.

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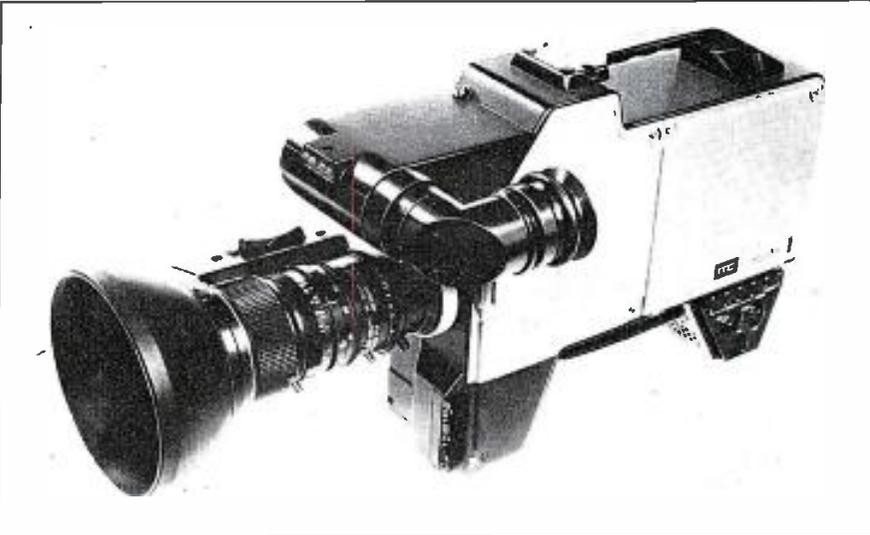
VPR-2. A whole show in one compact one-inch helical VTR. Packaged any way it suits your needs. A magician of a machine for exciting video productions.

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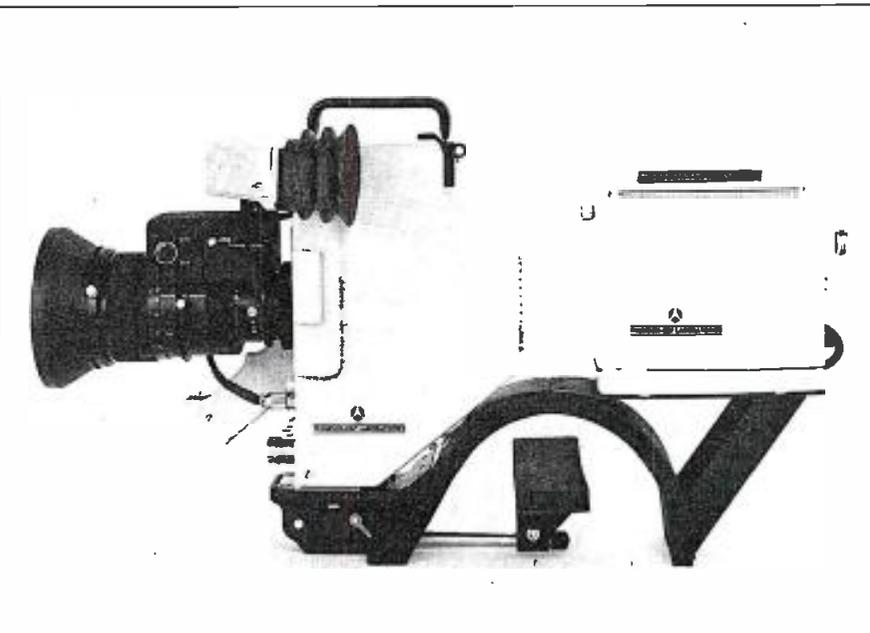
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Sony's BVP-300



Ikegami's HL-79A



Thomson-CSF's MicroCam

both Grass Valley/Nippon Electric Co. and Quantel equipment, and plans to order five or six more Quantel units next year, according to Frank Fleming, vice president of engineering for the network.

At prices in the \$100,000 range, sales of the units thus far have been limited primarily, though not exclusively, to the networks and the big production houses. But prices are expected to come down eventually—Micro Consultants has already lopped \$10,000 off its original estimated price, according to Gilbert Kesser, the company's president—and manufacturers hope that use of the devices on one station's news or sports programs will encourage competing stations to follow suit.

"It's a very sought-after device," said Mr. Kesser, "because people have found it's a revenue maker." (In fact, others have said owners of the units have found themselves in a surprisingly lucrative post-production business simply because the devices' picture expansion capabilities can be used to take care of video blanking problems.) The next step, say the manufacturers, will probably be purchases by group station owners and large-market independents, but most believe significant penetration beyond the top 10 or so markets is still a couple of years off.

Grass Valley claims to have been out first with digital video effects, which it offers in a special configuration with its own switchers and in cooperation with NEC via interfaces with others' switchers. Ten systems have been delivered since last March, a salesman for the company said, beginning with WBRE-TV Wilkes-Barre, Pa. As an indication of the types of effects offered by all the systems, Grass Valley claims its units offer compression down to infinity, expansion to two times picture size, push on, push off and picture splits both horizontally and vertically, card-flip effects, aspect ratio manipulation, positioning of the picture anywhere on the screen and tracking in chroma key. With additional options, it will function as a plug-in time base corrector or synchronizer, or allow velocity and drop-out compensation and freeze frame. The company's salesman said its top-of-the-line switchers are being built pre-wired for add-on digital effects, and he feels the fact that many customers are asking for that flexibility indicates that the effects are "more than just an electronic flash in the pan."

Micro Consultants has delivered 10 DPE-5,000's since April, according to Mr. Kesser, and has a backlog of several more. Quantel presses as a central selling point the quality versus the number of effects offered, because the company's research found that in practice the producer will stick to a dozen or so of his favorites anyway. Vital Industries plans to begin delivery of its Squeezezoom in December, and claims about 25 units have been sold. Vital's Bob McAll points up custom programmability of the "software-based" Squeezezoom, and its ability to handle up to four live feeds on-screen at one time.

All the manufacturers agree that the next logical step in their field, likely to be

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System 7000 is the leading-edge in radio automation: Multiprocessor architecture, plug-in firmware boards, super-clean audio circuitry, almost limitless expandability.

Keeping it simple to operate

System 7000 also includes another design breakthrough: human engineering. This marvelous machine is people-oriented. The sophisticated and versatile solid-state electronics are programmed for simple, step-by-step direction in plain English language.

Powerful and expandable

Most of all, System 7000 is a powerful broadcasting tool for any radio operation. It guarantees consistently superior audio quality, precise timing, silky smooth transitions, and enhancement of any program format.

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The bottom-most line is that Cetec Schafer System 7000 can handle the toughest and most complex radio broadcast tasks easily and cost-effectively, and with built-in capability to take on tomorrow's added jobs.

All the details are in our new, full-color 7000 product book. Write to Andy McClure at Cetec Broadcast Group, or telephone him at (805) 684-7686.



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In the last few months, you've had a chance to do some serious thinking about all the new products displayed at this year's NAB Show. Sony Broadcast products. And products by other manufacturers, too.

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You've talked about them.

You may even have seen some of them in action.

And by now, one fact should be obvious.

There's a new dimension in broadcast equipment. One-inch. It's here, and it's here to stay. The SMPTE Type C Standard proves it.

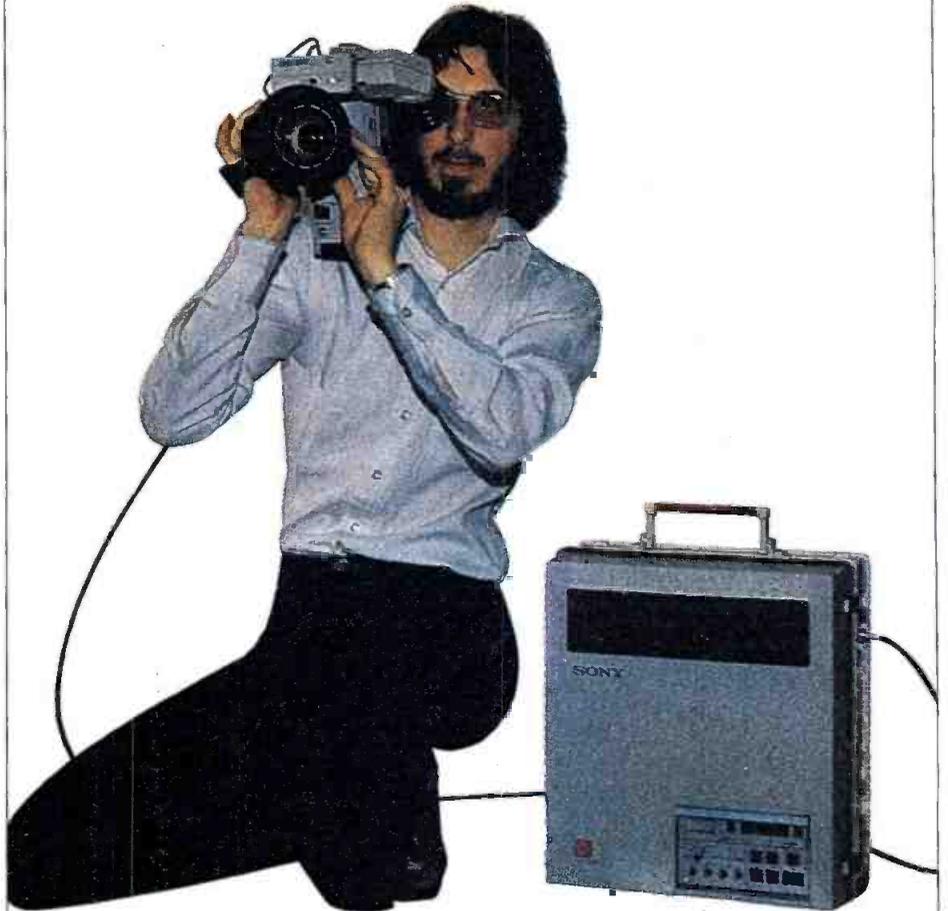
The width of things to come.

Sony Broadcast BVH Series 1" recorders, as we've been saying for some time, are part of a change that will affect every aspect of video production and broadcasting.

But it's one thing to say it. And it's another thing to see it happen.

Because broadcasters and production facilities have taken our one-inch equipment, and run with it.

From coast to coast, Sony Broadcast BVH-1000 recorders are lending their unique advantages to more and more



professional video applications.

Advantages like BIDIREX. That gives you full bi-directional search capability in both forward and reverse, with recognizable picture - even at more than 30 times normal speed. And also lets you position the tape reels as if by hand, for the "film" feeling top creative editors demand.

Advantages like single-camera technique. Because you've got 100% post-production creative freedom, you can use the one camera/one recorder setup once possible only with film. No more dependence on "on the fly," editing using

production switchers. Yet you still retain all the economic advantages of video.

And other economic advantages, too.

The BVH-1000 costs less to acquire. Takes up less space, so you save room in the studio. Cuts down on maintenance costs. And gives you the dramatic savings of 1" videotape, that costs only about half as much as 2" tape.

With a system this good, we predict you'll go far.

And the advantages of one-inch recording don't end in the studio.

Now there's a fully porta-

Now take it a mile.

ble 1" recorder from Sony Broadcast. The BVH-500.

The BVH-500 weighs just 43 pounds, including tape and battery. Operates for 90 minutes on a single rechargeable Ni-Cd battery. And delivers more than an hour of non-stop recording time from each reel of 1" videotape.

To give you continuous usable video for the full length of that tape, the BVH-500 features auto back-space assemble editing. Which achieves scene-to-scene transitions without picture breakup.

And naturally, there's more. Full monitoring capability. A unique video confidence head, to tell you your RF signal is on the tape. Digital servo system, to minimize gyroscopic error. Built-in SMPTE

time code generator. And rugged housing, that stands up to extreme field conditions.

But here's the best part. Our BVH-500 is fully compatible with our BVH-1000.

That means you can record in the field, on 1" tape. Then bring it home and edit or broadcast without converting to another format.

To wrap things up, we've got the best tape.

We gave you a 1" recorder that's revolutionizing studio and field production techniques. The BVH-1000.

We gave you the 1" portable recorder to go with it. The BVH-500.

And in case you hadn't heard, we'll let you in on the best 1" tape to use with your Sony Broadcast 1" equipment.



That's right. Sony 1" tape.

We make all of our V-16 Series 1" High-Band Master Videotape ourselves. That makes us different from just about any other manufacturer of video recorders.

Since we make both recorders and tape ourselves, we know how to produce a tape that gets the most from our equipment. After all, we want our tape to make our recorders look good. And vice-versa.

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in evidence at the next NAB, will be to go beyond the manipulation of the picture to its actual creation by way of integrated electronic animation. Other new effects will continue to be offered, they believe, along with increased ease of operation. All three companies offer automation options for pre-programming effects.

If digital effects stress some of the more exotic aspects of broadcast technology, cameras are focusing on the practical. The field keeps growing more crowded and more competitive, and as one disgruntled salesman said, "There are obviously too many camera manufacturers. It's a very good situation for the buyer."

One of the most marked trends in the business over the last year has been the continued movement toward middle-range, versatile electronic field production cameras, often designated jointly as ENG/

Ikegami is now expanding that feature to its HK-357A studio/field units. CBS wants to push the field production trend even further by having an "electronic cinematography" camera designed that will allow single-camera production on par with 35mm Panaflex cameras. The network is in the process of drafting specifications for manufacturers.

But ENG, by all accounts, remains healthy. Both Mr. Hill and his counterpart at Sony, Arnold Taylor, say the ENG market might be as far as half-way toward saturation as it makes its way down to smaller and smaller stations, but they also see customers who jumped into the video game early and who are already looking for replacement gear.

Lighter, more sensitive and more durable cameras are still being introduced, with an increasing emphasis placed on the

shoulders by putting the BVP's battery on the camera itself to balance the zoom lens. That recalls a comment by Rick Lunniss of Marconi, who said, "We're already to the point where we're hanging cameras on the back of lenses."

But there is still the expectation that a solid-state sensor device to replace tubes would not only make cameras more reliable and less expensive, but smaller still. It's assumed that most of the majors are still working to achieve a marketable, broadcast-quality solid state camera, which is seen as the next major breakthrough in the field. But all continue to downplay the likelihood of its imminent achievement.

While the ENG market may have reached middle age, the one-inch tape recorder market is just taking its first real steps, at least as far as the nonsegmented, "Type C" format is concerned. RCA's Mr. Hill says that perhaps a 10% market penetration has been achieved, thus leaving it with "a very long way to go."

Ampex's VPR'2's started going out in September, the company said, and \$12 million in sales are claimed at about \$50,000 per unit. Sony, which says it has directed more attention to updating about 100 nonstandard machines already in the field than to selling its new ones, claims to have shipped 100 to 150 standard recorders since the NAB.

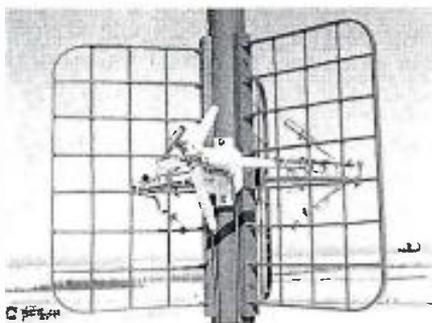
Most sources agree, however, that Ampex has taken the early edge in the market because of its AST option, which gives its machines instant replay and slow motion capabilities. For example, CBS, long associated with Sony's one-inch machines, recently bought three from Ampex for mobile sports coverage, and ABC has ordered 100 of the Ampex recorders. Sony continues to work on its answer to AST, "dynamic tracking," which is now to be available as a retrofittable option beginning early next year. But Sony surely isn't suffering too much without it—CBS now has about 28 of its machines and plans to buy more, and Sony licensee RCA says it's having trouble getting as many one-inch recorders as it could sell.

Both Sony and Ampex also are promising that shipments of portable one-inch machines will begin next month, both at prices in the \$35,000 range. Their delay in getting those machines out has apparently left a wide-open market for Bosch Fernseh's segmented, "Type B" portables. Bosch's John Lynch says that "we've got the production market pretty well sewn up in California," and a number of pleased producers there agree. Whether the Sony and Ampex portables will carve out their own niches in that field remains to be seen. In the meantime, Bosch plans to have its BCN-5 cassette portable at the next NAB, along with a random access cassette machine for the studio.

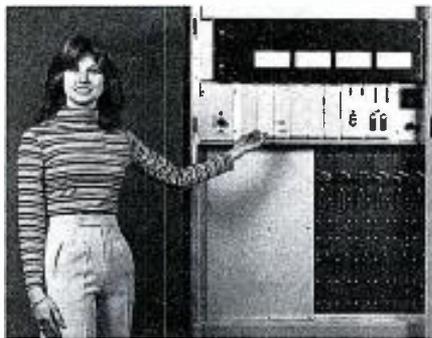
Studio and post-production equipment have received most of the headlines lately, but the manufacturers of the heavy-duty hardware of broadcasting—transmitters and antennas—also seem to be taking a cautious approach toward new equipment. Most anticipate considerable movement in



NEC



Harris



RCA

1. NEC's 30 kw UHF transmitter being installed for WNEE-TV Hanover, N.H. 2. Harris's CPB television antenna, designed as replacement for existing top-mounted batwing or traveling wave antennas. 3. RCA's BTA-5SS solid-state 5 kw AM radio transmitter.

EFP, and often designed for modular assembly. RCA, for one, augmented its highly-successful TK-76 ENG offering with its TK-760 studio/field camera, which now can be converted to a hand-held shoulder-mount configuration, and a TKP-46 "portable production" camera.

Some say this sort of proliferation, made possible in part because the smaller cameras are growing increasingly sophisticated, is gradually eating away at the high-end studio camera market; others disagree. "Whether the high-priced camera will survive will be a matter of controversy for years to come," said Ed Hill, vice president and general manager of RCA's broadcast systems division.

The networks are still in the high-end market, of course, as evidenced by ABC's purchase of more than 30 of Ikegami's automated set-up HK-312's, but then

"one-man camera team." Ikegami just introduced its HL-79A, for example, which weighs in at about 11 pounds. Deliveries are to begin in March. Sony's BVP-300, to be delivered beginning next month, weighs about 12 pounds, and Sony says it's sensitive enough to "provide an alternative to 35mm film production in high quality commercial programming." Thomson-CSF's one-piece microcam is another example. Weighing about 15 1/2 pounds fully loaded, about a pound heavier than the two-piece, it is to begin deliveries before the end of the year. All three cameras are to sell in the \$40,000 range.

Will ENG cameras get even lighter? Sony's Mr. Taylor doesn't think so. "We've about reached a practical limitation," he said, noting that Sony responded to the complaints of some cameramen that the new ENG's were "floating" on their

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Running down the rewrite's faults

Wasilewski tells HRTS that while the proposed bill has some good points, it has many bad ones that he hopes will not appear in version introduced during the next Congress

National Association of Broadcasters President Vincent Wasilewski last week repeated his association's reluctance to support the Communications Act rewrite until it is changed. The present bill is vague, he told the Hollywood Radio and Television Society Monday, and "before we jump on a quick-fix bandwagon, we want answers."

While praising the rewrite authors for their "laudable attitude toward less regulation" and their willingness "to listen and learn about our industry," Mr. Wasilewski again underscored the areas in the bill that NAB finds most distressing: the proposed license fee, which he argued should not go beyond paying the regulatory commission's bills and should be precisely laid out in the bill; the absence of federal regulation of cable, which Mr. Wasilewski argued sets up an unfair competition between broadcasters, who pay full copyright royalties for the programs they run, and cablecasters, who don't; the provision requiring the commission to provide "maximum full-time local television and radio services" for every community in the country, which Mr. Wasilewski said he understands will be changed so as not to upset existing spectrum allocations.

Mr. Wasilewski noted that the rewrite is currently being refined for introduction again next year—he dubbed the expected new measure "son of rewrite"—and said that for NAB the only reasonable approach now is "to wait and see" how the new draft gets changed.

In another address last week the NAB president said the time may have come for broadcasters to consider entering other businesses in communications. In a speech Wednesday to a symposium at the University of Houston's School of Communications, Mr. Wasilewski referred to services in use or being planned that may change the way people use their television sets: computer hookups, delivering video data, transmitting mail and newspapers, for instance. There is already in place a network of 56 FM stations whose subcarriers are rented by Digital Broadcasting Systems, McLean, Va., to transmit information at high speed to anyone equipped to receive it.

"Perhaps we need to consider getting into some other information businesses which are compatible with broadcasting, like those 56 FM stations," Mr. Wasilewski said. "Perhaps we need to begin to think of ourselves as in the 'information' business—in the business of manufacturing, packaging, distributing and marketing in-

their sector of the industry next year, but, with the notable exception of the introduction of circular polarization, 1978 has turned out to be a year largely for fine-tuning existing units and not for the introduction of major new ones.

RCA, for example, is still sitting on its highly touted BTA-5SS solid-state AM transmitter—introduced but not yet delivered—as the firm waits for its transistor suppliers to bring down the costs of their products. The transmitter is still in the late phase of design, an RCA official said, primarily because of the company's problems acquiring affordable transistors. "There's no sense in producing a transmitter no one can afford," the official said.

RCA is also holding back on the BTA-5SS because the company is "watching very closely" developments in AM stereo, which, the company feels, is still at least a year from FCC approval. The solid state transmitter will be compatible with any of the stereo systems being contemplated by the commission, and RCA does not see any great expense on the transmitter side of converting. "The real money," the official said, "is to be made in receivers."

By its own estimates, RCA holds about half of the VHF and UHF television transmitter markets. The company, for the time being, is sticking with its eight-year-old TT series of VHF transmitters.

On the UHF side, however, RCA's TTU series is attracting considerable interest. In part, that is attributable to the company's TTUE-44 video exciter which, RCA claims, produces a signal quality "out of the transmitter on par with the best VHF transmitter available." The first units of the series were delivered this fall.

The TTUE-44 features low-level side-band shaping, ultra linearity correction, incidental phase correction and is circuited to drive the mod-anode pulser. The final feature is being pushed by the company as an energy-saving device.

In the television transmitter field it has been a year of "normalization" at RCA and elsewhere, the company official said. He said that RCA has seen "nothing that excites us particularly" come on the transmitter scene of late.

He cited the turning to solid-state technology by Harris and NEC America Inc., which has just delivered its first U.S. transmitter to WNE(TV) Hanover, N.H., as important developments in the transmitter field. The entrance of Pye TVT, the broadcast products division of Philips, into the U.S. transmitter market was also pointed out as another important development in the industry.

Harris Corp., RCA's principal competitor in the transmitter business, did come out at the NAB this year with its BT-50H3 and BT-10H3 high-band VHF transmitters. The series, according to Dan F. Maase, vice president for engineering, is "all solid state with the exception of three tubes" and reflects Harris's belief that the real "trend in the industry" is toward solid-state units. (He said, too, that the company has "new radio transmitters

under development" for both the AM and the FM bands that will follow this solid-state trend.)

The company's BT-50H3 unit was designed "to address the need for higher power for circular polarization." The 50 kw transmitter is also available in a parallel configuration for 100 kw operation. One \$350,000-range unit has been bought by WKRC-TV Cincinnati and will be shipped this coming February.

The 10 kw BT-10H3 was "designed primarily for the export market." The transmitter, which sells in the \$175,000 range, has been ordered by Australia and Taiwan.

In the upcoming year, he said, Harris will be "applying the solid-state technology" it acquired in the development of the BT series "to the rest of the high-band VHF line." Harris is also introducing a modulating anode pulser for the UHF market.

Harris is designing its new transmitters "with a system in mind." That is, Mr. Maase explained, the "growing interest of broadcasters in circular polarization" is pointing the company in the direction of building transmitter and antenna systems complementing one another. The "general requirement" for circular polarized antennas is a transmitting power twice that of the present standard. Mr. Maase said that "to be really efficient" a broadcaster going to circular polarization is going to need a transmitter "more specifically designed to meet that application." The BT-50H3, he said, will do that.

The other half of the Harris system is the CPVEE antenna—for which it has two orders: one from WWL-TV New Orleans and one from WCIX-TV Miami. "Harris feels it's pretty much in a leadership position" in the circular polarized television antenna field, Mr. Maase said, and is especially pleased that the new process "appears to be grabbing hold faster than we originally felt it would." UHF broadcasters, he pointed out, are looking to circular polarization, an antenna that costs about 50% above traditional "bat-wing" models, not only for the cleaner signal, but for "improved coverage" as well. "It's been a hard sale up to this point," Mr. Maase said.

Another company that is betting on circular polarization is Cetec Jampro, a division of Cetec Corp. That company has already installed one of its "spiral" antennas atop the Prudential Center in Boston to serve WQTV(TV), a new UHF station there ("In Sync," Nov. 13).

Just last week Cetec was doing its final testing on another spiral antenna for KWTX-TV Waco, Tex., and the California manufacturer expected to ship the new stick by the end of the week. In addition, Cetec has 16 other "proposals" for circular polarized antennas—including one in Brazil.

The great advantage of circular polarization, the Cetec spokesman explained, is that the signal, which radiates in both the horizontal and vertical planes, is not weakened significantly by obstructing buildings or natural terrain. ■

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Mr. Wasilewski said in his opinion a mass-audience, advertiser-supported business of providing entertainment, news and information will always exist, "but it is going to change." Whether it will be run by companies other than broadcasters he said he cannot predict. But he told his largely student audience in Houston that, were he a student, besides sharpening his English skills, "I would learn as much about computers and the melding of computers and communications as I possibly could."

Not over yet. "Do not be misled by the recent court action disqualifying Federal Trade Commission Chairman Michael Pertschuk from participating in the *FTC* [children's TV advertising] proceeding," says a letter being circulated to state broadcaster associations and National Association of Broadcasters TV members last week. "The *FCC* inquiry continues with equal if not greater vigor." The letter, written over the signature of NAB TV board member Leonard Swanson of *WIC-TV* Pittsburgh, urges broadcasters to file comments in the *FCC*'s children's television inquiry to counter the "so-called public interest groups and others" who "will surely present only one side of the picture." Deadline for comments in the proceeding is Jan. 15.

Changing Hands

The beginning and the end of station transfers:
from proposal by principals to approval by *FCC*

Proposed

■ *WDAE(AM)* Tampa, Fla.: Sold by Roundsville of Tampa Inc. to Taft Broadcasting Co. for \$5.5 million ("In Brief," Nov. 13). Seller, principally owned by R. W. Roundsville, owns *WSNY(AM)-WAIV(FM)* Jacksonville, *WLOF(AM)-WBJW(FM)* Orlando and *WJYW(FM)* Tampa, all Florida, and *WVOL(AM)* Berryville, Tenn. Taft is group owner of five AM's, six FM's and six TV's and has bought, subject to *FCC* approval, *WDCATV* Washington (BROADCASTING, May 1). *WDAE* is on 1250 khz with 5 kw full time. Broker: R. C. Crisler.

■ *WPBN-TV* Traverse City and satellite, *WTOM-TV* Cheboygan, both Michigan: Sold by *WPBN-TV & WTOM-TV* Inc. to U.S. Tobacco Co. for \$3.5 million. Seller is subsidiary of Midwestern Broadcasting Co. which owns *WATZ-AM-FM* Alpena, *WATT(AM)* Cadillac, *WATC(AM)* Gaylord, *WMBN-AM-FM* Petoskey and *WTCM-AM-FM* Traverse City, all Michigan, and Midwestern Cablevision Corp., Traverse City CATV system. Midwestern is principally

owned by Les Biederman, president. Buyer, which intends future broadcast acquisitions, is publicly traded conglomerate with principal products including tobacco, wine and pet food. Louis Bantle is chairman and president. *WPBN-TV* is NBC affiliate on channel 7 with 316 kw visual, 63.2 kw aural and antenna 1,348 feet above average terrain. *WTOM-TV* is on channel 4 with 100 kw visual, 20 kw aural and antenna 620 feet above average terrain. Consultant for buyer was Joseph Kotler.

■ *WGNU-FM* Granite City, Ill. (St. Louis): Sold by Norman Broadcasting Co. to Doubleday Broadcasting Co. for \$2 million ("In Brief," Nov. 13). Seller is owned by Charles Norman who retains *WGNU(AM)* Granite City. Buyer, subsidiary of Doubleday & Co., publisher, owns *KHOW(AM)-KXXK(FM)* Denver, *KDWB-AM-FM* Minneapolis and *KWK(AM)* St. Louis. *WGNU* is on 106.5 mhz with 50 kw and antenna 500 feet above average terrain. Broker: Cecil L. Richards Inc.

■ *WIBX(AM)-WIBQ(FM)* Utica, N.Y.: Sold by *WIBX* Inc. to Marathon Communications Inc. for \$1.2 million plus \$300,000 for consultancy and noncompetition agreements. Seller is owned by Frederic C. Bowen, president, who has no other broadcast interests. Buyer is principally owned by Eastman Radio Inc., New York radio rep firm; Don N. Nelson, vice president and general manager at *WIRE(AM)-WXTZ(FM)* Indianapolis, and Vera T. Fredericks, Peoria, Ill., housewife. *WIBX* is on 950 khz with 5 kw full time. *WIBQ* is on 98.7 mhz with 25 kw and antenna 660 feet above average terrain. Broker: Larson/Walker & Co.

■ *WDLP(AM)* Panama City, Fla.: Sold by Dae Broadcasting Co. to Media Investors Ltd. for \$800,000. Seller, principally owned by R. C. Donner and Larry Edwards, owns *WDVH(AM)* Gainesville, Fla. Buyer, which is also buying *WFTP(AM)* Fort Pierce, Fla. (see below), is principally owned by Mr. and Mrs. Robert L. Cole and Mr. and Mrs. Thomas E. Dickey. Messrs. Cole and Dickey own broadcast advertising production studio in Kansas City, Mo., and have no other broadcast interests. *WDLP* is on 590 khz with 1 kw full time. Broker: Blackburn & Co.

■ *WDAC(FM)* Lancaster, Pa.: Sold by Donald, Dean and Ruth Crawford to Richard, Dan and Donna Crawford for \$696,000. Crawford family owns, with their mother, Ruth C. Porter, Crawford Broadcasting Co. which has been selling stations to individual family members. Two weeks ago it sold *WYCA(FM)* Hammond, Ind.; *KPBC(AM)* Dallas and 50% of *WDJC(FM)* Birmingham, Ala., to Donald B. Crawford and *WVGM(AM)* Nashville to



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Free enterprisers. Jay Van Andel and Richard M. DeVos, chairman and president, respectively, of Amway Corp., were interviewed by commentator Jeffrey St. John on the Mutual Broadcasting System's *Reporter's Roundup* on the subject of the "American Free Enterprise System." Messrs. Van Andel and DeVos (who were not identified as the owners of Mutual) offered their opinions on a variety of subjects: Labor unions ("a movement... that has peaked out and is in a state of decline"); the consumer movement (some members have a "real desire to change our free market capitalist system into a state controlled socialist system"); government regulation ("I don't think that government has to be involved in offsetting the power of one part of our economic life—the corporation. There are times when it can perhaps serve as an umpire or referee, but when it deeply involves itself in the operations, the net result to the consumer is higher prices for the goods and services offered and a lower standard of living"); businessmen ("the average businessman is as conscientious as anybody in government"); the future of our society ("in the long view, neither our corporation nor our present political system can exist if government becomes so large that it abridges the freedom of individuals. We must limit the size of government... we have to draw the line or one day government becomes so big that it takes over the lives of us all").

Dean A. Crawford (BROADCASTING, Nov. 13). It has also sold, subject to FCC approval, KFMK(FM) Houston, Tex. Crawford Broadcasting retains WPEO(AM) Peoria, Ill.; WMUZ(FM) Detroit; WDCX(FM) Buffalo, N.Y., and KELR(AM) El Reno, Okla. WDAC is on 94.5 mhz with 50 kw and antenna 500 feet above average terrain.

■ WFTP(AM) Fort Pierce, Fla.: Sold by Gulfstream Broadcasting Co. to Media Investors Ltd. for \$650,000. Seller is principally owned by Ron Crider, president, who has no other broadcast interests. Buyer is also buying WDLF(AM) Panama City, Fla. (see above). WFTP is on 1330 khz with 1 kw daytime and 250 night. Broker: Blackburn & Co.

■ KATA(AM) Arcata, Calif.: Sold by Martin Broadcasting to Quail Communications Inc. for \$500,000. Seller is owned by Mr. and Mrs. John Martin who own 90% of KSXT(AM) Redding, Calif. Buyer is equally owned by George M. Malti and Russell B. Carpenter, San Francisco attorneys, who own KYVA(AM)-KOVO(FM) Gallup, N.M., and KOJO(AM)-KIOZ(FM) Laramie, Wyo. KATA is on 1340 khz with 1 kw daytime and 250 w night. Broker: William A. Exline Inc.

■ WCCF-AM-FM Punta Gorda, Fla.: Sold by Charlotte County Broadcasting Co. to De Beau Broadcasting Co. for \$441,500 plus \$25,000 for covenant not to compete. Seller is principally owned by H. Robert Reinhard, president and general manager, who has no other broadcast interests. Buyer is owned by Lawrence N. De Beau and his wife, Mildred, who own WDBI-FM Tawas City, Mich. WCCF is 1 kw daytimer on 1580 khz. WCCF-FM is on 92.7 mhz with 3 kw and antenna 140 feet above average terrain.

■ KVRE-AM-FM Santa Rosa, Calif.: Sold by KVRE Inc. to Visionary Radio Euphonics Inc. for \$400,000 plus assumption of liabilities. Seller is equally owned by Mr. and Mrs. William H. Colclough and Mr. and Mrs. Edward LaFrance, who have no other broadcast interests. Buyer is principally owned by John Detz Jr., former vice president of Century Broadcasting Corp., who has applied for new AM-FM at Apple Valley, and new FM at Fort Bragg, both California. KVRE is 1 kw daytimer on 1460 khz. KVRE-FM is on 101.7 mhz with

135 w and antenna 1,102 feet above average terrain. Broker: William A. Exline Inc.

■ KNT0(FM) Wichita Falls, Tex.: Sold by Wichita Radio Corp. to Robert H. Walker for \$315,000. Seller is owned by Max M. Leon who has sold, subject to FCC approval, WDAS-AM-FM Philadelphia (BROADCASTING, Oct. 23). Buyer owns KNIN(AM) Wichita Falls. KNT0 is on 103.3 mhz with 100 kw and antenna 440 feet above average terrain. Broker: George Moore & Associates.

■ WAYX(AM)-WLTE(FM) Waycross, Ga.: Sold by Radio Waycross to South Georgia Radio Inc. for \$200,000 plus assumption of liabilities. Seller is owned by William G. Brown and Clifton G. Moor who are equal partners in WWQ(AM)-WPFM(FM) Panama City, Fla., and own 33.3% each of WTIF(AM) Tifton, Ga. Buyer is owned by John G. Bolton Jr., and L. D. Bolton, brothers, William H. Aaron Jr., John E. Lauer and Paul Stone. John Bolton owns Atlanta advertising firm and is partner with Mr. Aaron in WGRO(AM) Lake City, Fla. L. D. Bolton is general manager at WBRC-TV Birmingham, Ala. Mr. Lauer is general manager and stockholder of WGST(AM)-WPCH(FM) Atlanta. Mr. Aaron is radio manager for Katz Radio, station rep firm. Mr. Stone has applied for new AM at Conyers, Ga., is general manager and part owner of Georgia (radio) Network. WAYX is on 1230 khz w-th 1 kw daytime and 250 w night. WLTE is on 102.5 mhz with 100 kw and antenna 511 feet above average terrain.

■ WHAN(AM) Haines City, Fla.: Sold by Radio Central Inc. to WFXI Inc. for \$170,000. Seller is principally owned by E. F. Shadburne, who has no other broadcast interests. Buyer is principally owned by David Kinschner (Dave King), disk jockey at WCBM(AM) Baltimore, and W. Robert Yesbek, owner of recording studio in Washington. WHAN is 500 w daytimer on 930 khz. Broker: Keith W. Horton Co.

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■ WAWA(AM) West Allis, Wis.-WAWA-FM Milwaukee: Sold by Suburbanaire Inc. to All Pro Broadcasting Inc. for \$1.5 million. Stockholders in seller, which owns four

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AM's and four FM's, are James A. McKenna, Washington communications lawyer; Neil Searles, stations' president and general manager, and Isabel D. Mount (32% each), and Jack Krause, stations' chief engineer (4%). Buyer is principally owned by Willie D. Davis, who also owns KACE-FM Inglewood, Calif. WAWA is 1 kw daytimer on 1590 khz. WAWA-FM is 102.1 mhz with 50 kw and antenna 360 feet above average terrain.

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

■ WRKR-AM-FM Racine, Wis.: Sold by WRAC Broadcasting Co. to Broadcast Management Corp. for \$1.2 million. Seller is principally owned by J. W. O'Conner, who has owned several stations in Midwest. Buyer is principally owned by Joel M. Thrope and Thomas H. Green, who own WCNW(AM) Fairfield, Ohio, and WLTV(FM) Fairfield-Cincinnati; WNCB(AM)-WWLV(FM) Daytona Beach, Fla.; WABY(AM) Albany, N.Y., and have bought, subject to FCC approval, WINF(AM) Manchester, Conn. (BROADCASTING, June 19). WRKR is 1 kw daytimer on 1460 khz. WRKR-FM is on 100.7 mhz with 50 kw and antenna 500 feet above average terrain.

■ KOKY(AM) Little Rock, Ark.: Sold by Brien-KOKY Inc. to Lind Carl Voth and Simon Rosen for \$390,000. Seller is owned by Cleve J. Brien, who owns WLSO(AM)-WMGZ(FM) Pensacola, Fla. Buyers own WTIS(AM) Tampa, Fla. KOKY is 5 kw daytimer on 1440 khz.

■ KBFM(FM) Edinburg, Tex.: Sold by Cameo Broadcasters to Edinburg Broadcasting Co. for \$375,000. Seller is owned by Larry L. Rose, president, Riley Beveto, Preston Henrichson and Frank E. Westerman, who have no other broadcast interests. Buyer is owned by Richard Oppenheimer, D. Kent Anderson and Robert Clarke. All are principals in KIXL(AM) Austin, Tex., and Messrs. Anderson and Clarke are part owners (20% each) of KIVA-TV Farmington, N.M. KBFM is on 104.1 mhz with 100 kw and antenna 405 feet above average terrain.

■ Other stations sales approved last week included: KHUM(AM) Eureka, Calif., and KSVN(AM) Ogden, Utah (see "For the Record," page 82).

Media Briefs

Fighting back. A packet of background material that may help broadcasters answer criticisms of television has been distributed by Television Information Office to its station sponsors. Material in-

cludes university professor's review of two books that claim TV "manipulates" viewers; article by another professor stressing TV's ability to teach through entertainment as well as serious programs; excerpt from National Institute of Mental Health book stressing constructive uses of TV in teaching.

Another alumnus. Among broadcasters, former and present, elected to Congress this fall was Earl Hutto, who had broadcast career that included 10 years as sports director at WJHG-TV Panama City, Fla., station he left in 1975 to serve in Florida legislature and run own advertising agency. Democrat, he succeeds Representative Robert Sikes who is retiring from House.

More. Federal Trade Commission, in letter from Chairman Michael Pertschuk, expanded agenda for its Public Symposium on Media Concentration, Dec. 14 and 15 in Washington, in response to letter from American Newspaper Publishers Association. ANPA has been critical of symposium, refusing to cooperate with FTC; there are indications some ANPA members disagree with association's stand. R. George Kuser Jr., president of American Newspapers Inc., agreed to participate in one panel, and FTC continues to seek other newspaper industry participants, and is holding space open on agenda.

New pay-out. ABC Inc. declared quarterly dividend of 30 cents per common share, payable Dec. 15 to stockholders of record

on Nov. 24. Company said this is equivalent to \$1.20 annual rate on shares currently outstanding but that, taking into account three-for-two split that was effective two months ago, it represents increase in annual rate to \$1.80 per share from \$1.40 per share.

KCOP(TV) renewal squeaks by review of appeals court

FCC decision is affirmed, but judge calls rationale 'garbled'

The U.S. Court of Appeals in Washington has affirmed—but just barely—the FCC decision that rejected a petition to deny and renewed the license of KCOP(TV) Los Angeles. The court found the commission's rationale "garbled," but, on balance, not unreasonable.

The petition, which was aimed at the station's 1974 renewal application, was filed by the National Association for Better Broadcasting, and involved a variety of allegations. Some concerned programming—that its quality was inferior and that it did not meet community needs, and that some of it was unlawful or fraudulent, or was excessively violent. NABB also claim-

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ed that the station had violated the fairness doctrine.

The court had no difficulty affirming the commission's decision to reject those contentions. It did say the commission "arguably could have" held an inquiry on the issue of violence but did not "abuse its discretion" in not doing so "on the facts in this case."

The court citing the Supreme Court decision affirming the commission in the Pacifica obscenity case (BROADCASTING, July 10), said "subsequent review of program content" as proposed by NABB is "not censorship" within the meaning of the no-censorship provision of the Communications Act.

But the court, in the opinion written by Judge Malcolm Wilkey, indicated it had considerable difficulty in discerning the commission's thinking in rejecting NABB complaints that the station had violated provisions of an agreement it had reached with a citizen group, Council on Radio and Television, regarding programing. CORT had withdrawn a petition to deny KCOP's 1971 license renewal on the basis of the agreement.

NABB said the station violated the agreement by failing to "remove all racial and ethnic slurs" from its programing, by failing to "carry a locally produced religious program representing the major American religious denominations" and by failing to produce documentaries deal-

ing with minority affairs.

The commission rejected those allegations also. And the court affirmed. But while Judge Wilkey called the FCC's treatment of the first issue "muddled," he added that the instances of alleged racial slurs "were infrequent and insubstantial."

The result reached on the second issue—that the deviation from the premise was not sufficient to raise a question of licensee integrity—was "not unreasonable, despite the obliqueness of its approach."

Judge Wilkey said that the commission could have stated "more plainly" than it did the view that, in view of KCOP's overall record of public affairs and minority programing, the allegation regarding minority-oriented programing failed to raise a serious question regarding renewal.

Such criticism laced through the opinion did not satisfy the court. In a concluding paragraph, Judge Wilkey wrote that the commission's summary process of renewal, "without the safeguards of an adversarial proceeding," makes it even more essential that the commission clearly state the reasons for its decision on the merits. He added: "That [the FCC] was fairly unsuccessful in doing so in this case is troubling. The function of judicial review is enormously complicated by a failure of clarity on the part of the agency. Ordinarily the appropriate course will be to remand for some explication, for we cannot supply

a rationale omitted by the agency. That course is just barely unnecessary in this case."

Judges Harold Leventhal and Spotswood W. Robinson III joined Judge Wilkey in the decision.

Another try for a fourth network

Christian Broadcasting sets up its stations as new commercial venture, Continental Broadcasting

The Christian Broadcasting Network will transfer its owned and operated television and radio stations to a newly formed stock corporation, Continental Broadcasting Network Inc., with the intention of launching a new commercial television network.

The four UHF television stations (WYAH-TV Norfolk-Portsmouth, Va.; WXNE-TV Boston; KXTX-TV Dallas, and WANX-TV Atlanta) will be the nucleus of the new network, CBN said last week. The network's programing, it said, will include sports, news, situation comedies, family movies and continuing drama.

The announcement of the formation of Continental, which will be a commercial enterprise taxed like any other, followed reports of tax disputes between CBN and the city of its headquarters, Virginia Beach, Va.

CBN President M. G. (Pat) Robertson at first had complained of attacks by city officials and suggested that CBN might move out some operations; in a later statement he said CBN had no intentions of moving and looked forward to growing with the community. He also said that as far as he was concerned there was no tax dispute with the city. A CBN spokesman said the whole thing was based on a minor incident blown out of proportion.

The spokesman said, "We knew we would be paying taxes; we were prepared to pay taxes." It is one reason, he said, to separate commercial enterprises from the ministry. "If you are a commercial operation, you should be paying taxes," he said.

The network is building a \$20-million headquarters and university on 200 acres in Virginia Beach. Gross revenues for CBN are expected to exceed \$50 million this year. The appraised value of its radio and television stations is \$35-40 million, according to CBN.

About the new commercial stock corporation, Mr. Robertson said CBN had never done this before, "but our board of directors wants to make it clear by this move that our commercial operation will be competing in the marketplace under the identical terms and conditions of those which face any other business enterprise. It has been obvious for a year now that the fourth network would, of necessity, have to be placed in a commercial vehicle. The recent events have merely accelerated our decision to establish this new corporation."

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Channel 4 leading the

One of the rarest commodities in TV news is a TV news show that emphasizes meaningful, substantial news. In an age when almost all television stations devoutly believe that the best news is news that excites, grabs and builds an audience at the expense of its overriding journalistic purpose of offering the necessary information of the day, it is encouraging to see one Detroit television station live up to its primary news mission.

Ever since Post-Newsweek, Inc., left its Washington TV station and took control of Channel 4 last summer, a big revolution in Detroit TV news has been taking place. After casting off the abomination known as "News Four Plus 4," WDIV-TV has embarked on a path that it thinks will win an audience and the praise of TV news critics.

It is much easier to capture the latter than the former. But Channel 4 and its Post-Newsweek management team feel that people will eventually prefer its newsy news show instead of Channel 7's "Action News" and Channel 2's three-ring "Eyewitness News" circus.

WHILE TOP-RATED Channel 7 tailors its news show for show biz clout and relegates the news-of-the-day to a secondary role, Channel 4 emphasizes news first and show biz second. After monitoring Channel 4's 11 p.m. version of "News Four Detroit" for several weeks (only news will be discussed here), it is obvious that Detroit TV viewers now have a real alternative news station.

What is refreshing is to sit through a newscast and see sound journalistic logic at work. News director James Snyder builds his newscasts around the simplest canon of good journalism: What's the most important story of the day — be it international, national, state or local — and why is it important? Snyder does not lead his newscasts with the best "action news film" available because he just happens to have a good, bloody murder or a raging



**David
Eden**

fire that will titillate viewers. He leads his news shows with information that people should know about or could use.

Examples:

● Oct. 16 — On the day Pope John Paul II was elected, Channel 4 leads its newscast with Mort Crim reading a long report over film from Vatican City about the event. He is followed by David Wittman reporting on national and international reaction to the selection, which leads into an NBC News piece and then a Robert Vito story on the reaction in Hamtramck. Other stories in the newscast include General Motors announcement of trying to revitalize the New Center area, a report on the sharp decline in the Dow Jones index and a report on the Detroit police welfare fraud inquiry. The program ends with Crim doing man-on-the-street interviews about the selection of Pope John Paul II in Hamtramck. There are no crime stories.

● Oct. 25 — The lead story is the fight against inflation followed by a John Blunt report on brittle contract negotiations between Wayne County and county workers. That is followed by a story about Dearborn teachers voting down a new contract, President Carter's appointment of an anti-inflation "general," a story about an alleged communist plot to overthrow Anwar Sadat leading into a story on the Israeli cabinet approving Egypt-Israeli peace treaty with modifications. Then new investigative reporter Victor Livingston continued his reports on the Rosedale Boys Home (which eventually led to the state revoking its license) followed by an announcement of Chrysler

layoffs. There are no crime stories.

● Nov. 2 — On the day Carter hits the stump in Michigan and Lee Iacocca is named new Chrysler president, the lead story is a "campaign-trail" piece about Carter filed by Mort Crim. That is followed by John Blunt reporting on Iacocca's new position, followed by a story on the economy and Carter's anti-inflation plan, which leads into a piece by Victor Livingston on the high cost of housing. Other reports include a police crackdown on fencing operations and a drug raid (with film), a film report on Soviet cosmonauts return from longest space mission ever (with film) and a story on Wayne County workers not striking.

(On the same night Channel 7 leads its 11 p.m. newscast with a long Wayne County nonstrike story followed by a piece on inflation and mortgage rates followed by a report on Carter's visit filed by Steve Handlesman. Then Bill Bonds, who had also reported on Carter's visit earlier in the day, offers a long, trite commentary on what it's like to follow the President around.)

There is substance on Channel 4 news presented in the proper nonhysterical manner. Although crime stories are largely relegated to their proper position (in the course of human events, most crime news is nonnews), Channel 4 does report crimes that vary from the norm (i.e. Robert Vito's Oct. 26 report on three people shot in Troy). Once in a while Channel 4 is sucked into a story because the film is good — like its coverage Oct. 26 of a Taylor High School demonstration — but that is the exception rather than the rule.

way

WHAT IS ALSO enlightening are the beginnings of good enterprise news stories, those stories that don't fall in a reporter's lap. These include Livingston's reports on abuse at the Rosedale Boys Home, Doug Bruckner's "Inflation Watch" reports, Bob Bennett reporting from Detroit's city hall (Channel 4 is the only TV station with a regular city hall beat reporter) and Rich Laurence's Oct. 20 report on possible misuse of suspect files by the Oakland County Task Force.

There is much talk that Channel 4 is offering Washington news in Detroit and that it won't fly with the average Detroit "Joe Six-Pack," who thrives on action crime stories, fires and a good dose of blood. While time will tell what the average "Joe" really wants to watch in news, the accusation about Channel 4 reporting Washington news in Detroit is basically rhetoric. When the local story is the most important of the day it is played properly. When it isn't, it isn't. But when that's the case, Channel 4 almost always (i.e. Oct. 24 reports on Carter's inflation speech) finds the local angle and ties that in.

What also must be mentioned is the work of Channel 4 anchors, Mort Crim and David Wittman. Crim comes off as a heavy-hitter, an anchor who doesn't report or read news in an frenzied manner but who does it in a straightforward and reassuring mode. Wittman, who had languished in the command module of the "News Four Plus 4" set, has never looked better. While he has yet to really distinguish himself as an anchor or reporter, he is showing that there may be more to him than good looks.

What will be most interesting in the coming months is to see whether or not most Detroiters want TV news or prefer to stick with the junk-food TV news they have been fed for years. Channel 4 thinks its TV news show will eventually win the hearts and minds of Detroit viewers. But only time will tell

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The Detroit News

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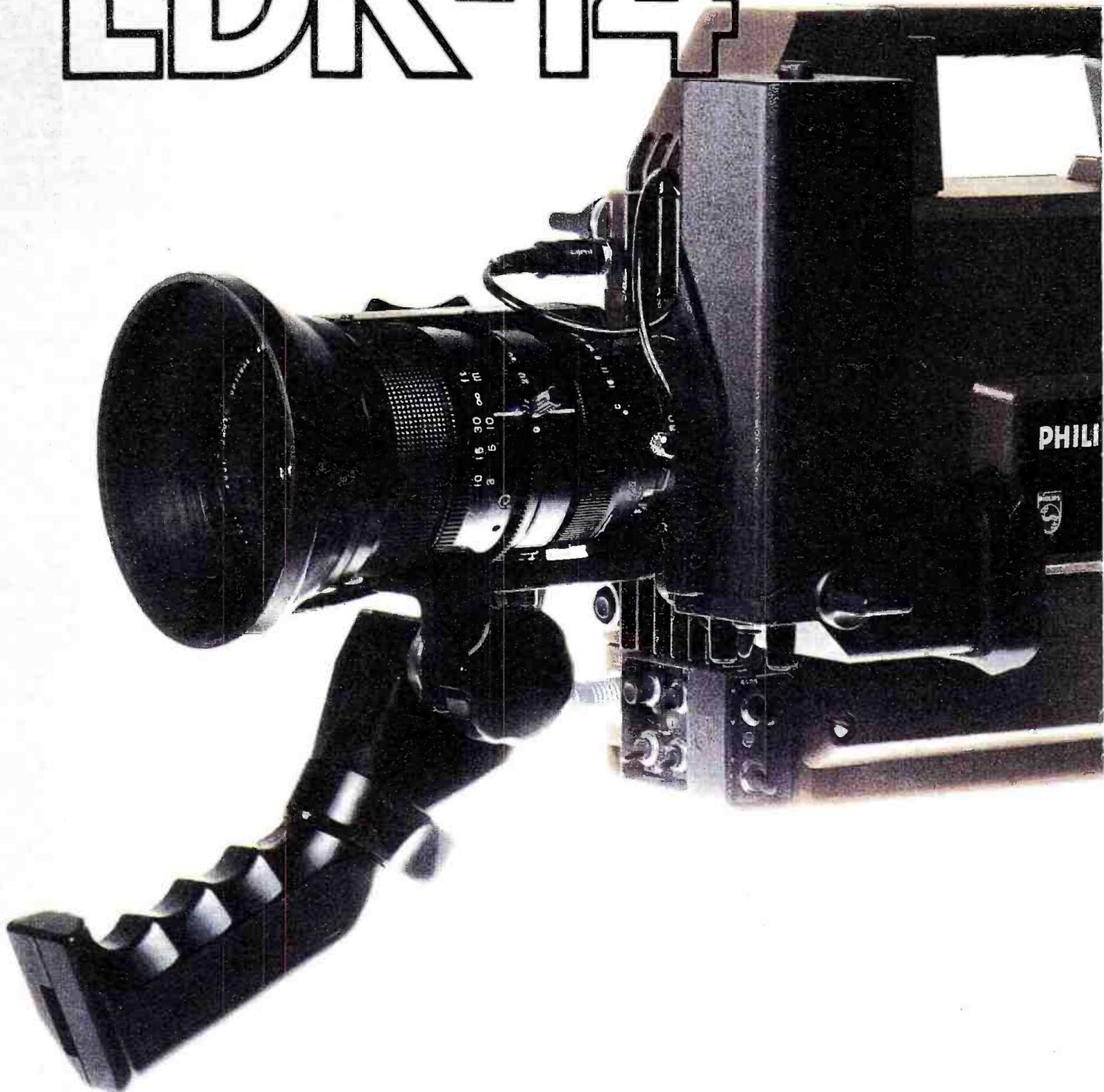
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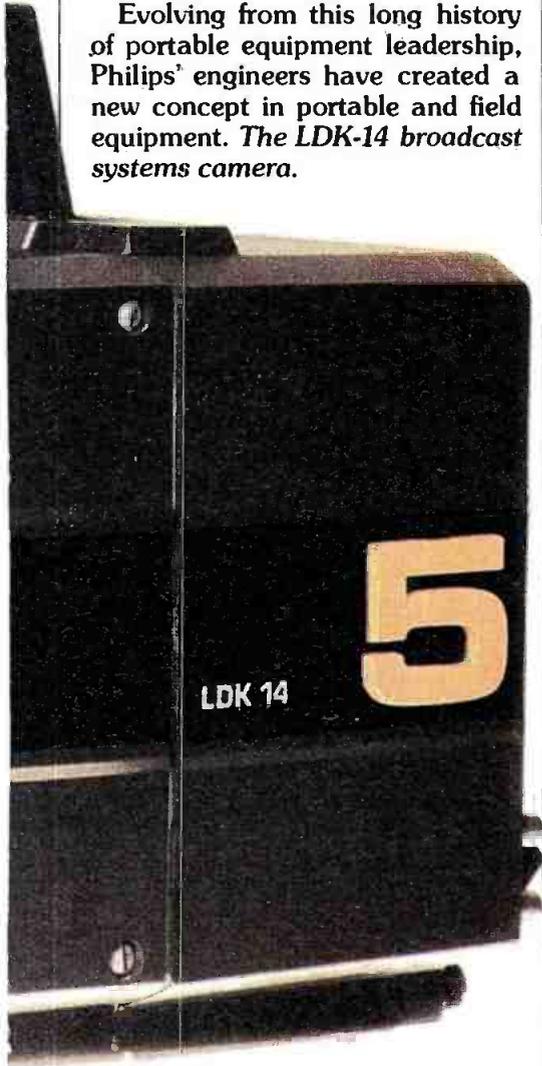
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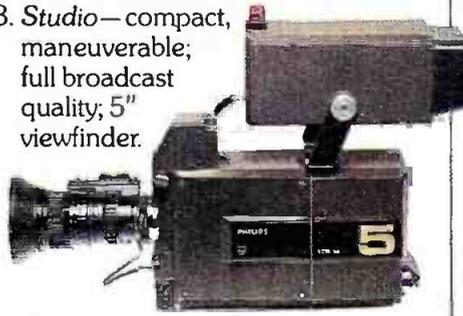


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How Mr. Whitehead helped out. Among the documents the Carnegie Commission seeks in its request for Nixon-era materials relating to public broadcasting (see story on right) is an "eyes only" memorandum sent by Clay T. Whitehead, then head of the Office of Telecommunications Policy, to H.R. Haldeman, then White House chief of staff, on Nov. 24, 1971: The full text:

With the controversy between the Administration and the Corporation for Public Broadcasting becoming more visible, you might be interested in what we are doing behind the scenes on the Vanocur/MacNeil situation.

After Vanocur and MacNeil were announced in late September, we planted with the trade press the idea that their obvious liberal bias would reflect adversely on public television. We encouraged other trade journals and the general press to focus attention on the Vanocur appointment. Public television stations throughout the country were unhappy that once again they were being given programs from Washington and New York without participating in the decisions. My speech criticizing the increasing centralization of public television received wide coverage and has widened the credibility gap between the local stations and CPB. It also has brought more attention to the acknowledged liberal bias of CPB and NPACT.

We then began to encourage speculation about Vanocur's and MacNeil's salaries. As a result of the increasing public controversy, several reporters and Congressman Lionel Van Deerlin asked CPB to release the salaries. Macy refused, but after pressure increased, quietly made it known that Vanocur receives a salary of \$85,000 a year and Robert MacNeil \$65,000.

We plan to do two things in the next few weeks to continue to call attention to balance on public television, especially NPACT. We will quietly solicit critical articles regarding Vanocur's salary coming from public funds (larger than that of the Vice President, the Chief Justice, and the Cabinet) and his obvious bias. We will quietly encourage station managers throughout the country to put pressure on NPACT and CPB to balance in their programming or risk the possibility of local stations not carrying these programs. Our credibility on funding with the local stations is essential to this effort.

but not "impoverished," CBN said. It will have access to equity financing that was unavailable to CBN, the announcement said. It has not been decided, however, whether a public stock offering will be made. In the start-up period, CBN said, gifts from individuals, corporations and foundations will be solicited through the existing network. The new network plans to introduce a "headline" news program this month, to be expanded into a full nightly newscast distributed nationwide by the fall of next year. Also, it plans to deliver 17 hours of prime-time programming each week within three years at an annual expense of \$65 million.

CBN now distributes its religious programs via satellite 24 hours a day to more than 500 cable systems with 4.5 million subscribers, a service that will go on. Earlier this month it began live feeds of its syndicated program, *The 700 Club*, to television stations in Los Angeles, Boston, Atlanta, Dallas and Kansas City, Mo.

NCCB balks at paying tab

Billed for court costs after losing crossownership case in Supreme Court, organization asserts it was representing public; it also suggests some of burden be shifted to Justice

The Supreme Court's decision affirming the FCC in the media-crossownership case (BROADCASTING, June 26) was not the only bad news the high court had for the National Citizens Committee for Broad-

casting, which had sought reversal of the commission. Another piece came later, in the form of a \$6,489.17 bill for court costs that the NCCB is, in effect, appealing.

NCCB received the bill under the customary loser-pays procedure, but NCCB does not believe it should pay anything—certainly not almost half the total cost of \$14,456.34, most of which is for printing the voluminous appendix. Other losers included broadcasters who had appealed a portion of the rule requiring divestiture of broadcast-newspaper holdings in so-called "egregious" monopoly cases.

The NCCB had supported that portion of the rule, as well as one barring the creation of new media crossownerships in the same market. But it argued that the commission had erred in not requiring divestiture of all existing crossownerships.

In taking the case to court, the NCCB said in a motion for waiver of the costs filed with the Supreme Court, it was performing "a valuable function" in representing the public as opposed to a private interest. Indeed, the NCCB noted it prevailed in the U.S. Court of Appeals in Washington and was obliged to carry on the fight in the Supreme Court after the FCC and some broadcast parties appealed.

Besides, the NCCB said, it does not have the cash available to pay the bill. The NCCB, which has gone through a reorganization in which it has become affiliated with Ralph Nader, is said to have gone \$35,000 into debt last year.

If the court refuses to waive the bill, the NCCB suggests an alternative to shift some of the burden to the Department of Justice, which had taken the same position as the NCCB on the commission's rule. Justice was not asked to pay any of the costs.

Carnegie files FOI request for NTIA's information on public broadcasting

The Carnegie Commission on the Future of Public Broadcasting, scheduled to issue its report early next year, has filed a Freedom of Information Act request with the National Telecommunications and Information Administration asking for all the information NTIA has on public broadcasting from 1967 up to the present.

In a letter to Assistant Secretary of Commerce for Communication and Information Henry Geller, the Carnegie commission's executive director, Sheila Mahony, wrote that trade press reports of late "have raised difficult questions about the extent of the interest of the Nixon White House in the public affairs programming of public broadcasting." She added: "The press accounts have served to remind us that the memories of those involved are not the sole basis upon which our consideration of these and related matters need rest."

The commission is seeking "any and all letters, memoranda and any other information" and, specifically, files from the White House Office of Telecommunications Policy (which preceded NTIA) as well as pre-OTP materials regarding White House "involvement with and response to the 1967 report of the Carnegie Commission on Educational Television." Ms. Mahony said the commission is willing to accept filing in installments.

The memorandum to which the Carnegie Commission referred in its request for Nixon-era documents relating to public broadcasting is an "eyes only" message that Clay T. Whitehead, then head of the Office of Telecommunications Policy, sent to H. R. Haldeman, then White House chief of staff, on Nov. 24, 1971. It talks of covert efforts to discredit Sander Vanocur and Robert MacNeil, who were then doing a news program for public broadcasting, and of direct efforts to open a "credibility gap" between public broadcasting stations and CPB. Throughout, there is reflected concern with what is seen as public broadcasting's "liberal" slant.

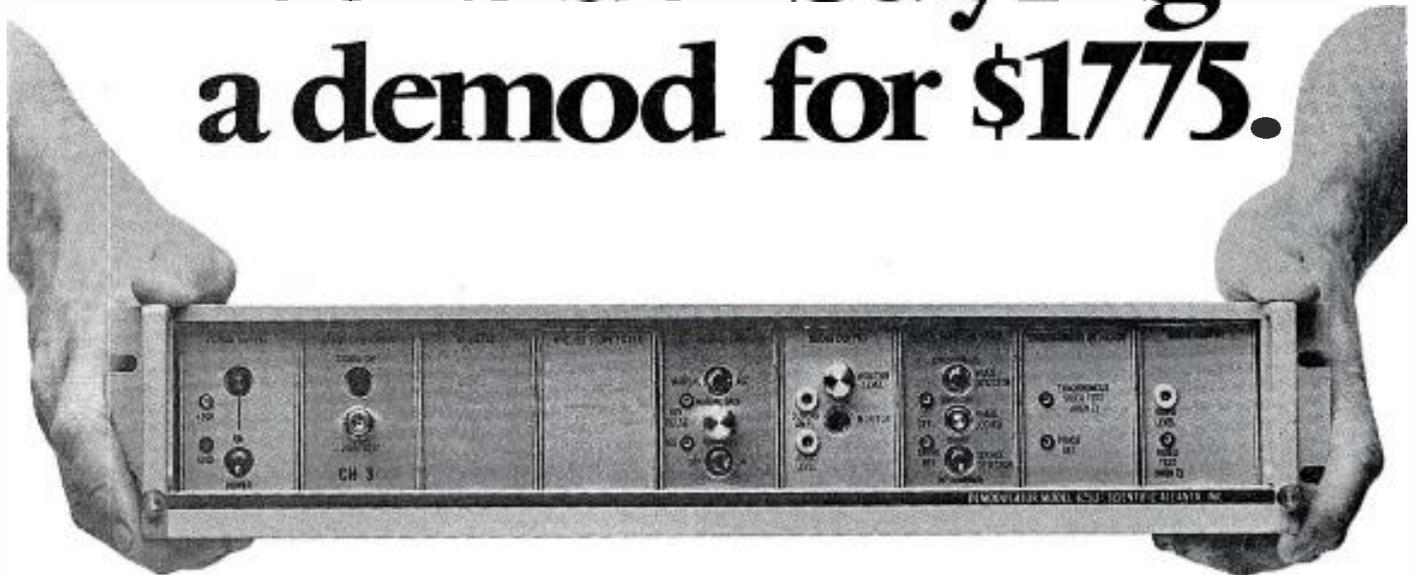
Cowles decides to see it through

WESH decision and refusal of IRS to grant tax break leads company to change its mind about getting out of business

The board of Cowles Communications Inc. has formally abandoned a planned liquidation and dissolution of the company that had been adopted in January (BROADCASTING, Jan. 9).

M.C. Whatmore, Cowles chairman, said last week the action, adopted unanimously, had followed the Internal Revenue Service's refusal to give a tax ruling and the court decision reversing the

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FCC's decision renewing Cowles' WESH-TV Daytona Beach, Fla. and denying the competing application of Central Florida Enterprises, Inc.

Under the plan, Cowles common stock was to be exchanged for .6555 share of the 2.6 million shares of New York Times stock Cowles holds, one common share of Cowles Broadcasting Inc., and an undetermined amount of cash. In addition, ownership of Cowles's stations—WESH-TV and KCCI-TV Des Moines, Iowa, would be transferred to the new company.

However, a favorable IRS ruling and FCC as well as stockholder approval were prerequisites to final adoption of the plan. And IRS has declined to issue a ruling.

Specifically, Cowles had sought a ruling that the proceeds stockholders would receive were to be treated as a liquidation dividend. This would be taxed as capital gain, or at a lower rate than the tax some stockholders would pay if the proceeds were taxed as ordinary dividend.

IRS based its decision not to rule on the ground Cowles had previously transferred ownership of KCCI-TV from a division of the company to the broadcasting subsidiary, CBI, in 1976. And IRS policy provides for a refusal to issue rulings in cases where asset transfers precede liquidation.

Mr. Whatmore said the board decided that the company should concentrate on securing the WESH-TV renewal; Cowles and the FCC are seeking rehearing by the full nine-member bench of the U.S. Court of Appeals in Washington of the three-judge panel's decision in the WESH-TV case. He also said the company would explore the options available to it which would not involve liquidation.

The freeze hits the fees

Government hiring limits hamper FCC efforts to plan refunds

FCC plans for a January start of the agency's program to refund illegally collected fees is slipping, possibly by as much as two

months, and part of the blame is being attributed to a painful budgetary belt-tightening now being experienced by all agencies and departments of the federal government.

The Office of Management and Budget has imposed an indefinite hiring limitation on agencies, which permits them to fill only one of every two vacancies. Since the commission has had only 20 since the partial freeze went into effect on Oct. 25, it can add only 10 employees—and the departments and offices that lost staff can be expected to compete for the new personnel.

Beyond the personnel problem, commission officials say there are other matters likely to delay the start of the refund program. One is the postponement granted, to Dec. 1, of the deadline for filing comments in the refund proceeding. Obtaining General Accounting Office approval of the forms to be sent licensees for filing for refunds is another.

The hiring limitation—which is expected to last at least until January, when President Carter submits his fiscal year 1980 budget to Congress—is not the only budgetary problem plaguing the federal government.

The President, in line with an amendment to the Civil Service Reform Act passed by the last Congress, has ordered government employment through 1981 cut back to 1977 levels. For the FCC, the OMB has decreed, at least tentatively, a reduction of 97 positions from the 2,328 that had been approved by Congress for fiscal year 1979, which began Oct. 1, and no further personnel increases in the budget for fiscal year 1980 that is now being prepared.

The personnel cut would be felt throughout the commission. For instance, the Broadcast Bureau would lose 10 positions that had been budgeted for it, and the Common Carrier Bureau 13.

The actions affecting personnel numbers will not mean any cut in present expenditures. Eliminating 97 positions from the commission payroll would save \$2 million, at current pay scales. But the \$2 million will be used to finance a pay hike authorized by Congress.

Stern words from Lee on captioning

Commissioner tells broadcasters they'd better start moving on plans to aid the hearing-impaired

Broadcasters have been advised that they had better start thinking seriously about doing something to help the hearing impaired enjoy the benefits of television, or the FCC might do it for them.

The advice came from FCC Commissioner Robert E. Lee, not generally regarded as interested in throwing the government's weight around.

Commissioner Lee, in remarks to the National Association of Broadcasters meeting in New Orleans, on Nov. 9, noted that there are 13 million people in the country with hearing problems—half of whom, he said, "cannot hear."

And, he made it clear he felt they should be served. The commission, he said, prefers to let marketplace forces "generate improvements and new developments with as little regulatory involvement as possible." That was why the commission two years ago, in an order involving the use of line 21 of the television vertical blanking interval for the transmission of textual material, did not limit the use to a particular system of information transmission.

But, he said, "once the technology is available to provide service at reasonable cost to as large a population as the deaf and hearing-impaired are, I don't think the commission can fail to consider whether that population is being served by systems devoted exclusively to captioning or by systems which piggyback captioning on other services."

Perhaps the government's role should be limited to encouraging or funding research, or to bringing available technology together with specialized needs, he said. But if those steps fail to "make modern communications systems available to the deaf, the government—the commission—will have to consider whether its responsibility to the deaf includes more affirmative action."

The issue of helping the hearing-impaired enjoy television more fully has been smoldering for several years, and has involved President Carter. Shortly after his inauguration, he wrote the heads of the three commercial networks requesting their cooperation in the matter (BROADCASTING, Feb. 21, 1977). Only ABC expressed a positive attitude. CBS and NBC indicated doubt that the costs and time involved in captioning were warranted in view of the means available of aiding all but the totally deaf (BROADCASTING, March 14, 1977).

However, the issue has not disappeared. The Public Broadcasting Service, which with funding provided by the Department of Health, Education and Welfare, has been developing a closed captioning system for its own network.

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Rewarding Excellence In Economic Reporting.

Purpose:

For the second year, the Media Awards for Economic Understanding will recognize outstanding economic reporting directed to the general public. The program is designed to stimulate media to initiate economic reporting that is imaginative, interesting and easily understandable.

The program's continuing goal is to improve the quality and increase the quantity of economic reporting in the general media. It encourages and rewards outstanding submissions by media that effectively explain aspects of the economic system to typical audiences—in terms that have meaning for the average reader or viewer.

Awards:

A total of \$105,000 will again be offered as awards in 14 media categories, competitively grouped according to circulation or scope of market. In each category a First Prize of \$5,000 and a Second Prize of \$2,500 will be offered. A distinguished panel of judges, appointed by the Amos Tuck School of Business Administration, selects all winners. These winners will be announced and honored at a May 22, 1979, luncheon in New York City.

Eligibility:

Entries must be original works published, broadcast or telecast between January 1, 1978 and December 31, 1978.

Winners in the 1977 Media Awards for Economic Understanding:

In addition to the \$5,000 First Prize winners listed below, nine Second Prizes, three Honorable Mentions and two Special Citations were awarded.

Newspapers with circulations larger than 250,000:

Fred McGunagle, *Cleveland Press*, Cleveland, Ohio, "Cleveland— Going or Growing?"

Newspapers with circulations of 100,000 to 250,000:

Dave Bartel, *The Wichita Eagle and Beacon*, Wichita, Kansas, "Our Energy Search"

Newspapers with circulations of 50,000 to 100,000:

Selby McCash, *The Macon Telegraph*, Macon, Georgia, "Taxes... The Price You Pay"

Newspapers with circulations of 10,000 to 50,000:

Calvin Gatch, *Telegraph Herald*, Dubuque, Iowa, "Agriculture: Farm to Market"

Newspapers with circulations under 10,000:

John Riley, "Dealing in Land," and Seth Rolbein, "The Cape Nursing Home Industry," *The Register*, Yarmouth Port, Massachusetts

Syndicates and Wire Services:

John Cunniff, *The Associated Press*, New York, New York, "Business Mirror," for overall quality in economic reporting

J.A. Livingston, *Philadelphia Inquirer*, Philadelphia, Pennsylvania, for the Field Newspaper Syndicate, "Great Britain in Adversity," for in-depth analysis of a particular subject

Magazines:

Ken Auletta, *The New Yorker*, New York, New York, "A Reporter at Large: More for Less"

Television Network and Nationally Distributed Programs:

Austin Hoyt/Elizabeth Deane/ Gerald Lange/ Bruce Shah/ Janet Krause/ Ben Wattenberg, *WGBH-TV*, Boston, Massachusetts, "There's No Business Like Big Business," the tenth show in the *WGBH* series "In Search of The Real America"

Television, Markets Ranked 1 to 25:

Patrick Clawson, *KTVI-TV*, St. Louis, Missouri, "The Co-Op Conspiracy: Pyramid of Shame"

Television, Markets Ranked 26 to 100:

Daniel Miller/ John Leiendecker, *KDIN-TV*, Des Moines, Iowa, "Farm Digest: Ag Land Trust"

Television, Markets Ranked 101 and Smaller:

Larry Makinson, *KAKM-TV*, Anchorage, Alaska, "Inside the Budget: A Taxpayer's Eye View"

Administration:

The Amos Tuck School of Business Administration of Dartmouth College is sole and independent administrator of the Media Awards for Economic Understanding.

For Entry Blank or Additional Information Write:

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Media Awards for Economic Understanding is being sponsored by Champion International Corporation, Stamford, Connecticut.

Deadlines for Entries: January 8, 1979 postmark.

Media Awards for
Economic Understanding



Big-brother style of regulation giving way to little brother?

FTC's Reich says philosophy that government should protect consumers by banning products is being replaced by one which merely warns of possible dangers

In something of a "trial balloon" speech, a Federal Trade Commission official said last week the assumption that government should dictate to the people what's in their best interest has "simply given up the ghost."

Robert B. Reich, director of the FTC's Office of Policy Planning, told the American Advertising Federation in Washington that "Big Brother Consumer Protector is dead."

The demise, Mr. Reich said, marks the end of an attitude—that the government should dictate what's good for its citizens. The death also signals the beginning of another approach—helping the consumer to get what he wants by making sure sellers are held responsible for their reputations, he said.

Although the FTC and Mr. Reich's views were his own, the speech is said by some sources to indicate a greater reliance by the commission on market forces. This change in emphasis had been somewhat foreshadowed in the trade school decision of several months ago when the commission opted for simple refunds to students instead of forcing disclosures. And when Anheuser-Busch claimed Miller Brewing was deceiving the public with its U.S.-brewed Lowenbrau beer, the commission decided to see if the market would correct the problem. (One source said Lowenbrau sales have been well below Miller's expectations.)

For these and other reasons, Mr. Reich said many orrexy now now think the government has no business protecting consumers from the consequences of their own appetites—"as it does when it seeks to control or prohibit the sale of marijuana, commercial sex, pornography, liquor" or gambling. Consumers, he said, are rejecting the "sort of Big Brotherism which stands in the way of personal gratification—so long as third parties are unharmed."

Big Brother Consumer Protector died, he said, because he told people what they couldn't have instead of helping them to get what they want. Helping people get to what they want instead of protecting them might be "modestly" called "Little Brother," he said. Rather than ban products which present risks, Little Brother prefers that sellers disclose the risks, in advertising and on labels, Mr. Reich said. He said Little Brother bans products "only as

a last resort, where disclosures would be too costly or confusing to be of much use."

Such a policy would be concentrated on cases where sellers and manufacturers are not likely to be worried about harming their reputations, he said—when consumers can't discover they have a problem (insulation nursing homes), if consumers can't trace their distress to a particular product (tires, drugs, etc.) or if the seller doesn't need a buyer's business in the future (door-to-door, mail orders). In the first two instances, "Little Brother," or the regulatory agency, can set standards, certify and require appropriate disclosures, and in the latter, it can require warranties, bonding or "cooling off" periods, Mr. Reich said.

Also, he said sellers needn't worry about their reputations if competition in their industry is so minimal that consumers have "no real choice but to accept the product with all its faults." Major automobile companies have decided what the range of choice will be, and "you can't buy children's TV without commercials . . . because the major networks and their regulators have blocked the growth of cable and pay TV."

He said "vigorous and unbridled competition helps insure that consumers get what they want. Little Brother can promote competition by attacking collusion in whatever its guise. Or if that's not possible, Little Brother can help insure that consumer demand is satisfied for the quality of products or services that would be provided if markets were competitive. And this might mean setting minimum safety standards for automobiles or limiting children's advertising if that's what people want."

RAB plans for radio's future

The Radio Advertising Bureau plans to conduct a "future of radio sales study" to determine what stations think sales trends and needs will be over the next five years and to help decide how RAB's operations can best fit into the pattern.

The plan was announced last week following approval by the RAB board at a

New team at RAB. Elmo Ellis, WSB(AM) Atlanta, elected chairman of Radio Advertising Bureau, succeeding Arthur W. Carlson of Susquehanna Broadcasting, York, Pa. George Duncan, Metromedia Radio, named chairman of executive committee, and George W. Armstrong, Storz Broadcasting, designated finance committee chairman. Following were elected new members of board: Sal Agovino, Katz Radio, New York; Gary L. Capps, Juniper Broadcasting, Bend, Ore.; H. Wayne Hudson, Plough Broadcasting, Memphis; Joseph Kjar, Bonneville Broadcasting, Salt Lake City; Dean Sorenson, Sorenson Broadcasting, Pierre, S.D.; Gerry Swanson, Swanson Broadcasting, Tulsa, Okla., and Russ Wittberger, Charter Broadcasting, San Diego.

meeting in Pebble Beach, Calif. Among other things, the study will seek broadcasters' opinions on the probable size of local sales staffs in the future, what kinds of salesmen will be needed, which advertiser categories should get most attention and which areas RAB should emphasize.

"Radio today is changing faster than at any time since the early 1950's," RAB President Miles David said. "Format diversification, increasing size and professionalism of sales staffs, changes in where our competition is coming from and increased growth opportunity are all happening simultaneously. Broadcasters can help tell us how changes like these are affecting their own sales operations and how they would like RAB to keep changing to fit radio's needs and opportunities."

Arthur Carlson of Susquehanna Broadcasting, retiring RAB board chairman, said the study "will seek the widest possible industry involvement in determining where radio sales are headed. We anticipate that every radio broadcaster operating will get an opportunity to participate, whether or not currently an RAB member. The survey questions will be devised by broadcasters themselves, but with help from professionals such as a research consultant or business school in both refining questions and interpretation.

"The RAB board and management want to encourage openness to change. We anticipate the study will help suggest new

Hot dogs, apple pie and radio. A "National Chevy Week" campaign with the bulk of the budget in radio oversold the sales objective by 10% and produced "the best eight-day September selling period in Chevrolet history—55% ahead of the same period in 1977," Carl O. Uren, director of national advertising for General Motors' Chevrolet Motor division, said in a speech made public last week.

Mr. Uren gave the report at a meeting of the Radio Advertising Bureau board of directors (see story this page). "Our objective," he said, "was to deliver 105,000 cars and trucks during the period Sept. 15 through the 23. Chevrolet dealers wound up delivering 115,975 vehicles during the period."

RAB and Mr. Uren agreed that the campaign probably represented the single largest short-term radio buy in history. They didn't reveal the dollars invested, but Mr. Uren said the campaign used more than 20,000 announcements on stations in 200 markets, "plus healthy schedules on five radio networks along with almost 100% National Chevy Week copy in our continuing newscasts and sports franchises."

The campaign also used TV and Sunday supplements, but radio, Mr. Uren said, "got the lion's share of the budget."

GOOD NEWS makes good news

Most, if not all, stations recognize the importance of news. Some do a better job than others relating the important events of the day to the daily needs of their audience. What separates the cynosures from the less successful?

WTOL-TV, Toledo, one of the stars in the Cosmos universe, has a major commitment – like all Cosmos stations – to news, implementing the Cosmos belief that network news is not enough. We meet local needs as well, with total coverage of news in the Toledo area. Channel 11 maintains audience loyalty with penetrating investigative reporting, consumer-oriented stories, and on-camera personalities audiences know and respect. As a result, the only news programs in the Toledo market that command a larger number of households than Channel 11's CBS Evening News are Channel 11's 6 p.m. and 11 p.m. local news*, continuing a long-running tradition.

The Toledo area's largest news audiences watch WTOL-TV: Noon news ADI share 36; 6 p.m. 43; 11 p.m. 47 (*May '78 Arbitron).



People Using Technology to Serve People

		Affiliation	Reps
WIS AM	Columbia, S.C.	NBC	McGavren-Guild
WIS-TV	Columbia, S.C.	NBC	PGW
WSFA-TV	Montgomery, Ala.	NBC	PGW
WTOL-TV	Toledo, Ohio	CBS	Blair
WDSU-TV	New Orleans, La.	NBC	Blair

ways RAB should operate as well as hopefully give guidance to stations for their own sales territory."

The board also heard plans for RAB and the Sterling Institute, a Washington-based sales-training firm, to work together on sales-training projects. One will be a series of sales clinics to be held in 18 cities during the first three months of 1979. Another will be a sales-training program to be produced on audio cassettes during the first half of 1979. Dates and places for the sales clinics will be announced within a few weeks, RAB officials said.

TVB gets down to basics in its workshops

Training sales personnel and getting more retail dollars are two of the how-to sessions in Chicago

The Television Bureau of Advertising staged several workshops at its annual meeting last week to provide ideas in training sales personnel, getting more co-op dollars and making further inroads into retail advertising.

Bernard E. Zuckerman, marketing development manager of KPIX(TV) San Francisco, said the mission of his station and other Group W outlets is to approach retail sales with this philosophy: create an awareness at the station for a marketing approach to client needs while establishing credibility in the market as an authority on retail merchandising and promotion.

He said the station educates its management and sales staff about the retailers' perspective: his problems, his budget limitations and his market. In turn, the staff attempts to educate the store about the use of television.

This means that KPIX does not always recommend television if it is convinced that this is the correct approach, Mr. Zuckerman said. The station tries to raise co-op funding as a means to move merchandise to customers rather than as a means to sell merchants a schedule, he said. But, he added, there must be a willingness to invest time and dollars for some accounts that may take months or even a year or two before they "see the light" and add television to their media planning.

Gary J. Feider, advertising manager of Fraderick & Nelson, a Seattle department store, discussed the value of selling a vendor on participating in a spot TV campaign through the use of a video cassette of its commercials. He said Fraderick & Nelson recently spent about \$600,000 to reconstruct its "Junior" department and decided to use television as a keystone of its efforts to attract young people.

After viewing the cassette, 12 vendors agreed to participate in the TV campaign, he said. The campaign, he added, is scheduled to start soon and continue through Christmas. The commercials will stress the word "Pzaz" to indicate that the Junior

department has verve and style and is consonant with the life style of the younger set in Seattle and environs.

Robert Gottlieb, director of retail advertising for the ABC Owned Television Stations, ticked off a variety of reasons for the retailers' heavy use of newspaper advertising: He has grown up with the newspaper and he understands column inches and agate lines and can "wave a tear sheet" for all to see, and he can pick up a phone and place an ad in the paper in a predetermined position and can almost immediately instruct his department or agency to prepare the advertisement.

"And he doesn't have to concern himself with demographics or any other wealth of research information," Mr. Gottlieb reminded his audience.

On the other hand, TV poses a set of time-consuming tasks: The retailer must learn the mysterious language of TV, including HUT levels, GRP's, C-P-M's, shares and dayparts, and he must learn about TV production and talent and residual payments.

"We must, as unrealistic as it may sound, make the buying of television time and of production as easy for him as the buying of newspaper and newspaper production," Mr. Gottlieb suggested. "We must also take whatever time is necessary to educate the retailer as to what our medium is all about and even more importantly, we must learn what he is all about."

Booz, Allen puts kibosh on any third TV rating service

Three-part study gets stopped in its tracks in phase one as consultancy concludes there just isn't room in the market

A study by Booz, Allen & Hamilton concludes that the establishment of a third national rating service for the television industry is not feasible at this time, mainly because of costs.

The management consultant firm, which released its findings at the annual Television Bureau of Advertising meeting in Chicago last week, recommended instead that the TV industry set up a broadcaster-supported organization that would work closely with Arbitron and the A. C. Nielsen Co. on methodological, technical and other issues. Booz, Allen felt this approach would enable television to have additional input in the ratings structure.

The management firm's appraisal is contained in phase one of what was envisioned as a three-part investigation into the feasibility of creating a new TV ratings organization. Phase one concentrated on the attitudes of broadcasters, agencies and advertisers toward a projected new service and analyzed the ratings measurement field in terms of its potential as a business.

TVB elections. New members of the board of directors of the Television Bureau of Advertising are Philip Beuth, WKBW-TV Buffalo, N.Y.; Thomas Comerford, Corinthian Broadcasting Corp., New York; Stanley Mouse, Cox Broadcasting, Atlanta (four-year terms) and Thomas J. Tilson, Metro TV Sales, New York (three years). Thomas Cookerly of Albritton Communications, Washington, was elected secretary of TVB succeeding Arthur Watson, NBC owned television stations, New York, who chose not to seek re-election.

Phase two was to have been an analysis of the financing involved in such an undertaking. Phase three was to have been actual implementation of the project.

The Booz, Allen study conducted interviews with advertisers, advertising agency officials, broadcasters and with officials of Nielsen and Arbitron. It came to the conclusion that a new service would be fraught with financial peril.

The study indicates that Nielsen and Arbitron's local measurement services, after many years in the business of serving TV stations, are, at best, "barely in the black." The management firm reasoned that a new ratings firm would cost several million dollars in start-up money, would probably operate unprofitably at least for a number of years and would splinter a market that has no reasonable expectation for growth.

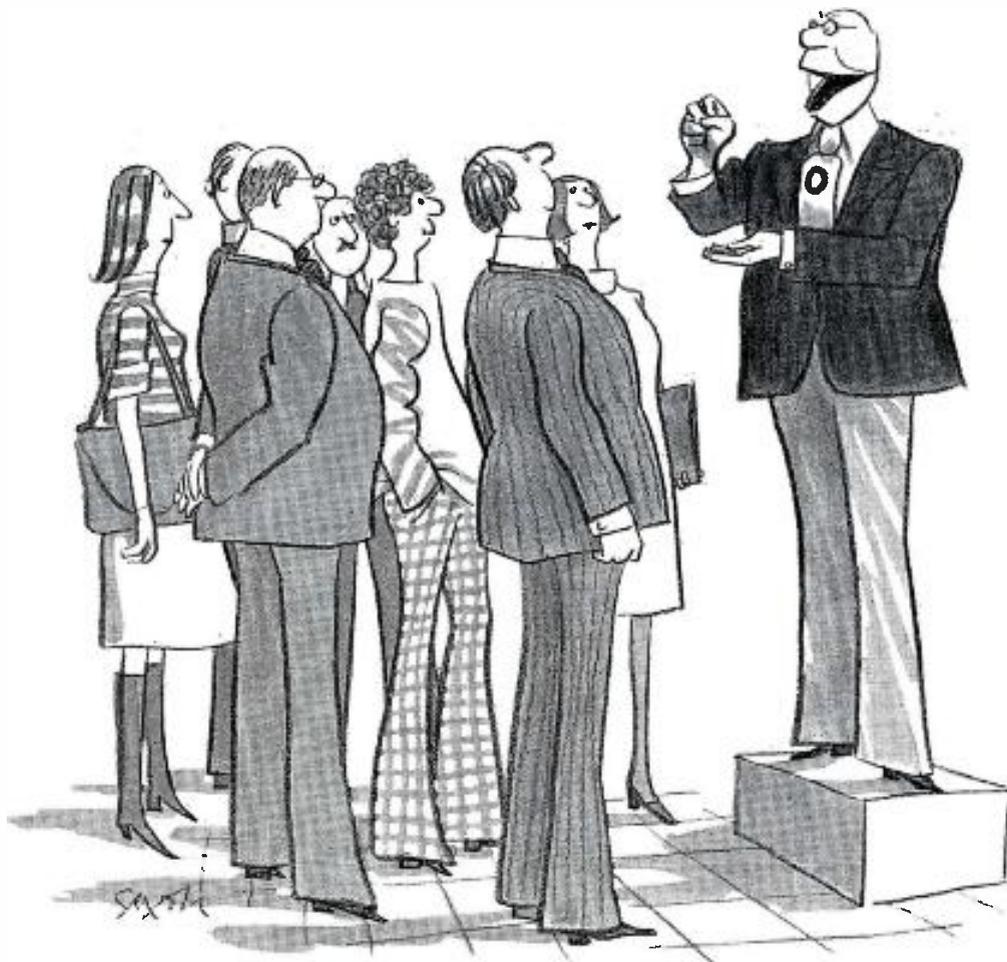
Tim Clark, a Booz, Allen partner who gave the presentation, noted that the local market ratings business is a static one, with scant hope for expansion. He said the only way Nielsen and Arbitron can increase their revenues is by raising their fees. He estimated that the local TV measurement market amounts to \$37 million annually, split evenly between the two firms, which charge virtually the same fees in the same markets.

The study was financed by TV stations and groups and station representatives under the direction of the Ratings Service Feasibility Committee headed by Norman E. Walt of McGraw-Hill Broadcasting and Stanley Mouse of Cox Broadcasting. The cost of phase one was said to be \$152,000. Mr. Mouse told the TVB meeting that there has been initial favorable reaction to the study from broadcasting executives who had seen it, but gave no indication of what the next step might be.

Booz, Allen staffers interviewed about 200 executives from stations, agencies and advertiser firms and it received completed questionnaires from 235 broadcasters. According to the study, agencies and advertisers are satisfied with the present rating set-up, see no need for a new service and would be skeptical of one launched under broadcast auspices. Among TV stations, one in five would be "very interested" and 50% would be "somewhat interested" in helping to capitalize a new ratings research firm.

Booz, Allen said that about 92% of the financial support for local rating services

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comes from broadcasters, but they provide or, at least, are asked to provide little input. The management company said agencies are consulted by rating services, not stations.

Because of stations' strong support, it is Booz, Allen's contention that broadcasters should have a "great input" in the operations of measurement firms. Since economics rule out a third research organization at this time, Booz, Allen suggested the most reasonable alternative might be a new broadcaster group that would work closely with Nielsen and Arbitron.

According to Mr. Clark, the proposed organization could operate independently or within the framework of an existing institution, such as TVB. He said it could contribute to rating services' content, methodology, timing and output.

Booz, Allen believes that the pluses of such an organization are that it would command "more responsiveness" from the rating services since it would be an industrywide group, and over the years would build a close, ongoing relationship with Nielsen and Arbitron.

Just wait until 1980, Rice says

Continued growth by television in general will be boosted by presidential elections and revenues should top \$11 billion, TVB president tells annual meeting

Television's share of total advertising will reach \$11.5 billion in 1980 and will amount to 21.8% of all advertising, Roger Rice, president of the Television Bureau of Advertising, told the bureau's annual meeting last week.

"Two years ago, in 1976, advertising was a \$33.7 billion business with television receiving only \$6.7 billion or 19.9% of that total," Mr. Rice reminded his audience. "This year television's share of advertising dollars has increased to 20.6% and will be close to \$9 billion."

Assaying 1979 prospects, Mr. Rice called it a "hammock year," hanging between the high political years of 1978 and 1980. He estimated that in 1979 local TV advertising would increase by 13%; spot by 8%, and network compensation by 10% for a total growth of 10% in station billings.

Since 1980 is blessed as both a presidential election and an Olympic year, Mr. Rice anticipates local advertising jumping ahead 24% while spot and network revenues will rise 15% each. He said this would give television an increase of 17%.

Mr. Rice also estimated that in 1980, for the first time since 1953, local television dollars will pass spot television dollars (\$3.305 billion versus \$3.283 billion).

Mr. Rice also reviewed seven goals established by TVB for 1978. He discussed the performance of the bureau in meeting each task and said that TVB has met or exceeded its specific goals.

The first, he said, was to increase TV advertising in national spot, local and in total

television. "In the first six months of this year, we estimate that our 13 salespersons moved some \$10.7 million to TV," Mr. Rice reported. "Our efforts were a deciding factor for another \$16.4 million in new TV money and we're quite certain our efforts tipped the scales for television for \$7.5 million more."

The second goal was to improve service to members, and Mr. Rice said this, too, had been achieved. He said in the first nine months of the year, TVB personnel had

25% more contact with members than in the same period last year. Telephone contacts, he noted, went up by 13% and in-person contacts by 66%.

The third goal was to expand membership. Mr. Rice reported that so far this year, 60 new members have joined TVB. Other TVB objectives, Mr. Rice said, were to control operating costs, strengthen member relations, expand member involvement in bureau activities and improve TVB's image.



ACT mobilizes push on FTC

It recruits national support for inquiry into children's TV

Action for Children's Television has gathered more than 40 groups in a coalition to stimulate public participation in the Federal Trade Commission rulemaking on children's advertising.

At a press conference in Washington last week, ACT President Peggy Charren and representatives of many of the groups voiced strong support for the FTC proceeding and urged parents and other adults to write letters to the commission before the Nov. 24 deadline for general written comments.

The conference coincided with local efforts in more than 100 communities throughout the country to begin a final campaign to enlist support for FTC rules.

The appeal for citizen response comes as the FTC is considering establishing trade regulations governing advertising on children's television. Rules proposed by the agency's staff include requiring companies to fund counter commercials, requiring nutritional disclosures and an outright ban on some advertisements directed to children.

ACT said the coalition—including the American Association of School Administrators, American Public Health Associ-

ation, the International Association of Machinists, the National Association for the Advancement of Colored People, United Auto Workers and United Steel Workers among others—represented 200,000 health professionals (including 130,000 dentists), 20 million parents and other concerned adults and more than 500 agencies serving families and children.

Mrs. Charren said the public has an opportunity to help change a system that "permits children to be manipulated for private gain. All of us gathered here today are looking to the FTC for rules to protect children from advertising practices that have a negative impact on health and well-being. Now is the time for anyone who's ever watched any children's television advertising to tell the commission what they think about it."

She said: "We know that the industries that are profiting from this advertising are going to make known their views to the FTC in a myriad of ways. We'd like for people who don't have any money at stake to tell the FTC what they think of children's advertising. We are asking people to spend one hour watching the kind of television aimed at children and then write the FTC."

The FTC proceeding has been strongly opposed by various advertising and indus-

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Draper Hill, *Detroit News*

Michael Keefe, *Denver Post*
Doug Marlette, *Charlotte Observer*
Bill Schorr, *Los Angeles Herald*
Examiner

Dave Simpson, *Tulsa Tribune*
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- Our animators, Hal Seeger Productions, who make it work;
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Newsweek Broadcasting produces five CARTOON-A-TORIALS each week. They run approximately 15 seconds each—easy to program in your news, public affairs or magazine shows.

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Newsweek Broadcasting

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try groups. They have said a regulation is not needed and would violate First Amendment rights to advertise. They were also successful in petitioning the court to disqualify FTC Chairman Michael Pertschuk from the proceeding, on the grounds of bias (BROADCASTING, Nov. 6).

That disqualification and other industry arguments have had a "chilling effect," Mrs. Charren said. Industry seemed to think it had a "miserable case" that would not stand up, she said, so it tried to "undo" the proceeding, first going after FTC appropriations in Congress, then after Mr. Pertschuk.

She said she thought the chairman had an open mind and that she hoped the commission would vote to appeal the disqualification decision.

ACT, she said, has been sensitive to First Amendment rights and has never asked a broadcaster to take something off the air, but this is a matter of deceptive advertising. Mrs. Charren said it is a "per se unfair" advertising practice to sell to children products that are bad for their health.

Among other organizations aligned with ACT for "Ad Watch Week" are The American Academy of Pediatrics, the American Dental Association, the Congressional Wives Task Force, American Federation of State, County and Municipal Employees, the National Urban League and the National PTA.

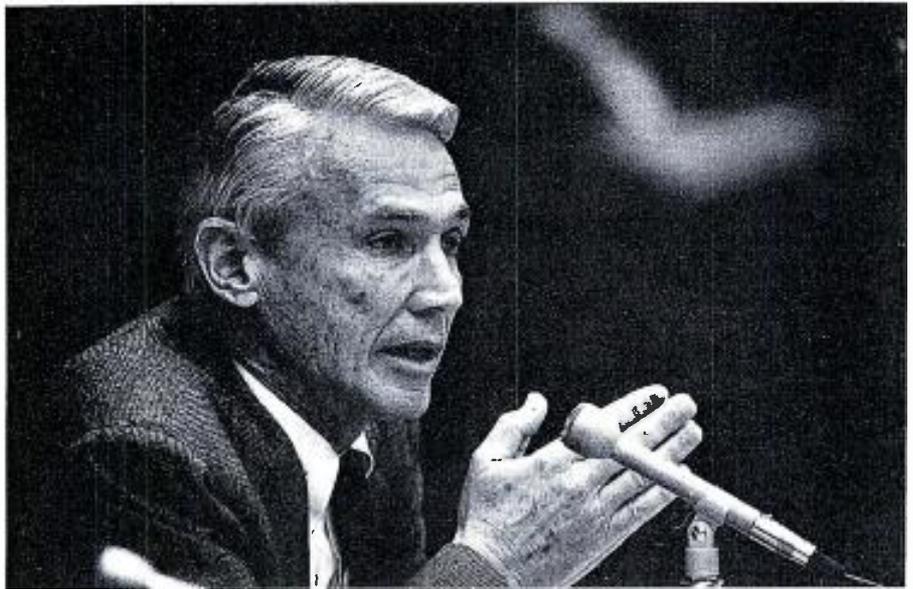
Quaker Oats plan on children's TV wins Ferris's OK but not industry's

FCC chairman praises proposal by cereal maker's Mason that networks should pool efforts on Saturday for children's programing

Mixed reactions, heavily weighted on the negative side, last week greeted the proposal by Kenneth Mason, president of Quaker Oats, that the commercial TV networks be required to produce—and then simulcast—"high quality" children's programs for three hours on Saturday mornings (BROADCASTING, Nov. 13).

Official reactions were hard to come by, but sources close to the advertiser and advertising agency communities said they expected much opposition and little real support from members of those groups—if, indeed, they responded at all. "A lot of individuals are talking about it," one source said, "but the general feeling is that it's so impractical as not to require much serious response."

Network officials declined comment, saying they wanted time to study Mr. Mason's plan more fully. There was some speculation that they also wanted more time to frame tactful rejections to a valued



Mason

customer. Privately, network sources seemed to have nothing but opposition to the plan.

One of those willing to comment was William R. Hesse, president of the American Association of Advertising Agencies. He noted that the simulcast feature would reduce the number of program choices for viewers, and that the "quality programing" factor raises the question: "Who is to be the judge of what is good?"

"I think," he said, "that anything that reduces free choice carries with it serious weaknesses, and anything that also lays upon the public somebody's idea of what would be good for them involves a problem of great consequence."

The first pivotal decision in execution of Mr. Mason's plan would be up to the FCC, which he called upon to designate 9 a.m. to noon on Saturdays as "a special public interest time period" and to authorize "broadcasters and advertisers" to "create a single children's television network" to program it.

FCC Chairman Charles D. Ferris gave the proposal a warm welcome. He called it "positive," noted it addressed a number of the issues raised in the commission's further notice of inquiry on children's television programing and advertising, and expressed the wish that "other industry and public proposals in our inquiry will be equally bold and imaginative."

The chairman also hopes that other parties filing comments in the inquiry address the merits of Mr. Mason's proposals. The speech has been filed as a comment in the proceeding, and the commission staff will make a public announcement of that fact.

Mr. Mason himself said he held no great expectations that his plan would be adopted. He said he had got a good response from agency people and from the press, but had heard no response from other advertisers or the networks.

The chances? "I don't think they're very good," he replied. "People will probably fight a rearguard action. The networks don't think there's a problem. Advertisers may just sit back . . . I'd be kidding you if I

said I thought [adoption of the proposal] would happen."

But he said he hoped it would and that he had made the proposal because he and Quaker Oats had long been concerned about the quality of children's programing—to the extent of, among other things, funding weekend appearances of *Sesame Street* in its early days, even though it would appear in some markets opposite programs in which Quaker Oats commercials were appearing. He felt the proposal must be put on the record, he said; even though it might seem unrealistic.

The plan, he said, will replace the proposal that Quaker Oats put in the Federal Trade Commission children's advertising record a year ago. That was to let public broadcasting provide quality programing for children and, in effect, leave commercial broadcasting alone.

"The trouble with [that solution]," he said in the Nov. 9 speech announcing his plan, "is the implication it makes that only the nonprofit institutions in our society can serve the public interest. That's an implication I don't think business should accept."

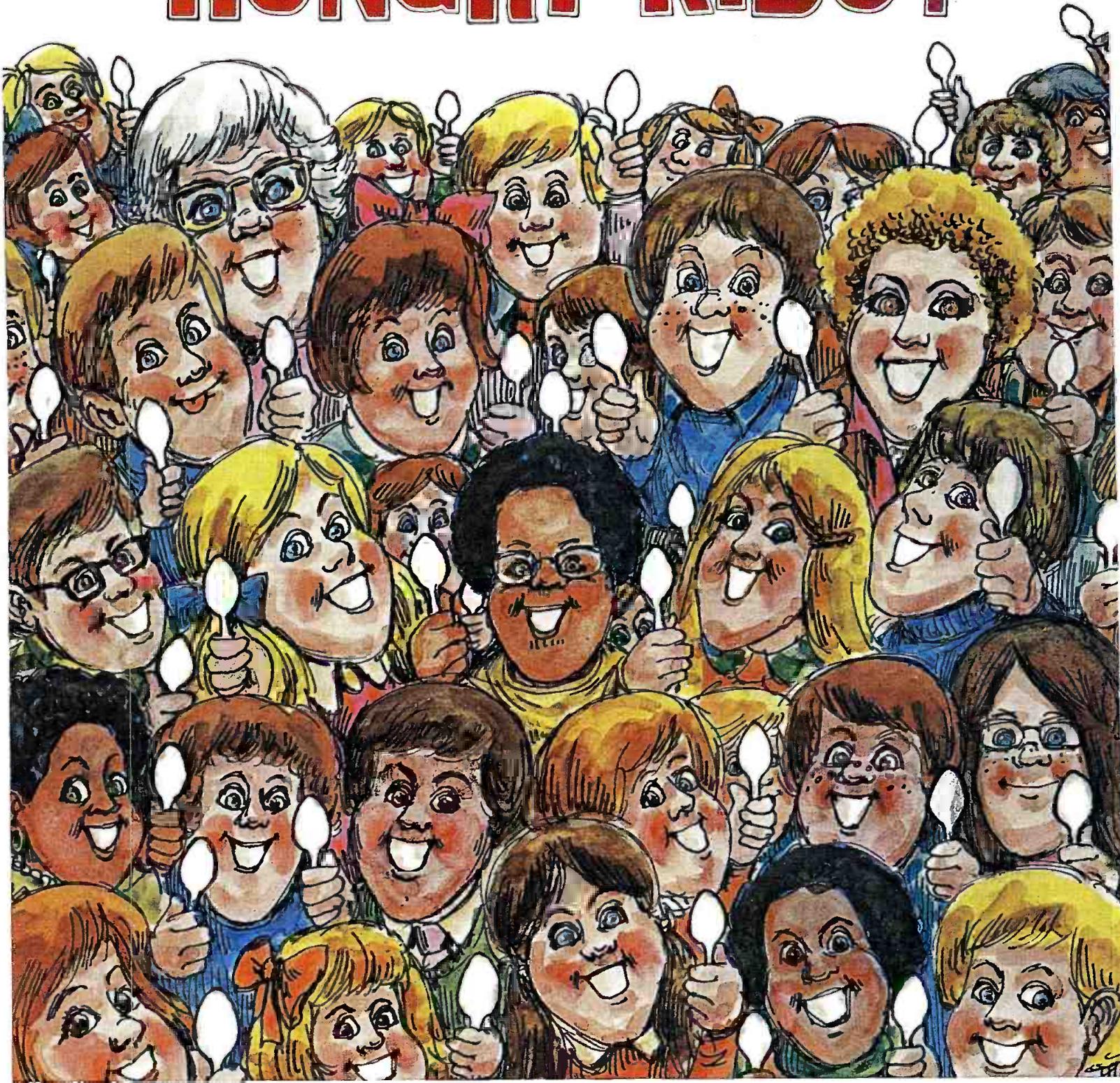
In his speech, made to an AAAA central region meeting in Chicago, Mr. Mason said he thought his plan was one that "everyone in commercial television today—the networks, the advertisers, the agencies—can join and benefit from its success."

If all three networks broadcast the same programs in the Saturday-morning block, he said, they could split up the production, doing 30 hours each in the course of a year, and afford to spend more for these hours and yet, over the 12 months, spend less than they are spending now.

Simulcasting the programs on the three networks, he said would make it "possible to schedule children's programs of outstanding intellectual and artistic quality without fear of losing share of audience to a special program or event on one of the other networks."

(In a telephone interview, Mr. Mason conceded that the three-network program-

WHAT ARE YOU SERVING ALL THOSE HUNGRY KIDS?



ing might lose audience to independent stations programing the kind of children's fare now on the networks. But he said one solution to this might be to allow independents, too, to carry the network programing by paying a proportionate share of its cost.)

Mr. Mason said he hoped advertisers on these programs would agree to rotate their commercials among networks and to cluster them and set them clearly apart from the programing. He suggested they might be clustered by product category and introduced with a lead-in that identifies them as commercials and "provides a balanced view of the product category if one is required." He offered the following example of such a lead-in to a group of cereal commercials:

Announcer: "Hi. I'm not part of the program you've been watching, but I'm here to tell you about some commercials you're going to see. They're all for cereals. One thing you should remember is that some cereals have sugar on them and some don't. When a cereal already has sugar on it you don't have to add any of your own. And when a cereal doesn't have sugar, ask your mom or dad how much they think you should add.

"Another thing to remember is that cereal alone is not a complete breakfast. You should also have milk and juice and maybe even some toast.

"What can you find out about the cereals in the commercials you're going to see?"

Mr. Mason said: "Speaking as an advertiser as demanding as any in the country that our advertising dollars be spent efficiently and productively, I can tell you that the Quaker Oats Co. sees no reason why the treatment you have just seen would in any way interfere with our ability to advertise our products effectively to children.

"And—still speaking as an advertiser—I think seeing our commercials clustered back-to-back might persuade us to upgrade them considerably . . . The advertising in children's broadcasting needs every bit as much, if not more, improvement than the programing."

Mr. Mason said he was confident the Justice Department would waive any anti-trust impediment to such a cooperative effort by the networks. He noted that Newton Minow, as FCC chairman in 1961, had offered a similar cooperative proposal and had said the attorney general had assured him that requests for such a waiver would get "prompt and sympathetic consideration."

Among other benefits, he said, the plan if put into operation would "open up 90 hours for the most creative people in television and advertising to make programs and commercials with quality of execution, not competition for audience, as the primary goal"; would "give commercial networks at long last the opportunity to compete on equal terms with public television in the field of children's programing," and would "earn networks and advertisers increased goodwill and support from parents and teachers."

It would also, he said, "get the FTC off

the hook they're on by transferring the issue of balance and fairness in children's television to the agency which is supposed to deal with these issues—the FCC."

In the interview, Mr. Mason said that although of course he didn't know, he tended to think that if FCC would take "any kind of a strong stand" on his proposal, the FTC would probably use the event to "bow out" of the children's advertising proceeding because, he said, it's already hampered by a bad case.

Mr. Mason made clear that he thought children's television "has improved noticeably" in recent years.

"But," he continued, "when you think of the assets available to us—the size of the budget for these programs, the superb talent being employed—writers, directors, artists, actors—when you think of the opportunity that's there to do something really wonderful for children, then I submit that there is just no way a person interested in the future of this country can sit in front of his television set on a typical Saturday morning from 9 a.m. to noon and not be visually and mentally very disappointed by the lack of intelligent content in most of the scripts, the lack of realism in most of the characters, the lifeless and mechanical animation employed in most of the programs, and the frequency, the blatancy and often the sheer idiocy of so many of the commercials."

Turning the tide?

According to 'Washington Post' Publisher Graham, court decision to disqualify FTC's Pertschuk from children's ad inquiry is warning to regulators to ease up on regulation

Washington Post Publisher Katharine Graham said last week that the court decision to disqualify Federal Trade Commission Chairman Michael Pertschuk from the children's advertising proceeding (BROADCASTING, Nov. 6) should "help tone down the controversy about children's ads."

Speaking to the Metro Washington Ad Club, Mrs. Graham said the public has become sophisticated and discriminating about the limits and claims of the consumer movement. "Yet the activist FTC which that movement inspired is still rolling along—or was until Chairman Pertschuk ran into [U.S. District Court] Judge [Gerhard] Gesell . . . It should also be a cautionary light to regulators to keep their enthusiasms and opinions within bounds."

Aside from that, she said she is "very concerned about the FTC's general tendencies to push further and further into the realm of information and its marketing."

Furthermore, she said she is troubled by the Times-Mirror case, in which the FTC alleged in a complaint that the *Los Angeles Times* was discriminating against smaller advertisers by giving unjustified discounts

to large-volume advertisers.

"A dozen years ago," she said, "none of us would have dreamed that rate cards might be subject to federal scrutiny in that way."

A lot of people have become dissatisfied with bureaucracies, endless rules and all the burdens and costs of official intervention, Mrs. Graham said, but they still want "government activism" in some areas.

Ads compound Ford problems with the FTC

Agency preparing complaint that charges car maker with knowledge of defective engines

The Federal Trade Commission has alleged in an unpublicized complaint that Ford Motor Co. manufactured some 1.8 million cars with defective engines from 1974 to 1978 and promoted them with deceptive advertising.

In the latest step in an action that began in January, the FTC staff said many four-cylinder Ford cars such as Pinto, Mustang, Bobcat and Capri have a "latent defect" which results in premature camshaft and rocker-arm wear. The complaint also alleges that Ford knew about the defect no later than 1976.

Ford will not discuss the case, saying it would be inappropriate because it is now a matter of litigation with the FTC. The FTC does not discuss it either, but documents in the case are in the public record.

"Cars are being bought and sold daily which are subject to the camshaft defect," the FTC complaint said. "These sales are obtained through deception because these cars have been and still are heavily promoted by deceptive advertising."

Among the commercials questioned by the FTC staff is a television one with actor Bill Cosby describing how thoroughly Ford tests its camshafts, ". . . 'cause a flaw in a camshaft could mean a rough running engine. That's 'cause the camshaft makes the valves open and close . . . exactly when they're supposed to." Also, Mr. Cosby says in the commercials, a Ford engine has to be "tough" or "it don't get to go into a Ford car."

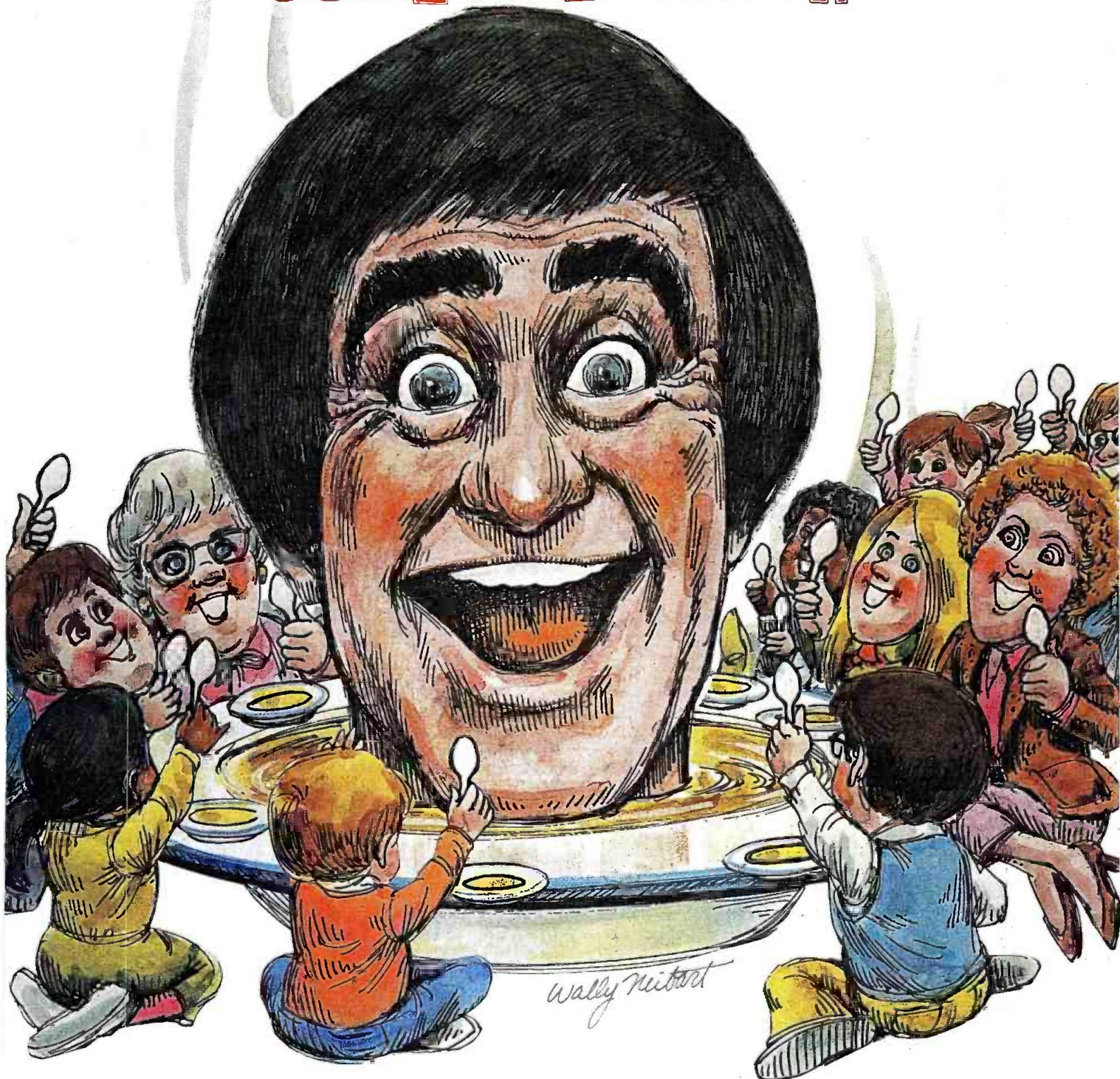
The FTC staff complaint said that, as to a substantial number of Ford cars, "such representations are patently untrue, the engines are not 'tough,' and the valves may not open and close at all, much less 'exactly when they are supposed to.'"

The commission staff alleges Ford knew of the defect no later than 1976, that Ford never told owners or prospective buyers the problem existed or what engine oil might minimize it or that free service was available at dealers if the problem occurred between 12 months/12,000 miles and 36 months/36,000 miles.

The staff is recommending that the commission authorize a federal suit requiring Ford to notify owners of cars that may have the defect.

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Loss on election night barely slows ABC runaway

Even without its powerhouse line-up on Tuesday, network beats out other two by full rating point in second week of November sweep

The prime time ratings averages for Nov. 6-12 proved that ABC-TV can skip its strongest night of the week and still out-distance its rivals.

As reported, election coverage pre-empted the Tuesday night schedules of all three networks, (BROADCASTING, Nov. 13), giving CBS-TV and NBC-TV the unusual opportunity of heading into the heart of the week without having a big chunk of the top 10 programs list already staked out by the likes of *Happy Days*, *Laverne and Shirley* and *Three's Company*.

But ABC, which scored third on election night, went on to win Wednesday, Thursday and Saturday, ending the week with an 18.9 average rating (its lowest of the season except for the week in which NBC carried most of the World Series) to CBS's 17.9 and NBC's 17.8. Averages for the first 12 days of the November sweep period: ABC 20.2, CBS 17.5, NBC 17.0.

ABC also pre-empted its entire Friday night schedule—its weakest—for a three-hour boxing card featuring Larry Holmes fighting Alfredo Evangelista for the World Boxing Council's heavyweight crown. Sans Muhammad Ali, the appeal was noticeably but not disastrously thin, leaving ABC with a third-place 29 share for the night.

That pre-emption made for an interesting fight between two other challengers, CBS and NBC. Most significant, NBC's *Diff'rent Strokes* came in with a 35 share at 8-8:30 p.m. NYT, 10 points higher than its premiere a week earlier (when ABC threw *Happy Days* against it). Had it not been for the 25 share turned in by *Who's Watching the Kids* at 8:30-9 p.m., NBC would have handily taken the lead-off hour from CBS's *Wonder Woman*, which came in with a 31 at 8-9 p.m.

CBS's *The Incredible Hulk* took the 9-10 p.m. time period with a 33 share to NBC's 31 with *The Rockford Files*, but NBC's *Eddie Capra Mysteries* took 10-11 p.m. with a 32 to *American Girls*' 25. That may spell the end for *American Girls*, which pre-empted *Flying High* for a last-shot test run.

In contrast to *Diff'rent Strokes*, NBC's other new series, *David Cassidy—Man Undercover*, dropped eight share points from its premiere the previous week, coming in with a 25 share at 10-11 p.m. Friday. Its lead-in, *Quincy*, provided about the same boost it had before, a 32 share, so the difference seemed to have been

Don't say we didn't try. NBC-TV appealed directly to the nation's conscience last week by taking out advertisements in 70 major newspapers to announce what it called "the most dramatic programing decision in the history of television." The campaign was part of the network's promise to give the innovative new series, *Lifeline*, its "best shot" at success before being canceled as a ratings loser ("Closed Circuit," Nov. 6). The programing decision that the ads were trumpeting: special scheduling of three *Lifeline* episodes last Tuesday, Thursday and Saturday. Large ads appeared in most major metropolitan dailies in the U.S. on Tuesday and smaller ads were planned for Thursday, NBC said.

The copy quoted a number of laudatory reviews of the program, inserting between them a line directly from the programing textbook of Paul Klein, NBC's executive vice president of programs. "*Lifeline* has a huge audience of adults," it read, "but the programs opposite have an even bigger audience of kids." That was a way of explaining why the show NBC was trying to save was scheduled against ABC-TV's *Happy Days*, *Laverne and Shirley*, *Mork and Mindy*, *What's Happening* and *Fantasy Island*, a strategy that had received some criticism in the press.

The ad went back to a critic's quotation to acknowledge that "If someone doesn't wake up, a gutsy, ground-breaking series will die . . ." NBC then resumed, "We're not willing to let that happen. We're convinced that if you watch this show just once, you will want to watch it again and again. To give you that chance, we have scheduled new *Lifeline* episodes on three different nights this week. Watch it. Then call your friends and urge them to watch it, too."

Cassidy's competition on CBS, *Barnaby Jones*. *Jones* was pre-empted for a low-rated variety special when *Cassidy* premiered, but came back to claim the cop fans with a 37 share. ABC's *Family* came in with a 30. *Jones's* lead-in, *Hawaii Five-O*, showed continued signs of aging with a 26 share.

Another intriguing battle took place on Sunday. CBS started its four-part miniseries, *The Word*, at 8-10 p.m.; it came in as the second most-watched show of the week with a 38 share. Facing that competition and suffering a 24-share lead-in from a Pat Boone special, ABC's *Battlestar Galactica* fell to earth with a 29 share, its lowest to date. ABC followed with another of its extra prime-time football games, pulling a 31 share, while CBS's *Dallas* at 10-11 p.m. held up well after *The Word* with a 38 share of its own. NBC took second for the night with Walt Disney's "The Boatniks" at 7-9 p.m., and the feature film "Ode to Billy Joe" at 9-11 p.m., pulling 30 and 33 shares respectively.

In other notable performances:

□ The future for variety specials looked grimmer than ever. NBC's *Li'l Abner in Dogpatch* at 8-9 p.m. Thursday had an 18 share, as did CBS's *Hollywood Diamond Jubilee* at 9-11 p.m. Saturday. Big-name TV movies turned in solid but not spectacular performances for those two networks: NBC's "Rainbow" pulled a 33 share on Monday while CBS's "First You Cry" with Mary Tyler Moore had a 33 on Wednesday.

□ NBC's *Little House on the Prairie* married off the blind Mary on Monday and wound up the most-watched show of the week with a 41 share.

Ratings rise. Public television stations in New York, Chicago and Los Angeles showed a 27% increase in prime time ratings (from 1.3% to 1.6% of all households) from October last year to October this year. The largest increase (1.0% to 1.9%) was on Sundays—due at least partially to strong showings of "Mayor of Casterbridge" and "Duchess of Duke Street" from *Masterpiece Theater*.

CBS advancing in late night

Audience for Carson is dropping although he's still on top; ABC also suffers by CBS gains

Johnny Carson's *Tonight* show on NBC-TV remains king of late-night TV, but CBS-TV's cops-and-comedy combination is cutting into Mr. Carson's domain, as are his days off and programing on independent stations. Also suffering at CBS's hand in late night is ABC-TV.

Competition among programs is difficult to compare in late night because the three networks run shows of different lengths on different nights of the week, a situation further confused by dramatic drops in viewing as the evening wears on. But in comparing the common-time block of 11:30 p.m.-12:30 a.m. NYT, Monday through Friday, CBS research figures show NBC with a 7.9 average Sept. 11-Nov. 5, CBS with a 6.5 and ABC with a 6.2.

The advances made by CBS are seen by comparing those averages to the same period last year, when NBC had an 8.5 average to ABC's 7.1 and CBS's 6.3. Another factor is that, according to CBS, the total three-network share of audience has declined in that late-night period since last year by 6%, but CBS is the only network not to have suffered in that decline.

Again looking at the 11:30 p.m.-12:30 a.m. time period, NBC has 38.4% of the network audience, CBS 31.6% and ABC 30%. In 1977, NBC had 38.8%, ABC 32.4% and CBS 28.8%. At the same time, national television usage on all stations has shown a 3% gain, indicating that independents are improving their audiences slightly in late night as they seem to be in daytime (BROADCASTING, Oct. 9).

The *Tonight* show's apparent weakening can be seen most directly in its own ratings when Mr. Carson is there and when he isn't. Measuring the program's full 90-minute duration, Sept. 11-Oct. 29, its lowest average of the week, a 5.5 rating, came on Monday, when a substitute host fills in. However, ABC has frequent over-

runs of *Monday Night Football* that night. It schedules no late-night attraction for that reason, which may be an influence. But *Tonight's* ratings are also low on Tuesday—a 5.9 average—when the show usually offers “Best of Carson” reruns. On Wednesday, *Tonight* averaged a 7.5, on Thursday a 7.0 and on Friday a 9.4.

CBS attributes its gains in late night to its shift away from feature films to off-network reruns at 11:30 p.m. begun in the late summer of 1977. Those gains have been particularly noticeable, the network says, since the additions this September of *The Rockford Files* and *Barnaby Jones* on Monday and Tuesday nights, respectively, and of *The New Avengers* on Friday.

PTA hasn't gone away

It's gearing up to protest license renewals of network O&O's over TV programing

Promising to make good on its threat to file petitions to deny the licenses of five network-owned television stations if network programing doesn't become more wholesome, the national Parent Teachers Association is holding three “training sessions” on how to challenge licenses.

The association held two day-long sessions for PTA members and citizen groups in Detroit and Cleveland last week and has another scheduled for today (Monday) in Chicago, all those cities being communities of license of the five target O&O's. PTA threatened in a statement earlier this year to file petitions if its monitoring of fall prime time programing doesn't show a drop in violence and sex on television. The five stations, all of whose licenses are up for renewal the end of next year, are WMAQ-TV Chicago (NBC), WLS-TV Chicago (ABC), WBBM-TV Chicago (CBS), WKYC-TV Cleveland (NBC) and WXYZ-TV Detroit (ABC).

National PTA President Grace Baisinger says the association won't make the decision whether to file against the stations until it sees the results of the monitoring conducted from Oct. 15 to Nov. 18. But she is continuing PTA's diatribe against programing it considers offensive. “The networks have already expressed themselves through their fall TV programs,” she said last week. “Now the time is quickly coming for the PTA to speak out.”

She said the association is particularly concerned that sexually oriented programs are “gaining prominence on TV” during hours when children make up a large part of the TV audience. “While we don't realistically expect the portrayal of sexual behavior to be removed from television, we do feel that presenting sex on the level of ‘childish sniggering’ is offensive, and that this treatment of sex is being over-used and abused as a program device,” Mrs. Baisinger said.

The license-challenge training sessions are being conducted by William Young, director of the national PTA's TV Project.

Program Briefs

ABC kickoff. ABC Sports and North American Soccer League, in 1979 and 1980 deal, have agreement for network to cover nine games each season—five regular-season games (on weekends in May through July), three playoffs (August to September) and Soccer Bowl championship (September). ABC Sports also plans preseason soccer special each year.

Growing tally. *The Great American Radio Show*, rock and jazz countdown of top-20 hits including highlights of new selections, interviews and vignettes, is said to have been cleared on more than 50 stations so far, WXLO(FM) New York and KMET(FM) Los Angeles, among them. Two-hour weekly series with January start is distributed by Westwood One, Los Angeles.

For best campaign. Broadcasters Promotion Association has added new award to honors it presents at annual conventions. To be conferred for first time at June 1979 Nashville gathering is trophy for syndication promotion, to distributor with best campaign for program or series.

Holiday fare. Memphis-based William B. Tanner Co. is offering six-hour combination of vocal and instrumental music (Percy Faith, Johnny Mathis, Andy Williams and others) for Christmas radio programing. *Music for the Christmas Season* programs 42 minutes each hour, leaving remainder for local commercials, greetings, news, etc. Deals primarily are for cash, but option's open for limited barter.

Add two. Latest stations to join Westinghouse Broadcasting Co.'s *PM Magazine* programing service are WDVM-TV Washington and WOKR(TV) Rochester, N.Y. That commits 18 stations so far including Group W's five that broadcast access strip as *Evening Magazine*.

Nine on Moon. Moon Radio Network, Pittsburgh, reports sale of Grey Cup championship game Nov. 26 to eight radio stations and one cable system in six states. Canadian professional football championship game is inaugural broadcast of Moon, which plans other special network broadcasts (BROADCASTING, Oct. 9).

Signed up. Stan Margulies, producer of both *Roots* and upcoming *Roots: The Next Generations*, has agreed to three-year exclusive contract with Warner Bros. Stan Margulies Co. will develop and produce both motion picture and television projects for Warner.

Straight talk. The Rev. Jesse Jackson, civil rights activist and head of Operation PUSH, will get heavy exposure for his self-help philosophy on Metromedia's television stations beginning in January. Six 30-second public service announcements, covering subjects ranging from school to drugs, were prepared at the group's KMBC-TV Kansas City, Mo., with the idea said to have been initiated by Metromedia Television President Lawrence Fraiberg. Metromedia is supplying the 30's free to any U.S. station that requests them.

Next from OPT. Fourth Operation Prime Time project, MCA TV/Universal production of Howard Fast's *The Immigrants*, begins airing on most stations in line-up this week. Breakdown of 91 stations carrying two two-hour episodes is 13 ABC's, 27 CBS's and 26 NBC's and 25 independents. That's same as OPT's earlier *Evening in Byzantium*, with one more NBC affiliate on board.

Beefed up. Ford Foundation and National Endowment for Arts have renewed grant to noncommercial WNET(TV) New York's Television Laboratory, awarding \$650,000, up from 1977's \$500,000. Larger grant is expected to help finance up to 15 independently produced documentaries.

Here come the pies. *Soupy Sales Show* is being revived as original strip series with co-production by Air Time International and KTLA Productions (Golden West Broadcasters, Los Angeles). Air Time International's subsidiary, Air Time Inc., is distributing for cash with January availability.

Another merger

Taft to acquire Worldvision TV distribution firm for stock deal estimated at \$12.6 million

Taft Broadcasting Co., a major station group owner as well as a television producer and distributor, has reached an agreement in principle to acquire Worldvision Inc., a privately held leader in TV distribution. The price will be about \$12.68 million in stock, based on Taft share prices last week.

The deal calls for Cincinnati-based Taft to issue up to 410,000 common shares to Worldvision owners. Taking the \$18 per share price on the New York Stock Exchange early last week, that would amount to \$7.38 million. Another \$5.25 million of 6% preferred stock also will be issued. Redemption and/or common stock conversion of the preferred stock still has to be agreed upon.

Worldvision, which claims to be the world's largest privately held TV program distribution company, was formed in 1973 when the FCC rules led to a spin-off of ABC Films from ABC Inc. Present owners are Kevin O'Sullivan, president and chief executive officer; Neil Delman, executive vice president; Jerry Smith, executive vice president/marketing sales; Colin Campbell, senior vice president/international sales, and Howard Lloyd, senior vice president/Western division manager.

Unlike other major distributors, Worldvision, headquartered in New York, does not produce any of its own product. Domestically it currently distributes series ranging from *The Newlywed Game* and *The Next Step Beyond to The Mod Squad* and *Combat*, as well as feature packages. Worldwide, there's *Holocaust*, *Little House on the Prairie*, *Eight is Enough* and *Loveboat* among others. According to Mr. Delman, Worldvision anticipates sales of

\$40 million by the end of this calendar year; 1977 sales records were said to have been broken within the first six months of 1978.

According to Mr. O'Sullivan, "Worldvision will continue to operate as it has in the past several years, but it will be strengthened by its integration into Taft." No changes are anticipated in management or operating philosophy. Given the necessary steps to come (stockholder and regulatory approval and the like), Worldvision would become a wholly owned subsidiary.

Taft, which is hoping to have everything settled before its new fiscal year begins in March, owns WBRC-TV Birmingham, Ala.; WGR-AM-TV and WGRQ(FM) Buffalo, N.Y.; WKRC-AM-TV and WKRQ(FM) Cincinnati; WTVN-AM-TV and WLVQ(FM) Columbus, Ohio; WDAF-AM-TV and KYYS(FM) Kansas City, Mo.; WTAJ-TV Philadelphia; and KQV(AM)-WDVE(FM) Pittsburgh, and WYNF(FM) Tampa, Fla.; and has bought, subject to FCC approval, WDCATV Washington (BROADCASTING, May 1) and WDAE(AM) Tampa, Fla. (see "Changing Hands").

Television and motion picture production and distribution are centered in what Taft calls its West Coast group, with Hanna-Barbera Productions the core company. Other companies so grouped are Hanna-Barbera Enterprises; Taft, H-B Program Sales; Taft, H-B International, Solow Production Co. and Sy Fischer Co.

While broadcasting still is the mainstay

on the balance sheets, amusement park interests continue to grow. Outside Cincinnati, Taft owns Kings Island; it has a 50/50 partnership with the Kroger Co. in Kings Dominion outside Richmond, Va., and Carowinds, outside Charlotte, N.C., and has purchased Marineland outside Los Angeles. Currently it is considering building a park outside Toronto. Still other interests range from golf courses to motels.

For its fiscal year ended in March, net revenues were up 27% to more than \$138 million and net earnings up 28% to almost \$19.9 million (BROADCASTING, June 6). Major stockholders are Dudley S. Taft, president, other members of the Taft family and members of the David S. Ingalls family.

'Edward the King' sale to Mobil backfires on CBS

Network let rights go for \$2 million, but now at least 12 of its affiliates will desert it for 13 hours on ad hoc network

A British TV series, revived by Mobil Oil after being kept dormant at CBS-TV, is coming back to haunt the network.

Mobil, which assembled ad hoc networks for its earlier *Ten Who Dared* and *When Havoc Struck/Between the Wars*, now is putting together another of more than 50 stations for *Edward the King*, an ATV Ltd. production. Thirteen one-hour episodes on the life of Edward VII of England will run weekly from 8 to 9 p.m. Wednesdays beginning Jan. 17.

By last Wednesday, Mobil was able to confirm 30 stations already on board, including 18 network affiliates. Hardest hit, ironically, is CBS-TV, which so far will be losing 12 markets including Boston, Detroit and Cleveland. Five NBC affiliates and one ABC affiliate have so far signed for the show.

Even more ironic, perhaps, is that CBS-TV is said to have cleared the way and sold Mobil the rights to the show. According to Herbert Schmertz, Mobil vice president, public affairs, CBS extended the term of its rights with ATV so it could sell 12 hours to Mobil for \$2 million. An additional episode was picked up from ATV for \$200,000.

Mobil edited the program and brought in Robert MacNeil (Public Broadcasting Service's *MacNeil/Lehrer Report*) as host.

As with past Mobil projects, distribution is left to SFM Media Service Corp. And according to Mr. Schmertz, the fact that CBS is the hardest hit by pre-emptions worked out that way locally. "We solicited every station in every market" that was sought, he said.

Network schedules also played a part of where Mobil could best competitively schedule. Not atypical of the reasons given why CBS is losing markets is the explanation from one affiliate general manager. Aside from the fact that Mobil is paying

good rates to buy the hours locally, he said, the show should bring prestige. He added that CBS-TV began its season with *The Jeffersons* at 8 and *In the Beginning* at 8:30. The latter already has been canceled and with no word yet from CBS on rescheduling, he said, there was no concrete ratings enticement.

From 8 to 9, ABC-TV now offers its hit *Eight is Enough* and NBC-TV has *Dick Clark's Live Wednesday*. The Outlet Co. will be pre-empting all three networks' shows when its four stations carry *Edward the King*. Its stations are WJAR-TV Providence, R.I., and WCMH-TV Columbus, Ohio (both NBC-TV affiliates); WDBO-TV Orlando, Fla., (CBS-TV) and the lone ABC-TV drop-out so far: KSAT-TV San Antonio, Tex.

Independents, too, are playing a role, with Metromedia's WNEW-TV New York and WTTG(TV) Washington, among them. To reach the smaller, cable-penetrated markets, Mobil is turning to so-called superstations which are broadly relayed to cable systems by satellite. WGN-TV Chicago and KTVU(TV) San Francisco are on board and negotiations were under way last week with WTCG(TV) Atlanta. All three would mean a potential of about 9.5 million viewers—or as Mr. Schmertz added: "like picking up New York and Chicago."

Those pre-empting CBS are WNAC-TV Boston; WJBK-TV Detroit; WJKW-TV Cleveland; WITI-TV Milwaukee; WIVB-TV Buffalo, N.Y.; KWTW(TV) Oklahoma City; WDBO-TV Orlando, Fla.; WTVH(TV) Syracuse, N.Y.; WEYI-TV Flint, Mich.; WLYH-TV Lancaster and WSBA-TV York, both Pennsylvania, and WHAS-TV Louisville, Ky.

Pre-empting NBC are KOA-TV Denver; KCRA-TV Sacramento, Calif.; WJAR-TV Providence, R.I.; WCMH-TV Columbus, Ohio, and KTEW(TV) Tulsa, Okla.

ABC: KSAT-TV.

The independent line-up: WNEW-TV New York; WGN-TV Chicago; KTVU(TV) San Francisco; WTTG(TV) Washington; KSTW(TV) Seattle (Tacoma, Wash.); WTOG(TV) Tampa-St. Petersburg Fla.; WHMB-TV Indianapolis; XETV(TV) Tijuana, Mex. (San Diego); WZTV(TV) Nashville; KPHO-TV Phoenix; WHME-TV South Bend, Ind., and WQRF-TV Rockford, Ill.

'Hardy Boys' dropped

ABC Entertainment has announced its third series cancellation of the prime-time season: *The Hardy Boys Mysteries*.

The Glen Larson/Universal Production, starring Shaun Cassidy and Parker Stevenson, has been losing its 7-8 p.m. NYT time period with a 12.3 average rating and 21 share. That's more than three rating points off its average in 1977-78. ABC said it plans to let the program run until Jan. 14, 1979, but no replacement has been announced.

Hardy Boys premiered in January of 1977 with an alternate *Nancy Drew* segment, which was phased out last season. Other ABC cancellations to date were *Apple Pie* and *Operation Petticoat*.

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Money to build on

UA-Columbia gets \$32 million loan to help with expansion in Texas, New York, New Jersey

UA-Columbia Cablevision, a Westport, Conn.-based multiple system operator building cable franchises in San Antonio, Tex., and New York City suburbs and extending northern New Jersey operations, has secured an additional \$32 million in loans to finance its expansion.

Once completed, the MSO expects to have more than doubled the number of homes its cable passes.

Announced earlier this month was a 15-year loan agreement for \$20 million (at fixed 9 5/8% interest) with UA-Columbia's insurance companies: Mutual of New York, Aetna, Teachers and Home Life. The remaining \$12 million came from UA-Columbia's revolving line of credit, increased from \$12 million to \$24 million (at prime interest rates) by a group of banks led by Chase Manhattan and Pittsburgh National.

As of the end of last month, UA-Columbia systems claimed 253,620 subscribers from 396,096 homes passed. Projections are that the new builds will bring homes passed to 850,000-900,000.

In San Antonio, UA-Columbia has just started work on a 2,300-mile system that is planned to be available to 275,000 homes. Four New York City suburbs—New Rochelle, Scarsdale, Eastchester and Tuckahoe—are expected to amount to 45,000 homes. And UA-Columbia's northern New Jersey/North Bergen/Passaic system, now passing 100,000, is being built to serve a possible 250,000.

Cable Briefs

Another in Washington. Cox Cable Communications, Atlanta, multiple systems owner, announced it had won the right to construct and operate cable TV system in Yakima, Wash., in referendum held Nov. 7. Yakima has about 20,000 homes. It will be Cox's fourth system in Washington state.

Optical sale. Pioneer Systems Inc. is expected to complete negotiations soon for sale of Optical Systems Corp., developer of pay cable equipment, to Alan H. Greenstadt, Optical's president. Optical is currently 80% owned by Pioneer, which will retain 700,000 shares or about 20% of stock after sale. Cable company has losses exceeding \$13 million. Mr. Greenstadt said it will continue pay cable and emphasize over-air pay television. Value of deal won't be announced until terms are final.

Record-breaker. Home Box Office, pay-cable service claiming more than two million subscribers, says last month was its best in terms of new affiliate systems. HBO re-

ports 50 added in October, ranging from Chattanooga Cable TV to Helena (Mont.) Cable TV. Now in 48 states, HBO expects to reach all 50 by year-end.

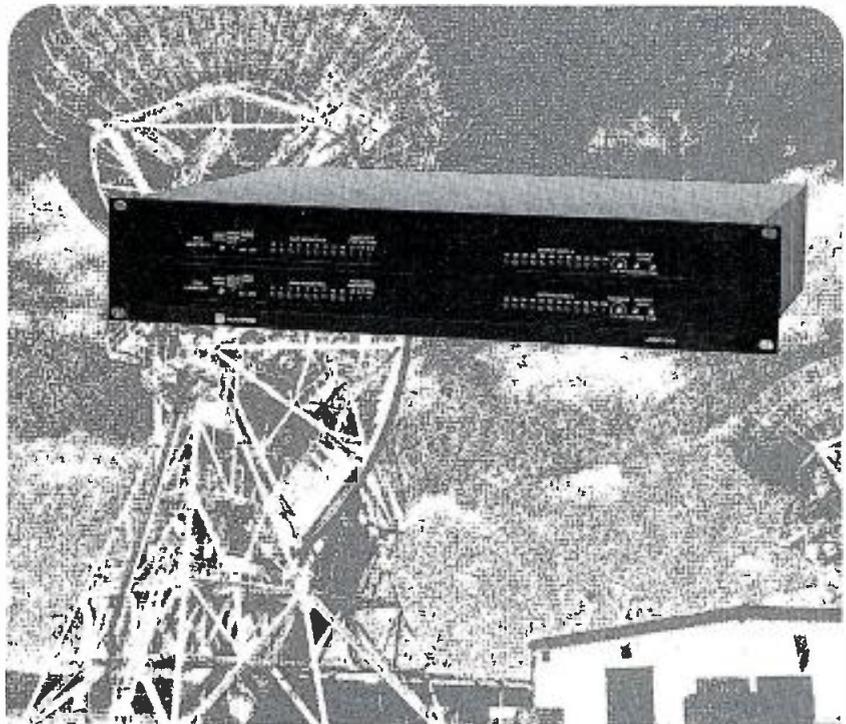
Buying more. Wrather Corp., Beverly Hills, Calif.-based firm with interests ranging from TV distribution and production to hotel ownership, is beefing up its ownership in Teleprompter Corp. Already owner of 1.2 million shares, Wrather plans to buy up to another 450,000, bringing investment from about 7.3% to about 10% of common shares. Teleprompter stock last week was selling at about \$10 per share.

More shows from Showtime

Showtime, which will be doubling its subscriber count when Teleprompter Corp. becomes a partner in the venture with Viacom International Jan. 1 (BROADCASTING, Sept. 18), is planning to expand its programming line-up at the same time.

Beginning in January, Showtime will be scheduling 18-20 different shows a month as opposed to the 14 now available. That will mean about three or four will be specials and the rest feature films. The service averages about nine hours of such programming a day.

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Carter hopes for better relationship with news media

In Moyers interview, President sees problems for both sides, but says that, for his part, he's trying to improve

President Carter, the born-again Christian, has had in effect two crosses to bear since entering the White House almost two years ago. One, which has been evident, is the "inertia of Congress," the length of time it requires to act on complicated pieces of legislation. But the other—at least the depth of his feeling about it—has not been so clear: "the irresponsibility of the press."

President Carter, who discussed those and other matters in a wide-ranging, one-hour interview with Bill Moyers carried on Public Broadcasting Service and National Public Radio stations last week, indicated he felt relations with the press were improving, presumably as a result of the work of Gerald Rafshoon, his new assistant for communications. But he made it clear, as have Democratic Presidents before him, that Republican Presidents have no monopoly on irritation with the press.

"Quite often," he said, reporters have failed to do the checking necessary—through a telephone call or personal visit—that could have prevented "a serious distortion of the news." Furthermore, he said, there is "a sense of doubt or even cynicism" about the government and programs and proposals, which he attributed to the "Vietnam experience" or the manner in which the public was misled during Watergate, or the revelations of illegal activity on the part of the Central Intelligence Agency.

But the President also shouldered some of the responsibility. A large part of the problem, he said, was caused by his "relative inaccessibility" and by his lack of knowledge of the press "and vice versa." And in the last few months, he said, steps have been taken to improve relations with

the news media and to provide him and his cabinet members with the capability of communicating with the American people through the media.

He did not say specifically that those improvements were due to the work of Mr. Rafshoon, who joined the White House staff on July 1 (and whom Mr. Moyers described as President Carter's "media czar"). But the President said he and others in the White House realized the need for "clearer access to the public through the press in an undistorted way, a truthful way," and to make it easier for reporters on deadline who want to check facts.

"I think we've made some progress in this respect," the President said.

Later, top White House aide Hamilton Jordan did what he could to soften the "irresponsibility" charge. Speaking with reporters at a breakfast meeting on Tuesday, Mr. Jordan said the charge was "spontaneous." Actually, he said, "our collective experience with the press for the most part has been good. Coverage of this President by and large has been fair."

ANPA suggests N.C. newspaperman be named to WARC '79 delegation

The American Newspaper Publishers Association has a candidate for a place on the U.S. delegation to the World Administrative Radio Conference to be held in Geneva next year. He is Joseph P. Rawley, general manager of the *High Point* (N.C.) *Enterprise* and now a member of the Public Advisory Committee for WARC.

Jerry W. Friedheim, executive vice president and general manager of ANPA, in a letter to Secretary of State Cyrus Vance, said there is now no one on the delegation who is familiar with the current and future telecommunications needs of the country's press and wire services.

Mr. Friedheim also said Mr. Rawley would be "a valuable addition" to the delegation if discussions at WARC, as some fear, "digress from their legitimate aims to include policy discussions" involving Third World countries' positions

on direct broadcast satellites and on sovereignty claims for space. Mr. Friedheim, who said needs of the press could be jeopardized in such an event, noted that Mr. Rawley has been a member of the ANPA Telecommunications Committee since 1972, and has met yearly with the American Working Party of the International Press Telecommunications Council.

Ted Turner's latest

From the man who brought you the first TV 'superstation' comes a plan for 24-hour news for cable systems via satellite

Ted Turner is looking elsewhere. Mr. Turner confirmed reports that he is "talking about" establishing a 24-hour, live, satellite-fed news service, which, in his words, will be the "most massive undertaking since the establishment of the networks." Mr. Turner told BROADCASTING that the principal feed of the service will "probably come out of Atlanta" but that it will entail establishing news bureaus throughout most of the rest of the country as well.

During an interview in his Atlanta office, Mr. Turner also said that he intended to remain "as aggressive as I can be" in what promises to be a considerably heated-up competition as other stations—most notably WGN-TV Chicago—follow his lead on satellite-distributed programming.

The proposed news service, still in incubation, will be "strictly for the cable industry," Mr. Turner said, and will be run independently of his other primary communications operation—WTCG(TV) Atlanta, the channel-17 superstation that, according to Turner Communications Corp.'s most recent figures, is delivered to approximately 2.5 million cable homes in 44 states.

As planned, the news service will be presented in two-hour segments—a half hour of national and world news and a half hour each of financial news, sports and features. The suggested price would be 15 cents-per-subscriber-per-month.

Although Mr. Turner offered no start-up date for the service, industry reports have suggested Jan. 1, 1980, as the likely date for the first satellite feed. Mr. Turner is also expected to offer individual cable systems five minutes of each half-hour segment for the insertion of advertising.

Of the budding superstation competition, Mr. Turner, who has had his share of tough contests, said confidently that "plenty of independents were available" before via the terrestrial connection system, and his station still managed to do well.

In 22 Southeastern markets, he said, WTCG has been beating WGN-TV Chicago "two-to-one" with cable subscribers. His source was a Turner survey conducted last February that found viewers in that region who watched WTCG watched it an average of 8 hours, 51 minutes a week. A survey



Carter and Moyers

of cable systems served by the Chicago station, he said, indicated that viewers watched WGN-TV an average of 5 hours, 14 minutes each week. WPIX(TV) New York, another major independent likely to go to satellite feeds, "is even worse," Mr. Turner said, with viewers watching 4 hours, 30 minutes.

Mr. Turner indicated that he did not expect the new superstations to pose a serious threat to WTCG's dominant position in the South and Southwest, but he did suggest that he expected some regionalization of coverage.

Franklin Mint charges ulterior motives at CBS

The Franklin Mint has accused CBS News of presenting a "false picture" on *60 Minutes* to bolster the competitive standing of another of CBS's divisions. CBS denies any inaccuracy or unfairness.

Following a Nov. 12 *60 Minutes* segment involving Franklin Mint, a supplier of "mail order collectible and luxury products," Franklin Chairman Charles L. Andes issued a statement alleging "a blatant attempt by CBS to strengthen the competitive position of its Columbia House Division, which competes directly with the Franklin Mint."

He also claimed a drop in Franklin stock the day after the broadcast resulted from "a totally inaccurate and misleading segment."

CBS, which identified itself as being in the collectibles business during the segment, denied the charges, calling the report "fair and accurate" in examining whether silver medallions in limited editions are "wise from an investment standpoint." It said the segment dealt with a consumer issue.

No help for Let's Help

The "Let's Help Florida" committee, which failed in its effort to persuade citizens of that state to approve casino gambling there, also failed to persuade the FCC that WCKT-TV Miami was unfair in its treatment of the issue (BROADCASTING, Oct. 30).

The commission staff, in a letter to the committee four days before the issue was voted on in a referendum, rejected the contention that the station's coverage had been unbalanced. The staff said the station reported presenting "substantial coverage" of the progambling side of the issue and offered figures showing balanced coverage.

The staff also rejected a claim that the station had violated the personal attack rule, broadcasting "editorials" attacking members of Let's Help Florida. The commission cited the station's position that the material complained of were not editorials, which, the staff said, represents the views of the licensee, but commentary by an anchorman during news program. And news commentary is exempt from the rule the staff said.

Government looks up for help with emergency communications

Satellites and new technology envisioned in program to be put up for bids from private suppliers

The federal government is turning to communications satellites—and the technology permitting the use of portable equipment—for use in restoring communications wiped out in peacetime disasters.

Bardyl R. Tirana, director of the Defense Civil Preparedness Agency, last week announced that proposals are being requested from private industry for a system involving a transportable ground station with voice, data and television capability that would communicate with earth stations through a satellite.

As sketched by Mr. Tirana, a transportable ground station would be trucked or flown into a disaster area and be operational within two hours. Among its other services, it could provide a link to the out-

side for television and still pictures. A portable earth station small enough to be carried on a man's back could be moved in even more quickly. In recent disasters, communications have been down for up to 24 hours.

Mr. Tirana said the program, which will involve the use of leased equipment, will cost an estimated \$4 million a year for the first five years. It would, he said, be cost effective. He noted that California has lost up to \$90 million in forest fires in a single year.

And Anthony T. Shtogren, a retired Air Force general who is serving as a consultant to the agency on the project, said it should overcome what he suggested was the communications hardware industry's reluctance to produce the necessary equipment without waiting for the government to advance the "front-end money." The satellite technology has been established, but has never been used in disaster-relief work.

"We're not putting the front-end money up," he said. "We're going to lease the equipment and let the industry come up with a proposal."

The government, moreover, sees the project as a forerunner of a public service communications satellite capability. The National Telecommunications and Information Administration, which, together with the National Aeronautics and Space Administration, helped DCPA develop its proposal, hopes other agencies will be able to use the system for other public-service

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functions. However, details have yet to be worked out.

The ESCS system will consist of four elements:

- A transponder in a satellite fixed in orbit 22,300 miles high—high enough for it to make direct contact with any point in any of the 50 states, Puerto Rico and the Virgin Islands.

- A network operations control center in the Washington, D.C., area.

- Sixty-two leased fixed ground terminals with 14 voice-grade channels and one television channel. One would be based in the capital of each of the 50 states, Puerto Rico and the Virgin Islands, and the remainder at 10 federal regional offices. Fifty-two transportable ground stations would also be provided.

- Sixty-two leased portable earth stations with a single channel voice or data capability are also part of the plan. These would be assigned to the same places as the fixed ground terminals, but could be moved into the disaster areas more easily.

The DCPA has received inquiries concerning the program from virtually every company involved in satellite communications. Mr. Tirana said the system eventually selected could involve a new satellite or the use of a transponder on an existing one.

The agency expects to receive bids by Jan. 3 and to award a contract three months later. The system is scheduled to become operational some time in 1980-81 under a new governmental unit, the Federal Emergency Management Agency, into which DCPA is to be folded as part of a presidential government-reorganization plan. Along with DCPA, FEMA will contain disaster agencies now located within the Departments of Commerce, Housing and Urban Development and the General Services Administration.

S-A courting broadcasters to expand market

Satellite equipment maker pushes its hardware in big way among TV independents

The leading manufacturer of satellite earth-station equipment, Scientific-Atlanta, is now gearing up for what it believes is soon to be the second major burst of buying of its products. The cable television industry is already well on its way toward conversion to satellites, and the Atlanta-based manufacturer is betting that broadcasters, especially independent television stations, will soon follow.

Two weeks ago in Atlanta, about 240 communications executives met for S-A's fourth earth station symposium. The three-day think session (which doubles, company officials readily admit, as a pre-sales show), attracted a considerable number of broadcasters, who were there in



For the birds. At left, three earth station dishes at S-A's headquarters. At right, Sid Topol, president, and Jay Levergood, cable manager, opening S-A's symposium.

large part to test the satellite technology waters and to check out what their broadcasting competition may be up to.

S-A's president and chairman, Sidney Topol, is so certain that the sales volume of his products is going to be "dramatic" in the coming years that he has invested in one new 70,000 square-foot plant to house the company's cable operations and is preparing to start construction on another facility of that size for antennas. He sees a time in the not-too-distant future when "every broadcast station, hotel and hospital" is going to have a satellite antenna on its roof. His company, he says, intends to make 60% of the antennas.

Of the 220 communications experts on the official list of registrants, more than 40 were broadcasters representing firms such as CBS-TV, Christian Broadcasting Network, Golden West Broadcasters, WPIX(TV) New York, PTL Television Network and others. S-A officials said that there was about a 50-50 split among the attendees between the managerial and technical communities.

Most of the broadcasters, Mr. Topol pointed out, represented independent stations and programming firms that are being attracted to satellites because of the increase of available "alternative programming" that is being delivered now by such firms as Robert Wold Co. and Hughes Television. There's "no incentive" right now, he said, for major network affiliates to acquire satellite earth terminals, but, he believes, even they are only a "couple of years" from taking the plunge.

And Ken Leddick, who heads the company's broadcast marketing arm, was even more specific. "As the programming comes," he said, "the earth stations come." And in independent television, that necessary "critical mass" of programming is about to be reached.

Some figures on available television programming already on the satellite indicate just how much is out there for broadcasters. John Tagliaferro of Hughes said that his company is now buying 5,000 hours a year on the Western Union Westar satellite. Robert Wold surprised a few in the audience by announcing that ABC-TV, his largest customer, has "expanded its use of satellite transmission very dramatically" and has become "very aggressive" in its use of satellite feeds. (That network's daily *World News Tonight* links its various anchors and correspondents by

satellite.) Wold also provides an hour of Westar's time each day to the Independent Television News Association.

"If independents really want to be competitive" with their affiliated competitors, Mr. Wold said, they should think about satellites.

But what about the networks? Other than the Public Broadcasting Service, the major networks have not tried to link their stations via satellite. Mr. Topol explained that the present Bell system provides the big three with an "adequate, very effective national network." The networks are committed to satellites for their feeds to New York from the West Coast and for their sports and news programming, but there is now "no advantage" for them to look at the satellites for networking.

One smaller network is heavily committed. Duffy Sassar of the Spanish International Network explained that its 11 stations are now receiving their network programs via Westar. His firm has also used satellites to relay Spanish-language programming from Mexico, South America and Europe.

Bob Wormington, president of independent KBMA-TV Kansas City, Mo., which has its own earth terminal, presented dollar figures for independent broadcasters thinking about satellites. Taking a hypothetical baseball game in Atlanta and relaying it to Kansas City costs, according to published tariffs, \$3,185.50 to deliver via the AT&T system. By satellite, that same two-and-a-half hour game costs the station \$2,310 if it uses a common carrier's downlink facility and only \$1,486.50 if the station has its own terminal. His station, he said, is "heavily involved" in sports programming and presents 90 to 100 games a year.

Former FCC Chairman Richard E. Wiley, speaking at a Wednesday night banquet for those attending S-A's conference, predicted that the "three major commercial networks will switch to satellite communications." (He suggested they would use the AT&T-GTE Comstar, which will be available for video use next year.) The Washington attorney also predicted that rates for satellites "are likely to be deregulated" although less regulation of the satellites themselves and the carriers "cannot be expected."

Mr. Wiley also said that he believed that satellites will eventually become the primary means of delivering video signals

while the terrestrial system, because of time-delay problems in the satellites, will remain the province of two-way voice communications. "We're not going to be putting AT&T out of business," he said.

Perhaps the most disturbing news of the week, for broadcasters at least, came from one of their own—Leslie Arries, president of WIVB-TV Buffalo, N.Y., an ABC affiliate that first invested in an earth station in 1976 and now has two antennas aimed at RCA's Satcom and at Western Union's Westar. "Broadcasters are far behind our competition" in satellite technology, he said, and they are running the risk of "losing out" on available programming because of that. Cable systems "are going to have access to a lot of programming" not avail-

able to broadcasters, who, he fears, "are falling way behind." (As an example, Mr. Arries pointed out that in Canada major cities such as Toronto and Vancouver are over 80% wired and broadcasters there "are having real trouble" competing.)

WIVB-TV uses its stations in a number of ways other than broadcasting about 50 sporting events each year. The station was attracted to the satellite as a way of increasing its use of its remote facilities. For that purpose alone, he said, the earth station "was the right answer." The station, which set up a common carrier subsidiary, Satellite Signals Unlimited, also is used to relay programs to Canada. (Buffalo and Bellingham, Wash., are the relay points for the international feeds.) The station's

jump on the competition in the international business has "discouraged others" from entering the international market.

By S-A's figuring, 25 commercial television stations now have earth stations, and about 50 will be in use by broadcasters in 1979. ("Closed Circuit," Nov. 13). There are 785 authorized commercial television stations. Of some 4,000 cable systems, 800 will have earth terminals in January 1979, and the industry projects that 2,700 will be equipped to receive satellite signals by 1981. Pointing out that in 1975 no cable systems had earth stations and that in 1978 alone, 600 will have added satellite antennas, Mr. Topol is confident that broadcasters are going to be compelled to follow.

Too soon to tell on teletext

Information delivery system, already in use in Europe, is beginning to make itself known here among manufacturers and regulators, but there are many questions to be answered about how it would fit in in this country

The United States is not "by any means," as one official said last week, close to establishing standards for a teletext-style system of digital information delivery, but the Electronics Industries Association, the FCC and some major broadcasters, sensing a potential market in this country, are looking at systems elsewhere and taking early, tentative steps toward establishing one here.

Two weeks ago, the FCC got a good look at three teletext systems during a special demonstration at commission headquarters in Washington. The Broadcast Television Systems committee of the EIA has established an ad hoc subcommittee to begin investigating teletext. And one major broadcaster, CBS-TV, is expected to set up an experimental system next spring.

At its special meeting on the subject, the FCC heard from William Lovelace of Bonneville International Corp., the parent of KSL-TV Salt Lake City, which has been experimenting with teletext, William Gross of the Info-Text system of Micro-TV Inc. and Francois Renevier of the Antiope system in France.

A teletext system, in which information broadcast on certain vertical blanking intervals can be called up by viewers in an electronic "page" format, is operating in Great Britain and France. There are any number of potential uses for such a system in the U.S., including captioning for the deaf.

FCC Chairman Charles Ferris said the commission was interested in encouraging development of teletext, and he repeatedly asked during the meeting what role the FCC might play.

C. Bailey Neal, senior staff consultant for GTE-Sylvania's entertainment products group and chairman of EIA's BTS committee, said last week that by the com-

mittee's next meeting, Dec. 15, members of a subcommittee on teletext will be named. Mr. Neal said the group is being formed to look at "text/graphics systems" as a very early step toward establishing industry standards.

An EIA engineer working with the BTS committee, E.M. (Eb) Tingly, said that the subcommittee will be looking at the three foreign systems. He also said that a "standard worldwide" was one goal of U.S. groups interested in teletext on an international level. Beyond that, he said, information about the committee will be "more definite" after the mid-December meeting.

The British and the French systems are not compatible, Mr. Tingly said. The "quite rigid" British system displays its information on 22 lines of 40 characters. The French system is composed of 24 rows of 40 characters. Because the U.S. bandwidth is smaller, only 20 lines are possible. The three systems demonstrated to the commission sent data to receivers at various rates. The FCC could opt to put limits on how high or how low that data rate could be.

Two standards the commission might consider are specifications of display and transmission characteristics. Both of those would enable manufacturers to produce uniform equipment, which would not necessarily keep costs lower but would allow for international exchanges, as long as those specifications were compatible with the foreign systems.

CBS is reported to be interested in moving ahead with teletext technology. Following the KSL-TV lead, the network is now said to be planning to implement a system in St. Louis next spring. The network has yet to apply to the FCC for permission, however, but it is expected to within the next few weeks.

But, as Mr. Tingly said, there is much "more than the technical problem" facing the implementation of teletext in this country. For one, he said that advertisers are going to want some "assurances" from broadcasters that their messages "on the main screen" are not wasted on

viewers who, at a commercial break, switch to a teletext channel.

And John L. Bartlett, an attorney with the law firm of Kirkland & Ellis, is already looking into some of the regulatory and legal problems of a new service. One of the basic questions, Mr. Bartlett said, was whether "we are going to allow broadcast spectrum" to be used. As long as the inclination in this country is toward the British model, which broadcasts to all receivers, Mr. Bartlett believes teletext proponents will have little trouble with the FCC. If, however, the move is toward "addressable messages," private communications—such as Digital Broadcasting System's message service that uses FM subcarriers (BROADCASTING, Oct. 23)—teletext could be considered, from a regulatory point of view, as a common carrier matter. (Mr. Bartlett said the DBS system was only analogous to teletext.) The attorney also said that there has been some interest on the part of the multipoint distribution services in teletext.

FCC wants to know if it's worth it to do something about TV interference

Commission is going to take look at problems caused by CB, others, but with an eye to economics

The FCC is reviving its interest in interference that citizen band, amateur and other radio services cause to television and other electronic equipment, including heart pacemakers. But it is not ready to say further government action to deal with the problem is warranted.

The commission, in a notice of inquiry released last week, is seeking help on the subject from a variety of sources—among them, consumers, manufacturers of receiving and transmitting equipment, economists and engineers. It wants to know their views on the seriousness of the problem and the costs and technical questions involved in solving it.

More than 73% of all interference com-

plaints received by the commission's Field Operations Bureau—some 90,000 in each of the last two years—involved interference to electronic home entertainment equipment. And most complaints, the commission says, involve signals from CB, amateur, broadcast and land mobile transmitters.

More than a family's entertainment may be at stake. The commission said air navigational systems, heart pacemakers, truck braking systems, and explosive devices are subject to malfunctions because of interference.

The commission has already taken various steps to tighten up transmitter standards. But they have not solved the problem. And Congress is considering legislation to authorize the commission to establish standards for home electronic equipment.

But the commission is not sure regulation is the solution most in the public interest. It said the increased cost of achieving immunity standards would fall on the consumer. And some consumers, the commission added, might prefer less protection if it meant less cost, while others might not even experience the interference problem.

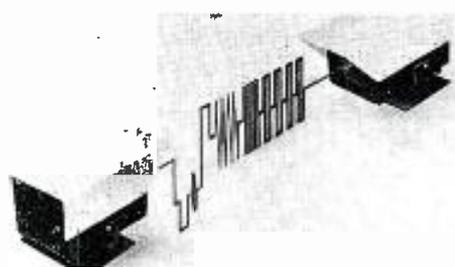
Accordingly, the commission said it had to know more about the economics of and interest in resolving the problem before it would adopt or support government regulations to deal with it.

Comments are due May 1, 1979, and replies July 1, 1979.

In Sync

Up and coming in broadcast technology

Back to the drawing boards? The cross-country rumor mill has been working overtime lately with reports of a disaster in "type C" one-inch helical video tape recorders. Various reports have it that tape compatibility standards, which were worked out in a Society of Motion Picture and Television Engineers committee, simply can't be implemented in the factory—that tape exchanges have failed and that SMPTE has been asked, in effect, to start all over again. **Not a shred of truth to it, say the manufacturers.** Dave Fibush, the engineering section manager for Ampex and chairman of SMPTE's helical recording group, says that tape exchanges have been "thoroughly satisfactory" and that "absolutely nothing like that is going wrong." Ampex, he says, has been shipping the VPR-2 recorders since the end of September. **Likewise for Sony.** Arnold Taylor, the head of that company's broadcast products division, says "there are no serious problems" other than "run-of-the-mill birth pains." Shipments of type C Sonys are to begin in December. **Even color didn't come in a day.** Mr. Fibush agrees there are some "minor technical points" to clear up. But, by way of reference, he says, "we're still making minor technical adjustments in quad standards, too." **Moreover.** If SMPTE has been asked to revive its committee, no one has bothered to tell the society about it. SMPTE hasn't heard about any such request, and neither has the former chairman of the society's working group on one-inch standards, Fred Remley of the University of Michigan. **Tiptoeing Up.** For the year, sales of color sets to dealers are up 14%—and that's in spite of the first industrywide (albeit tiny) price increases that set manufacturers have been able to maintain since 1974. Now Zenith Corp. is increasing its prices an incremental 1.7% on Nov. 30. GTE-Sylvania is going to follow with "selective" increases Dec. 31, and industry sources report that RCA may have an announcement when it meets with its distributors Dec. 7. The industry's latest price increase—also of minimal degree—was this past summer. **VCR update.** Home video recorders are continuing to lead the consumer products field this year. The Electronics Industries Association reports that in October 56,545 units were sold to dealers—just slightly below September's 56,759 ("In Sync," Oct. 23). Total sales for the year are now put at 299,134, EIA says. Color television receivers sales were down 2.4% for the month, and black-and-white set sales dropped 6.7%. Total radio receiver sales, down 11.2% in September, dropped 30.1% in October. **Something from Sony.** The word from Tokyo is that Sony Corp., the Japanese electronics giant, is trying to introduce a video player for automobiles. At an automobile show two weeks ago, the company introduced a compact Beta-format machine. The \$1,040 player system includes a five-inch portable color television, a power unit and a case for combining the two into a car-mountable system. Japanese sales are expected to start in April with foreign marketing following in about six months. **Color's coming to Colombia.** Next month, Colombia is expected to select a color television transmission standard. PAL, SECAM and NTSC systems are being considered for the South American country, which has a market for color receivers estimated at between 50,000 and 80,000 annually. Colombia's decision is expected, as well, to influence upcoming plans for color conversions in Bolivia, Ecuador, Peru and Venezuela. Brazil and Argentina use PAL systems, while NTSC is popular in several Central American nations. **And elsewhere on the international front.** Vital Industries, Gainesville, Fla., is starting to see some return from its appearance at September's International Broadcasting Convention in London—about \$2 million of it. The company announced that RAI, the Italian television network, has selected Vital to supply 57 switching systems for its new third channel. Shipments, Vital said, have already begun. **Final note.** American Laser Systems Inc., Goletá, Calif., has introduced its ALS Optical TV Transmission system—a short-haul laser link for video transmission. A system is made up of two units, a transmitter and a receiver, each of which is smaller than a standard television set (see picture). Video signals are relayed by means of infrared light of constant frequency but with rapidly fluctuating intensity. The receiver turns the optical feed back into electronic signals, which may then be fed for broadcast. The system is designed, ALS says, for short hops—across a city street or down the block—and works best at distances under 1,000 feet. No FCC license is required to install the unit, which has a base price of \$6,160.



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The Broadcasting Playlist™ Nov 20

Contemporary

Last week	This week	Title □ Artist	Label
1	1	MacArthur Park □ Donna Summer	Casablanca
2	2	You Needed Me □ Anne Murray	Capitol
4	3	Kiss You All Over □ Exile	Warner Bros.
3	4	Hot Child in the City □ Nick Gilder	Chrysalis
6	5	Double Vision □ Foreigner	Atlantic
8	6	How Much I Feel □ Ambrosia	Warner Bros.
13	7	Don't Bring Me Flowers □ Streisand/Diamond	Columbia
7	8	Reminiscing □ Little River Band	Harvest
5	9	Whenever I Call You "Friend" □ Kenny Loggins	Columbia
9	10	Ready to Take a Chance Again □ Barry Manilow	Arista
14	11	I Just Wanna Stop □ Gino Vannelli	A&M
15	12	Sharing the Night Together □ Dr. Hook	Capitol
12	13	I Love the Night Life □ Alicia Bridges	Polydor
25	14	Le Freak □ Chic	Atlantic
11	15	You Never Done It Like That □ Captain and Tennille	A&M
16	16	Alive Again □ Chicago	Columbia
17	17	Time Passages □ Al Stewart	Arista
42	18	YMCA □ Village People	Casablanca
21	19	Too Much Heaven □ Bee Gees	RSO
20	20	My Life □ Billy Joel	Columbia
19	21	One Nation Under a Groove □ Funkadelic	Warner Bros.
24	22	Strange Way □ Firefall	Atlantic
41	23	Instant Replay □ Dan Hartman	Blue Sky
22	24	Beast of Burden □ Rolling Stones	Rolling Stones
23	25	Sweet Life □ Paul Davis	Bang
10	26	Who Are You □ Who	MCA
27	27	(Our Love) Don't Throw It All Away □ Andy Gibb	RSO
28	28	Ooh Baby, Baby □ Linda Ronstadt	Asylum
34	29	Hold the Line □ Toto	Columbia
31	30	Don't Want to Live Without It □ Pablo Cruise	A&M
33	31	Change of Heart □ Eric Carmen	Arista
-	32	We've Got Tonight □ Bob Seger	Capitol
30	33	Get Off □ Foxy	TK
26	34	Boogie Oogie Oogie □ A Taste of Honey	Capitol
47	35	Fire □ Pointer Sisters	Planet
43	36	Straight On □ Heart	Portrait
37	37	Dance (Disco Heat) □ Sylvester	Fantasy
32	38	Blue Collar Man □ Styx	A&M
29	39	Right Down the Line □ Gerry Rafferty	United Artists
-	40	September □ Earth, Wind & Fire	Columbia
45	41	Bicycle Race/Fat Bottomed Girls □ Queen	Elektra
40	42	How You Gonna See Me Now □ Alice Cooper	Warner Bros.
38	43	I'm Every Woman □ Chaka Khan	Warner Bros.
44	44	New York Groove □ Ace Frehley	Casablanca
-	45	Part Time Love □ Elton John	MCA
-	46	Fun Time □ Joe Cocker	Asylum
-	47	Can You Fool □ Glen Campbell	Capitol
35	48	Macho Man □ Village People	Casablanca
-	49	Promises □ Eric Clapton	RSO
18	50	Love is in the Air □ John Paul Young	Scotti Bros.

Playback

Another Seger single. Bob Seger is once again proving his versatility as both a rocker and a balladeer: his new ballad, *We've Got Tonight* (Capitol), enters "Playlist" at 32 this week. The third single off his *Stranger in Town* album, it's "a nice, mellow song," says Brad Taylor of WINX(AM) Rockville, Md. (Washington). "If it doesn't hit top five, I don't know what will ... the more you hear it, the more you love it," he continues. **More chart breakers.** Earth, Wind and Fire's new single, *September* (Columbia), from the *Best of Earth, Wind and Fire* LP comes on at 40 with a bolt. "It's going to be a sensation," says Gary Guthrie of WAKY(AM) Louisville, Ky. And Bob Canada of WGH(AM) Newport News, Va., says "it's very good, and it sounds even better on radio ... it's alive. It's good old basic pop rock. The group has always straddled the line; it's never been black or white, but a good mix between the two." □ Joe Cocker returns to the top 40 scene after a long absence with a bang: *Fun Time* (Asylum), from the *Luxury You Can Afford* album, bolts to 46. Greg Loehr of WICC(AM) Bridgeport, Conn., says "I think it'll go top 10. It's a light party-type record ... very commercial. The whole album is very commercial and very good. He does quite a few renditions of very big, standard songs, including *Whiter Shade of Pale*—which, rumor has it, will be the next single—and he does an excellent job. It's one of the best albums he's done in a long time." □ Glen Campbell is making a smooth crossover to contemporary with his new single, *Can You Fool* (Capitol), entering at 47. Paul Sebastian of WAPE(AM) Jacksonville, Fla., says the ballad is not country-sounding. "It's a Billy Joel-type thing with piano. It's a completely different sound for him, very modern."

Country

Last week	This week	Title □ Artist	Label
17	1	On My Knees □ Charlie Rich	Epic
1	2	Sweet Desire □ Kendalls	Ovation
19	3	The Gambler □ Kenny Rogers	United Artists
2	4	Sleeping Single in a Double Bed □ Barbara Mandrell	ABC
10	5	I Just Want to Love You □ Eddie Rabbitt	Elektra
11	6	That's What You Do to Me □ Charly McClain	Epic
9	7	Ain't No California □ Mel Tillis	MCA
-	8	Break My Mind □ Vern Gosdin	Elektra
3	9	Little Things Mean a Lot □ Margo Smith	Warner Bros.
6	10	Two Lonely People □ Moe Bandy	Columbia
7	11	Fadin' In, Fadin' Out □ Tommy Overstreet	ABC
4	12	What Have You Got to Lose □ Tom T. Hall	RCA
-	13	You've Still Got a Place in My Heart □ Con Hunley	WB
14	14	Cryin' Again □ Oak Ridge Boys	ABC
5	15	Daylight □ T.G. Sheppard	Warner Bros.
23	16	Bull and the Beaver □ Haggard/Williams	MCA
20	17	... Back in Heaven □ Razy Bailey	RCA
8	18	Anyone Who Isn't Me Tonight □ K. Rogers & D. West	UA
-	19	Burgers & Fries □ Charley Pride	RCA
12	20	Let's Take the Long Way Around the World □ R. Millsap	RCA
15	21	Tear Time □ Dave & Sugar	RCA
-	22	Friend, Lover, Wife □ Johnny Paycheck	Epic
13	23	Another Goodbye □ Donna Fargo	Warner Bros.
18	24	Heartbreaker □ Dolly Parton	RCA
25	25	Don't You Think This Outlaw Bit ... □ W. Jennings	RCA

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

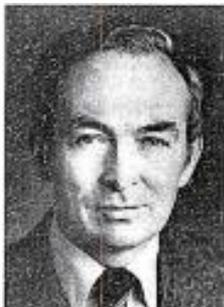
Fates & Fortunes

Media

David L. Nelson, VP and general manager of CBS-owned WBBM-TV Chicago, named to new post of VP, station services, CBS Television Sta-



Nelson



Joyce

tions division, New York. **Edward M. Joyce**, VP, news, CBS Television Stations, succeeds him as WBBM-TV VP and general manager.

Ronald B. Sunderland, VP, ABC-TV, business affairs, West Coast, named VP of business affairs, ABC-TV. He will continue to be based in Los Angeles. **Anthony S. Farnacci**, director of business affairs, East Coast, ABC-TV, New

York, named VP-business affairs, daytime and specials, East Coast.

Jeffrey S. Rosen, senior attorney, NBC, New York, appointed senior counsel.

Allan R. Cohen, director of planning and administration, WCBS-TV New York, named vice president, personnel, CBS/Broadcast Group, New York.

Thomas E. McKinney, VP-general manager of Mutual Black Network, Arlington, Va., named president-general manager. He succeeds **Paul W. Yates**, who joins WBZ-TV Boston as assistant general manager. Mr. Yates also was president of Sheridan Broadcasting group, part-owner of MBN.



McKinney



Janas

John Janas, assistant to president of Rollins Inc., assumes additional responsibility for company's media group, which includes five AM, one FM, three TV stations and two cable systems. He succeeds **James C. Roddey**, president of media group and VP of company, who resigned.

Philip E. McDonald, general manager of WCKY(AM)-WWEZ(FM) Cincinnati, named VP of licensee, Federated Media, group owner.

Pat Nugent, general manager, KLBJ(AM) Austin, Tex., owned by late President Lyndon B. Johnson's family, resigned to pursue other business interests. Mr. Nugent, husband of Luci Johnson, became general manager of station following death of J. C. Kellan last year.

Bob Dean, news reporter, WSPA(AM) Spartanburg, S.C., joins Bethany Broadcasting, Thomson, Ga., as VP, in charge of operation of company's WTIO-AM-FM there.

Ken Harmon, VP-general manager of WBSG(AM) Bennettsville, S.C., named executive VP of licensee of station, Big Bend Broadcasting, Quincy, Fla., company's headquarters.

Hal Comello, sales manager, WCIS(AM)-WKKY(FM) Pascagoula, Miss., named general manager.

Hugh Barr, manager, WCAR(AM) Detroit, joins WSYR-AM-FM Syracuse, N.Y., as station manager.

John H. Davidson, general sales manager, WBZ-TV Boston, named assistant general manager, co-owned KPIX(TV) San Francisco.

Lane Peeler, from production staff of WHFT(TV) Miami, appointed chief operations manager.

John Brancamp III, program director, WRWC(FM) Rockton, Ill., joins KAOH-AM-FM Duluth, Minn., as operations manager.

Thom Price, production director, KEYH(AM) Houston, joins KSIM(AM) Sikeston, Mo., as operations manager.

Kleason E. (Skip) Holmes, sales representative, Burroughs-Redactron, Phoenix, joins Combined Communications Corp. there as senior research analyst in marketing department. Combined owns major station group, newspaper publisher and outdoor advertising firm.

Cathy Grzanka, traffic coordinator, WBBM-FM Chicago, named research manager.

Robert J. Ural, sales manager, WFRE(FM) Frederick, Md., joins Mutual Broadcasting System, Washington, as Southeast regional manager in station relations department.

Glen Peiffer, senior financial analyst, CBS, New York, joins KCMO-TV Kansas City, Mo., as business manager.

Peter Kochis, accounting manager, KOA-AM-FM-TV Denver, joins KOIN-TV Portland, Ore., as controller and business manager.

Broadcast Advertising

John P. McLaughlin, co-founder of Keenan & McLaughlin Advertising, New York, in 1970, named president and chief operating officer. **Mike Keenan** relinquishes those titles, continuing as chairman of the board and chief executive officer.

William McDonald Merrell, executive VP and chief operating officer, Howard, Merrell & Boykin, Raleigh, N.C., elected president. **Everett F. Boykin**, senior VP, named executive VP-creative services. **J. T. Howard**, agency founder, continues as chairman of board.

Ira Berkowitz, **Brian Harrison** and **David Lewis**, account supervisors, Ogilvy & Mather, New York, elected VP's. **Bill Trembath**, copy supervisor of Ogilvy & Mather Direct Response, elected VP.

Chris Hoene, account supervisor, Grey Advertising, New York, joins Kenyon & Eckhardt there as VP-account supervisor.

Terry Livermore, from McCann-Erickson, Detroit, joins D'Arcy-MacManus & Masius, Bloomfield Hills, Mich., as account executive on Pontiac Motor Co. account. **Ronald Wroblewski**, head of broadcast buying operation, DM&M, assumes additional responsibilities as associate media director. **J. Tory Syvrud**, executive producer, Glenn, Bozell & Jacobs, Dallas, joins DM&M, St. Louis, as producer in creative department. **James Nissley**, from Ross Roy, Detroit, named direct-mail supervisor in Bloomfield Hills office of DM&M.

Gerold R. Rubin, VP-account supervisor, Needham, Harper & Steers, Los Angeles, transfers to Chicago office as senior VP-management representative. **Bob Huff**, from J.

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Walter Thompson, New York, joins NH&S there as senior planner in media department. **Angela Bucalo**, from Blair Television there, joins NH&S as assistant planner.



Hallenbeck

William J. Hallenbeck, VP-management supervisor, J. Walter Thompson, Los Angeles, joins BBDO, Detroit, as management supervisor on Dodge car national advertising account.

John Parsekian, from Dentsu Advertising, Los Angeles, joins Creamer Inc., New York, as account execu-

tive.

Barry Fischer, assistant in network television department of Wells, Rich, Greene, New York, named supervisor of network services, working in network buying.

Cathy Heilmann, buyer-planner, Campbell-Mithun, Chicago, joins Haddon Advertising there as media director.

Elizabeth Anne Conway, VP-media, Jan Gardner & Associates, Memphis, elected executive VP.

Jane Fanuka, media buyer, Goldberg/Marchesano, Washington, named associate media director.

Kurt Willinger, senior VP and associate creative director of Compton Advertising Inc., New York, named creative director, succeeding **Barrie Curtis Spies**, who has resigned to open consultancy.

Lois Gaelen, partner in Passberger, Dolan, Romano, Gaelen, New York, joins Cunningham & Walsh there as group creative director.

Michael Pollock, producer, Ogilvy & Mather, New York, joins Foote, Cone & Belding there in same capacity.

Patricia Tribell, from S.M. Brooks agency, Little Rock, Ark., joins Faulkner & Associates there as art director and print production coordinator. **Lorene Henson**, marketing director for restaurant chain, joins Faulkner as assistant media director. **William Puckett**, graduate, University of Arkansas, Little Rock, named account executive with media responsibilities.

Elizabeth Fielding, editor of corporate communications, Peat Marwick Mitchell & Co., New York, joins Cunningham & Walsh there as account executive in public relations division.

Thomas C. Brown, head of public relations department of San Francisco office of J. Walter Thompson, joins Dailey & Associates there as VP-director of public relations.

Appointments, MMT Sales: **Mike Wiener**, account executive, New York, named sales manager; **Larry VanderBeke**, sales manager of MMT's Minneapolis office, moved to sales manager of Chicago office; **John Lionberger**, account executive in Chicago office, succeeds Mr. VanderBeke; **Morris Peck**, manager of Boston office, named VP; **Jack Lyons**, sales manager of Dallas office, named VP of Dallas office, and **Paul Saltin**, account executive in Chicago, succeeds Mr. Lyons in Dallas.

Steven L. Plotkin, local salesman, WEMP(AM)-WNW(FM) Milwaukee, joins Chicago office of McGavren-Guild as account executive.

Kenneth E. Kline, account executive, Katz Agency, New York, joins Avery-Knodel Television, New York, as account executive on Alpha sales team.

Bob Roganti, manager of national sales activities, based in New York, Field Spot Sales, elected VP and general manager of Field Spot Sales, broadcast sales representative of Field Communications.

John R. O'Connor, publisher, *World Tennis*, CBS Consumer Publishing Division, named VP, Detroit sales, CBS-TV, succeeding **Richard Sears**, who resigned, and is seeking broadcast ownership.

Arthur Kane, VP of international sales, Viacom International, New York, joins CBS Sports division of CBS/Broadcast Group, New York, as director of international sales.

Joyce Mueller, account executive, CBS-owned KMOX(AM) St. Louis, joins CBS Radio Spot Sales, Chicago, in same position.

John J. Spinola, sales manager, WBZ-TV Boston, appointed general sales manager.

Larry Scott, in sales department of WHFT-TV Miami, appointed general sales manager.

Paul Orlo, national sales manager, WFSB-TV Hartford, Conn., appointed general sales manager.

James A. Teets, director of sales develop-

ment, WPGH-TV Pittsburgh, joins WPTT-TV there as sales manager.

Ted Norman, station manager, WBAP(AM)-KSCS(FM) Fort Worth, joins Christian Broadcasting Network as Fort Worth sales manager of KXTX-TV Dallas.

Brendan Kennedy, from MMT Sales, New York, where he was station representative for KCMO-TV Kansas City, Mo., joins KCMO-TV as national sales manager.

Joyce Ramsey, national sales assistant, KTVX(TV) Salt Lake City, named sales service manager.

Timothy P. Kenner, account executive, WHIO-AM-FM Dayton, Ohio, named national sales manager.

Garry Eaves, account executive, WNAP(FM) Indianapolis, appointed sales manager.

Vivian Hunt, former manager of advertising and promotion, WNBC-TV New York, joins WRKO(AM) Boston as account executive.

Keith L. Murray, from North American Tool Corp., Philadelphia, joins WHET(AM) Boston as account executive.

Earl Murton, from Goldberg/Marchesano & Associates, Washington, joins WASH(FM) there as account executive.

Programing

Armando Nunez, vice president and general sales manager of foreign sales, ITC Entertainment, New York, named executive VP-general sales manager, foreign sales.



Nunez



Page

Ken Page, VP-general manager of domestic syndication, Columbia Pictures Television, Burbank, Calif., named VP of Columbia Pictures Television Distribution.

Ronald S. Korda, former manager, broadcast ratings, NBC, named manager, program planning, NBC Entertainment, New York.

Ruth Ann Meyer, operations manager, WMCA(AM) New York, named director of program development, NBC Radio Network. **Craig Simon**, program manager, NBC-owned WYNY(FM) New York, named producer-director of NBC Radio *Olympic Odyssey* series (BROADCASTING, Oct. 2).

Joe Garagiola, sportscaster for NBC Sports, had contract renewed for 1979 baseball season.

Mark Welton, general manager of Metro Home Theatre of Detroit, joins Universal Subscription Television's Boston office as commercial divisions manager, responsible for coordinating marketing of USTV's Broadcast Entertainment Subscription Television service in Boston area.

A Call for Applications

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Fellowship Program funded by the National Endowment for the Humanities

Ray Bennett, VP-taxes, 20th Century-Fox, Beverly Hills, Calif., named corporate VP-public affairs and taxes.

Walt Lloyd, producer-director for noncommercial WTVI(TV) Charlotte, N.C., joins Snazelle Films/VTR, San Francisco, as video operations director.

Jim Major, program director, WJBK-TV Detroit, joins KGO-TV San Francisco in same capacity.

Cal Bollwinkel, program director, KXTV(TV) Sacramento, Calif., joins KTXL(TV) there as program and operations manager.

Guy Hempel, production director, WTHR(TV) Indianapolis, named assistant program director. **Bill Marciniak**, producer-director, succeeds Mr. Hempel. **Bruce Wells** and **Jesse Ramos**, set-up crew members, WTHR, and **John Momborg**, from WKRC-TV Cincinnati, named producers-directors.

Ben Sensing, announcer and promotion director, WINK(AM) Fort Myers, Fla., named program director. **Rick Bavec**, sales executive, named production director.

Ron Rodrigues, news and programing assistant, KFRC(AM) San Francisco, joins KMPC(AM) Los Angeles as music coordinator.

Scott Robbins, air personality, WHLI(AM) Hempstead, N.Y., and on weekend staff of WPIX-FM New York, joins WFEC(AM) Harrisburg, Pa., as program director and air personality.

Ed Fennessey, from WETT(AM) Ocean City, Md., joins WHAG(AM) Halfway (Hagerstown), Md., as program director. **Steve Williams**, music director for co-owned WQCM(FM) Hagerstown, named music director for WHAG. **Jim Williams**, from WTBO(AM) Cumberland, Md., succeeds Steve Williams at WQCM. **Norman Miller**, air personality, WHAG, moves to WQCM in same capacity.

Collins Powell, from WGUD(FM) Pascagoula, Miss., joins WCIS(AM) there as program director. **Craig St. John**, music director, WKKY(FM) there, co-owned with WCIS, named program director.

Dennis Malloy, air personality, WHWH(AM) Princeton, N.J., assumes additional responsibilities as music director.

Toby Levine, education consultant to noncommercial WETA-TV Washington, joins staff as curriculum director of series, *From Jump Street: The Story of Black Music*, scheduled to premiere in 1980.

Cindy Sink, graduate, University of North Carolina, Chapel Hill, joins WPTF-TV Durham, N.C., as writer-producer in creative services department. **Glenn Gravitt**, from WRBX(AM) Chapel Hill, and **Curtis Howard**, from WTVB(TV) Durham, join WPTF-TV as production assistants.

Jim Kelly, weekend sportscaster, WCAU-TV Philadelphia, named weekday sportscaster.

Gail Granik, sports reporter, WBZ-TV Boston, joins WDIV-TV Detroit in same capacity.

John Heidbrink, sports producer and anchor, KRON-TV San Francisco, joins WYTT(TV) Youngstown, Ohio, as sports director.

Rick Lozano, reporter, KSAT-TV San Antonio, Tex., named sports anchor.

Mary Speare, office manager of Dan B. Speare Broadcast Enterprises, advertising, marketing

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and consultation firm, Bakersfield, Calif., named traffic manager, KPMC(AM) there.

News and Public Affairs

Eleanor Prescott, writer on Washington news staff of NBC-TV's *Today*, named Washington news producer of series.

Mike Jacobs, reporter and anchor, WTMJ-TV Milwaukee, named weekday anchor.

Tim Taylor, reporter, WJKW-TV Cleveland, assumes additional duties as weekday co-anchor.

Patrick J. Mead, producer and anchor of noon news, WTVR-TV Richmond, Va., named 6 p.m. anchor. **Ken Srpan**, assistant news director and producer of late news, named anchor on late news.

Randy Shaw, correspondent, Mutual Broadcasting System, Washington, named news director of Mutual Southwestern Radio Network, Dallas, after several months leave of absence.

Jim Kincald, semiretired, and former ABC News correspondent in Washington bureau, joins WVEC-TV Hampton, Va., as weekday anchor.

Angela Gale, from WXIA-TV Atlanta, joins WRBL-TV Columbus, Ga., as anchor.

Frank Laseter, news director, WQDR(FM) Raleigh, N.C., named co-anchor at co-owned WPTF-TV Durham, N.C. **Kim Braittain**, from news department of WQDR, named weather reporter on WPTF-TV. **Billy Messer**, from WRAL-TV

Raleigh, joins WPTF-TV as photographer in news department.

Richard McFarland, Minneapolis bureau manager, United Press International, named Minnesota news editor, based in Minneapolis. He succeeds **Arnold Dibble**, who retires.

Greg Groce, associate director, Easter Associates, Charlottesville, Va. (with Virginia Association of Broadcasters account), named broadcast executive, Florida, Associated Press, Tampa, succeeding **Donald Harwood**, who was named Western cable representatives, AP, Denver.

Frank Kirchmer, reporter, KSIM(AM) Sikeston, Mo., appointed news director.

Rene Gonzalez, reporter, KMOL-TV San Antonio, Tex., named executive news producer.

Chris FitzRandolph, from KLAQ(AM) Denver, joins news staff of KIMN(AM) there.

Sheila Terrace, assistant to director of community affairs, WABC-TV New York, named director of community affairs. She succeeds **Carrie Van Zile**, who has been named associate producer of Barbara Walters unit of *World News Tonight*, ABC News.

Joseph Dyer, community affairs director, KNXT(TV) Los Angeles, named director of community and on-air coordination.

Karen Hasby, news producer, noncommercial WSKG-FM Binghamton, N.Y., appointed public affairs producer and evening news co-anchor for co-owned noncommercial WSKG(TV) there.

Chris Dudley, from WFLA-TV Tampa, Fla., joins noncommercial WSWP-TV Grandview, W. Va., as public affairs producer.

Les Kerr, from programming department of WCIS(AM) Pascagoula, Miss., named public affairs director of WCIS and co-owned WKKY(FM) there.

Chris Dickon, public affairs producer at noncommercial WIAA(FM) Interlochen, Mich., joins noncommercial WHRO-FM Norfolk, Va., in same capacity.

John Chancellor, co-anchor, *NBC Nightly News*; **Walter Cronkite**, anchor, *CBS Evening News*, and **Barbara Walters**, correspondent, ABC's *World News Tonight*, named recipients of B'nai B'rith's 1978 Hubert H. Humphrey Freedom Prize. Shared award is for "historic interviews with Prime Minister Menachem Begin of Israel and President Anwar el-Sadat of Egypt" and will be presented at Plaza hotel, New York, Nov. 28.

Bob Watson, KLIK(AM) Jefferson City, Mo., elected president of Missouri Associated Press Broadcasters. **Ernie DeCamp**, KGBX(AM) Springfield, Mo., named VP. **Len Iwanski**, KNOX(AM) Grand Forks, N.D., elected president of North Dakota Associated Press Broadcasters. **Norm Schrader**, WDAY-AM-FM-TV Fargo, N.D., named VP.

Promotion and PR

Vincent C. Manze, manager of advertising and promotion, WLS-TV Chicago, joins WCBS-TV New York as director of communications.

Marjorie A. Valleau, librarian, CBS News, New York, appointed press representative, CBS News Information Services, New York.

Gail Chipman, product group manager, Clairrol, New York, joins WDAI(FM) Chicago as director of advertising and promotion.

Dan Boothe, executive producer, WTVJ(TV) Miami, named audience promotion manager.

Kathlene McGarry, from marketing department of Marine Midland Bank, Buffalo, N.Y., named publicity editor in promotion department of WKBW-TV Buffalo.

Holly Robertson, in promotion department of WSAI(AM) Cincinnati, joins WUBE-AM-FM there as promotion and publicity director.

Broadcast Technology

Norman H. Grant, VP-general manager, TV facilities and services, West Coast, ABC, Los Angeles, named VP of planning and special projects, West Coast, broadcast operations and engineering.

Robert Strutzel, manager of transmitting facilities, WCBS-TV New York, appointed director of technical operations.

Henry R. Owen, chief engineer, WJBK-TV Detroit, named director of engineering, WDMV-TV Washington. He will also be responsible for all Evening News Association stations which include one AM, one FM and four other TV stations.

David Hubley, from engineering staff of National Public Radio, Washington, joins WASH(FM) there as chief engineer.

Robert D. Sassaman, general manager and chief engineer for noncommercial WNWR(FM) Canal Fulton, Ohio, joins noncommercial WAPS(FM) Akron, Ohio, as chief engineer.

Barry Thornton, independent audio consultant, joins Scientific Audio Electronics, Los Angeles, as chief engineer. **Don Jackson**, systems engineer, Express Sound Co., joins Scientific Audio as professional products applications engineer. **Warren Pompei**, plant manager, Scientific Audio, named director of sales. **Andrew McKinney**, from representative firm of Jack Carter Associates, named national sales manager for Scientific Audio.

Alfred Feldner, manager of product planning for General Electric's housewares division, joins RCA Consumer Electronics division, Indianapolis, as manager of advance product planning.

Gary Workman, Pacific Northwest district manager, Anixter-Pruzan, Seattle, elected VP.

John Donnelly, senior VP of operations, Graco Inc., Minneapolis, joins Magnetic Controls Co. there as VP responsible for sales marketing and engineering functions.

Morton S. Russin, VP-sales and marketing, Ikegami Electronics, Long Island City, N.Y., joins professional products department of Sharp Electronics Corp., Paramus, N.J., as national sales manager.

Kelly Samler, from Security Pacific Mortgage Corp., Los Angeles, joins Akai America there as sales administrator for video marketing department, Compton, Calif.

Robert M. French, manager of dedicated systems marketing, American Satellite Corp., Germantown, Md., appointed director of plans and proposals.

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Stephen Bauer, VP-corporate relations, Am-bac Industries, Long Island, N.Y., joins Harris Corp., Melbourne, Fla., in same capacity.

New officers, Electronic Industries Association: **Roland Bixler**, J-B-T Instruments, chairman of board of governors; **Thomas Campobasso**, Rockwell International Corp., vice chairman; and **William Tait**, RCA Corp., treasurer.

Allied Fields

Wendell M. Johnson, director of research, statistical accuracy, A.C. Nielsen Co., Northbrook, Ill., named special assistant to James D. Lyons, president, Nielsen Media Research Services Group, there.

New officers, Association of Cinema and Video Laboratories: **William Smith**, Allied Film Laboratory, Detroit, president; **Irwin Young**, Du Art Laboratories, New York, VP; **Robert Ringer**, Image Transform, Hollywood, second VP; **John Newell**, Western Cine Services, Denver, secretary, and **Burton Stone**, DeLuxe General, Hollywood, treasurer.

Roger LaReau, VP of Los Angeles office of Petry Television, joins Association of Independent Television Stations as director of marketing, West, based in Los Angeles.

Cy Newman, owner and general manager of KVOV(AM) Las Vegas until 1976, and consultant to station since then, opens media brokerage office in Henderson, Nev., that will deal in broadcast properties.

Deaths

Edward Shelby Hickey, 50, deputy chief of Voice of America's news division, Washington, died Nov. 14 at his home of heart attack. Mr. Hickey was VOA's anchor on broadcast of first manned lunar landing. Survivors include his father, retired Lieutenant General Thomas Hickey, his wife, Joan, and three sons.

Louis K. Weinberg, 38, director of ABC Merchandising Inc., merchandise licensing subsidiary of ABC Inc., died of apparent heart attack Nov. 12 at hospital in New York. He joined ABC in 1967, was put in charge of merchandising subsidiary last March. Survivors include daughter, Mara Jan; his parents and sister.

John D. Langlois, 60, VP-general manager and 14% owner of WEET(AM) Richmond, Va., died Nov. 13 of heart attack. Mr. Langlois was son of late Cy Langlois, pioneer in radio transcription business in 1930's with Langlois-Wentworth. Survivors include wife, two daughters and three sons.

Flora Campbell Cutler, 67, Broadway, radio and television actress from 1930's through 1950's, died Nov. 6 in Stamford, Conn. She starred in soap operas such as *Valiant Lady*, in 1950's, *Love of Life*, *Edge of Night*, and *The Secret Storm*. On CBS Radio, she was in *Lora Lawton* and *The Strange Loves of Evelyn Winters*. Survivors include son and daughter.

Neal Gordon Keehn, 69, Washington representative for Motion Picture Laboratories, Memphis, died Oct. 30 of injuries received in July automobile accident in Memphis. Mr. Keehn was founder and first president of Association of Cinema and Video Laboratories. He joined MPL in 1976. Survivors include four children.

Lyell E. Cook, 68, chief engineer, WGLC-AM-FM Mendota, Ill., died Oct. 10 of heart attack in St. Margaret's hospital, Spring Valley, Ill. Mr. Cook joined WGLC in 1970. He also worked for WIZZ(AM) Streator, Ill., and WLPO-AM-FM La Salle, Ill. Survivors include his wife, Violet, and three daughters.



Money for Mamie. American Women in Radio and Television's Washington, D.C., chapter presented Mamie Eisenhower a check for \$1,000 for a communications scholarship in her name at Eisenhower College, Seneca Falls, N.Y. Among those at the presentation ceremony (l-r): Kay Horkan, Kay Horkan Associates (president-elect of the Washington chapter); Wilma Kreiner, national AWRT president; Sally Forman, NBC; Timmi Pierce (in background), NBC, New York; Mrs. Eisenhower; Fay Wells and Bette Jerome, both past Washington chapter presidents.

For the Record

As compiled by BROADCASTING based on filings, authorizations, petitions and other actions announced by the FCC during the period Nov. 6 through Nov. 10.

Abbreviations: ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. freq.—frequency. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. SL—studio location. SH—specified hours. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—non-commercial.

New Stations

Grants

■ *Malvern, Pa.—Broadcast Bureau granted Delaware Valley Noncommercial Broadcasting 88.1 mhz, 2 kw, HAAT 511 ft. P.O. address: 1501 East of Mt. Airy Ave., Philadelphia 19150. Estimated construction cost \$8,645; first-year operating cost \$32,000. Format: Variety. Principal: Applicant is nonprofit educational corporation. Action Nov. 1.

Ownership Changes

Applications

■ KVRE-AM-FM Santa Rosa, Calif. (AM: 1460 khz,

1 kw-D; FM: 101.7 mhz, 135 kw)—Seeks assignment of license from KVRE Inc. to Visionary Radio Euphonia Inc. for \$400,000 plus assumption of liabilities. Seller: equally owned by Mr. and Mrs. Edward LaFrance and Mr. and Mrs. William H. Colclough, who have no other broadcast interests. Buyer: principally owned by Joyn Detz Jr., former vice president of Century Broadcasting Corp., who has applied for new AM-FM at Apple Valley, and new FM at Fort Bragg, Calif. Ann. Nov. 14.

■ WFTP(AM) Fort Pierce, Fla. (AM: 1330 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Gulfstream Broadcasting Co. to Media Investors Ltd. for \$650,000. Seller: principally owned by Ron Crider, president. Buyer: principally owned by Bob L. Cole and Thomas E. Dickey, who are also buying WDLP(AM) Panama City, Fla., (see below) and own broadcast advertising production studio in Kansas City, Mo. Ann. Nov. 10.

Summary of Broadcasting

FCC tabulations as of Sept. 30, 1978

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,497	5	36	4,538	39	4,577
Commercial FM	3,005	2	59	3,066	140	3,206
Educational FM	938	0	35	973	80	1,053
Total Radio	8,440	7	130	8,597	259	8,836
Commercial TV	724	1	3	728	57	785
VHF	513	1	2	516	7	523
UHF	211	0	1	212	50	262
Educational TV	245	3	12	260	8	268
VHF	94	1	7	102	4	106
UHF	151	2	5	158	4	162
Total TV	969	4	15	988	65	1,053
FM Translators	243	0	0	243	72	315
TV Translators	3,542	0	0	3,542	459	4,001
UHF	1,126	0	0	1,126	262	1,388
VHF	2,416	0	0	2,416	197	2,613

*Special temporary authorization

**Includes off-air licenses

■ **WDLP(AM)** Panama City, Fla. (AM: 1 kw-U, DA-N)—Seeks assignment of license from Dae Broadcasting Co. to Media Investors Ltd. for \$800,000. Seller: owns WDVH(AM) Gainesville, Fla., principally owned by R. C. Donner and Larry Edwards. Buyer: also buying WFTP(AM) Fort Pierce, Fla. (see above). Ann. Nov. 10.

■ **WCCF-AM-FM** Punta Gorda, Fla. (AM: 1580 khz, 1 kw-D; FM: 92.7 mhz, 3 kw)—Seeks assignment of license from Charlotte County Broadcasting Corp. to De Beau Broadcasting Co. for \$441,500 plus \$25,000 for covenant not to compete. Seller: principally owned by H. Robert Reinhard, president and general manager, who has no other broadcast interests. Buyer: Lawrence N. De Beau and his wife, Mildred, who own WDBI-FM Tawas City, Mich. Ann. Nov. 7.

■ **WOKB(AM)** Winter Garden, Fla. (AM: 1600 khz, 5 kw-D)—Seeks transfer of control of Everbach Broadcasting Co. from Mr. and Mrs. John H. Everbach to Lesli Broadcasting Co. for \$600,000 plus \$221,000 for transmitter land. Principals: Everbach's have no other broadcast interests. Lesli Broadcasting is owned by Arnold Schorr and his wife, Dotti. Mr. Schorr is former vice president of Tracy Broadcasting Co. and general manager of KKTT(AM) Los Angeles and KUTE(FM) Glendale, Calif. which Tracy sold last month, subject to FCC approval (BROADCASTING, Oct. 23). Ann. Nov. 14.

■ **WAYX(AM)-WLTE(FM)** Waycross, Ga. (AM: 1230 khz, 1 kw-D, 250 w-N; FM: 102.5 mhz, 100 kw)—Seeks assignment of license from Radio Waycross Inc. to South Georgia Radio Inc. for \$200,000 plus liabilities. Seller: owned by William G. Brown and Clifton G. Moor who are equal partners in WWWQ(AM)-WPFM(FM) Panama City, Fla. and who own 33.3% each of WTIF(AM) Tifton, Ga. Buyer: John G. Bolton Jr., his brother, L. D. Bolton, William H. Aaron Jr., John E. Lauer, and Paul Stone. John Bolton owns Atlanta advertising firm and is co-owner, with Mr. Aaron, of WGRO(AM) Lake City, Fla. Mr. Aaron is radio manager for Katz Radio, representative firm. L. D. Bolton is general manager at WGST(AM)-WPCH(FM) Atlanta and has minor interest in stations. Mr. Stone is stockholder in Communications Investment Inc., has applied for new AM at Conyers, Ga., and is general manager and stockholder of Georgia (radio) Network. Ann. Nov. 7.

■ **WDAC(FM)** Lancaster, Pa. (FM: 94.5 mhz, 50 kw)—Seeks transfer of control from Donald, Dean and Ruth Crawford (58% before, none after) to Richard, Dan and Donna Crawford (42% before, 100% after). Consideration: \$696,000. Principals: Crawfords are owners, with their mother, Ruth C. Porter, of Crawford Broadcasting Co. Crawford Broadcasting has been selling stations to individual family members. Last week it sold WYCA(FM) Hammond, Ind., KPBC(AM) Dallas and 50% of WDJC(FM) to Donald B. Crawford and sold WWGM(AM) Nashville to Dean A. Crawford. It has also sold KFMC(FM) Houston, subject to FCC approval and retains WPEO(AM) Peoria, Ill.; WМУZ(FM) Detroit; WDCX(FM) Buffalo, N.Y.; and KELR(AM) El Reno, Okla. Ann. Nov. 7.

Grants

■ **KHUM(AM)** Eureka, Calif. (AM: 790 khz)—Broadcast Bureau granted assignment of license from Carroll R. Hauser to Redwood Broadcasting for \$42,123. Seller: Mr. Hauser has no other broadcast interests. Buyer: owned by California Oregon Broadcasting Inc. which is principally owned by William B. Smullin, his wife Patricia and their five children. Corporation owns KOB1(TV) Medford, KOT1(TV) Klamath Falls KLOO-AM-FM Corvallis and SO Cable TV system, Medford, Ore., and microwave carrier there, is principal of KAG1(AM) Grants Pass, and 50% owner of KPIC-TV Roseburg, all Oregon; KRCR-TV Redding, and a newspaper in Arcata, both California. Action Oct. 30.

■ **KSVN(AM)** Ogden, Utah (730 khz, 1 kw-D)—Broadcast Bureau granted transfer of control of Weber Broadcasting Co. from Orin G. and Heln M. Geesey and Duveen H. Gunter (100% before; none after) to Wendell T. Winegar (none before; 100% after). Consideration: approximately \$96,750. Principals: seller is licensee of no other broadcast interests. Mr. Gunter owns 98% of Lincoln Broadcasting's KMER(AM) Kemmerer, Wyo. Mr. Winegar is president and 60% owner of KDYL(AM) Tooele, Utah. Action Oct. 30.

Facilities Changes

AM actions

■ **KXEG(AM)** Phoenix—Granted license covering permit for changes.

■ **WJSB(AM)** Crestview, Fla.—Granted CP to increase power to 5 kw, change type trans.

■ **WGTO(AM)** Cypress Gardens, Fla.—Granted CP to add nighttime service with 1 kw, change operation to unlimited; install DA-2, change SL.

■ **WAGN(AM)** Menominee, Mich.—Granted CP to make changes in ant. system.

■ **WECP(AM)** Carthage, Miss.—Granted CP to increase power to 5 kw, change type trans., change TL.

■ **WKOR(AM)** Starkville, Miss.—Granted license covering changes.

■ **KWK(AM)** St. Louis.—Granted mod. of license covering change in SL; remote control permitted.

■ **KOKO(AM)** Warrenburg, Mo.—Granted CP to install aux. trans. at main TL.

■ **KWYK(AM)** Farmington, N.M.—Granted license covering changes.

■ **WLEA(AM)** Hornell, N.Y.—Granted CP to increase power to 2.5 kw; change type trans.

■ **WGGO(AM)** Salamanca, N.Y.—Granted license covering changes.

■ **WBLA(AM)** Elizabethtown, N.C.—Granted license covering changes.

■ **KVLH(AM)** Pauls Valley, Okla.—Granted CP to increase power to 1 kw, change TL and SL; change trans.

■ **WWCH(AM)** Clarion, Pa.—Granted CP to increase power to 1 kw and change type trans.

■ **KIMM(AM)** Rapid City, S.D.—Granted CP to install new aux. trans. at main TL: 1150 khz, 1 kw.

■ **KBSN(AM)** Crane, Tex.—Granted license covering changes.

■ **KPLT(AM)** Paris, Tex.—Granted license covering changes.

FM actions

■ **WQSB(FM)** Albertville, Ala.—Granted CP to change ERP to 100 kw (H&V); ant. height 310 ft. (H&V).

■ **WQHQ(FM)** Andalusia, Ala.—Granted mod. of permit for extension of completion date to May 2, 1979, for changes.

■ **WAHR(FM)** Huntsville, Ala.—Granted license covering changes in SL.

■ **WVSV(FM)** Stevenson, Ala.—Granted license covering changes.

■ **KKDJ(FM)** Fresno, Calif.—Granted mod. of CP to change TL and SL; change type trans., ant; decrease ant. height; ERP: 2.4 kw (H&V); ant. height 1,960 ft. (H&V).

■ **KFAM(FM)** Oroville, Calif.—Granted mod. of CP to change TL and SL; change type trans. and ant.; make changes in ant. system (decrease height); ERP: 3 kw (H&V); ant. height 170 ft.

■ **KDUO(FM)** Riverside, Calif.—Granted CP to install new trans. and ant.; change TPO and ERP: 68 kw (H&V); ant. height 1,570 ft. (H&V).

■ **KPOO(FM)** San Francisco—Granted CP to change TL; install new trans. and ant.; make changes in ant. system; change ERP: 0.220 kw (H); ant. height 630 ft. (H).

■ **KDON-FM** Salinas, Calif.—Granted license covering change in SL.

■ ***WABE(FM)** Atlanta—Granted authority to operate by remote control.

■ **WOKZ-FM** Alton, Ill.—Granted CP to install new trans.; change TPO; ERP: 50 kw (H), 35 kw (V); ant. height 490 ft. (H&V).

■ **WFYR(FM)** Chicago—Granted CP to install new trans. and ant.; change TPO.

■ ***WEAX(FM)** Angola, Ind.—Granted CP to replace expired permit.

■ **WAJC(FM)** Indianapolis—Granted CP to install new trans. and ant.; change TPO, ERP: 48 kw (H&V), ant. height 340 ft. (H&V).

■ **WJRS(FM)** Jamestown, Ky.—Granted license covering permit for changes.

■ **KHOM(FM)** Houma, La.—Granted CP to make changes in ant. system, ERP: 54 kw (H&V), ant. height 400 ft. (H&V).

■ **KSMB(FM)** Lafayette, La.—Granted license covering changes.

■ **WLPL(FM)** Baltimore—Granted CP to install new aux. trans. at main TL on 92.3 mhz ERP: 5.33 kw (H); ant. height 390 ft. (H).

■ **WWRM(FM)** Gaylord, Mich.—Granted CP to install new trans. and ant.; change TPO; ERP: 100 kw (H&V); ant. height 580 ft. (H&V).

■ **KEZO(FM)** Omaha, Neb.—Granted license covering changes.

■ **KUDO(FM)** Las Vegas—Granted mod. of CP for extension of time to Jan. 31, 1979.

■ **WJLK-FM** Asbury Park, N.J.—Granted CP to change TL; install new ant.; increase ant. height; change TPO, ant. height: 300 ft.

■ **KKDQ(FM)** Grand Forks, N.D.—Dismissed application for CP to install new trans., change TPO and ERP to 70 kw (H&V).

■ **KUGN-FM** Eugene, Ore.—Granted mod. of license covering change in SL; remote control permitted.

■ **WZTA(FM)** Tamaqua, Pa.—Granted CP to install new aux. trans. and ant. ERP: 160 w (H); ant. height minus 11 ft. (H).

■ **KSPL-FM** Diboll, Tex.—Granted mod. of CP to change TL and SL; change type trans. and ant.; change ant. height to 440 ft.

■ **KACW-FM** Paris, Tex.—Granted license covering changes.

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Call Letters

Applications

Call	Sought by
New AM's	
WPOE	Poets Seat Broadcasting, Greenfield, Mass.
KNCW	North Central Wash. Broadcasters, Grand Coulee, Wash.
New FM's	
KTED	Edward G. Atsinger III, Fowler, Calif.
KRDB	Tehama County Radio, Red Bluff, Calif.
*KCME	Cheyenne Mountain Public Broadcast House, Manitou Springs, Colo.
KIOB	Idaho Broadcasting Co., Coeur D'Alene, Idaho
KNAQ	Inland Broadcast Co., Rupert, Idaho
*KANZ	Kanza Society, Garden City, Kan.
*WRBH	Radio for the Blind and Print Handicapped, New Orleans
KELN	Dahl FM Broadcasting, North Platte, Neb.
KSDW	Lula M. Stone, Sulphur, Okla.
Existing AM's	
KULA	KAHU Waipahu, Hawaii
WTKL	WAIL Baton Rouge, La.
WDJD	WJCO Jackson, Mich.
KJLA	KAYO Kansas City, Mo.
Existing FM's	
WRKK	WVOK-FM Birmingham, Ala.
WJNZ	WXTA Greencastle, Ind.
WXLN	WFIA-AM Louisville, Ky.
KLPL-FM	KBED Lake Providence, La.
WLBS	WBRB-FM Mt. Clemens, Mich.
WNIO-FM	WBZA-FM Glens Falls, N.Y.
KORS	KGLC-FM Miami, Okla.
KDKO	KBBB-FM Borger, Tex.

Grants

New AM's	
KHAM	H&W Broadcasting, Horsehoe Bend, Ark.
WORO	Rayslow Radio, Huntingdon, Pa.
WAXO	Lewisburg Radio, Lewisburg, Tenn.
WSBV	WODY Inc., South Boston, Va.
New FM's	
WTXI	Country-Politan Broadcasting, Ripley, Miss.
WWHB	EFEM Inc., Hampton Bays, N.Y.
Existing AM's	
WOIK	WCMG Jacksonville, Fla.
KCCW	KITE San Antonio, Tex.
Existing FM's	
KKRK	KAPR-FM Douglas, Ariz.
KYNR	KPUB-FM Pueblo, Colo.
WWSL	WNCX Naples, Fla.
WWSL	WCNH-FM Quincy, Fla.
KPER	KSCR Hobbs, N.M.
WLVS	WEFF Germantown, Tenn.
KVAR	KITE-FM San Antonio, Tex.
WMEQ	WMFM Menomonee, Wis.
KFBQ	KFBC-FM Cheyenne, Wyo.
Existing TV	
KECI-TV	KGVO-TV Missoula, Mont.

- Teleprompter, for Woodstock, Ill. (IL0178) new system.
- Southwest Video, for Baytown, Tex. (TX0310) add signals.
- Teleprompter of Commerce, for Cooper, Honey Grove, Fannin, Commerce and Hunt, Tex. (TX0157-9, 0418-9) add signals.
- Bisbee CATV, for Bisbee and Cochise, Ariz. (AZ0002, 0043) add signals.
- Dimmitt TV cable, for Dimmitt, Tex. (TX0432) add signals.

- KBRD(FM) Tacoma, Wash.—Granted CP to install new aux. trans. on 103.7 mhz, ERP: 100 kw (H&V, main), 47 kw (H&V, aux.); ant. height 1,670 ft. (H&V).
- *KDNA(FM) Yakima, Wash.—Granted mod. of CP to specify studio/remote control locations as outside city limits; change trans. and ant.; change TPO and ERP: 18.5 kw.
- WJZQ(FM) Kenosha, Wis.—Granted CP to change ERP to 22 kw (H&V); ant. height 260 ft. (H&V).
- KIOZ(FM) Laramie, Wyo.—Granted CP to change SL; install new ant.; change ERP: 80 kw (H&V); ant. height 1,150 ft. (H&V).

TV actions

- KNXV-TV Phoenix—Granted mod. of CP to extend completion date to April 30, 1979.
- WLCY-TV Largo, Fla.—Granted authority to operate by remote control.
- *WTHS-TV Miami, Fla.—Granted license covering changes.
- KTVJ(TV) Joplin, Mo.—Granted CP to change ERP to 724 kw; max. ERP: 1,380 kw, ant. height 1,060 ft.; change type ant. and make changes to ant. structure.
- KDMS-TV Sedalia, Mo.—Granted CP to change ERP: 97.7 kw; max. ERP: 100 kw; ant. height 770 ft.; change TL; SL; change type trans.
- WEQA(TV) Red Lion, Pa.—Granted mod. of CP to change ERP to 575 kw, max. ERP: 617 kw, ant. height 580 ft.
- KFDX-TV Wichita Falls, Tex.—Granted authority to operate trans. by remote control.

Allocations

- Gouverneur and Ogdensburg, N.Y.—FCC has proposed assigning 92.7 mhz to Ogdensburg and substituting 95.3 mhz for ch. 224A at Gouverneur. Action was in response to petition by Wireless Works Inc. [WSLB(AM) Ogdensburg], (BC Doc. 78-363). Comments due Dec. 27, replies Jan. 16. Ann. Oct. 31.

In Contest

Petitions to deny

- KFAB Broadcasting Co. filed petition to dismiss or deny facilities changes for WHYT(AM) Noblesville, Ind. Received Oct. 25.
- Bridgways Communications Corp. filed petition to deny facilities changes for WNJB(TV) New Brunswick, N.J. Received Oct. 25.
- Christian Broadcasting Network filed petition to deny or defer assignment of license of WSWB-TV Orlando, Fla. Received Nov. 6.
- Lawrence Behr Associates Inc. filed petition to deny license renewal for WTLK(AM) Taylorsville, N.C. Received Nov. 6.

Fines

- WKRQ-TV Mobile, Ala.—Notified of apparent liability for \$350 for failure to perform required visual power meter calibrations at intervals of no more than six months. Action Oct. 30.
- WCMR(AM) Elkhart, Ind.—Ordered to forfeit \$600 for repeated failure to make field strength measurements for both directional patterns at least once every seven days as specified as condition of grant of authorization. Action Oct. 30.
- WLTH(AM) Gary, Ind.—Relieved of liability for

forfeiture of \$250 for repeated failure to provide means to raise and lower the transmitter output power at remote control point and failure to calibrate remote meters against corresponding instruments at transmitter at least once per week. Action Oct. 20.

- KTTT-FM Columbus, Neb.—Ordered to forfeit \$250 for repeated failure to calibrate output power meter at required six-month intervals. Action Oct. 20.
- KABR(AM) Aberdeen, S.D.—Ordered to forfeit \$200 in that application for renewal of license had not been filed not later than first day of fourth full calendar month prior to expiration date of license. Action Oct. 30.
- WTVX-TV Fort Pierce, Fla.—Ordered to forfeit \$5,000 for violation of fraudulent billing rules concerning program clipping. Action Nov. 7.

License Renewals

- FCC Broadcast Bureau granted the following applications for renewal of license, including subsidiary communications authority where applicable:
 - KSVN(AM) Ogden, Utah; KDSQ(FM) Denison-Sherman, Tex.; KHLO(AM) Hilo, Hawaii; KOTZ(AM) Kotzebue, Alaska; KSWB(AM) Seaside, Ore.; WAVI(AM) Apollo, Pa.; WAYB(AM) Waynesboro, Va.; WCPK(AM) Chesapeake, Va.; WEER-AM-FM Warrenton, Va.; WEND(AM) Ebensburg, Pa.; WGOL(FM) Lynchburg, Va.; WJMA-FM Orange, Va.; WKIE(AM) Richmond, Va.; WPAM(AM) Pottsville, Pa.; *WRKC(FM) Wilkes-Barre, Pa.; WRLB(FM) Long Branch, N.J.; WSMD(AM) La Plata, Md.; *WTBS(FM) Cambridge, Mass.; WTTX-AM-FM Appomattox, Va.; WXTR-FM La Plata, Md.; *WZZE(FM) Hockessin, Del.

Cable

Service registrations

- The following operators of CATV systems have filed service registrations:
 - Massillon Cable TV, for Canal Fulton, Ohio (OH0618) new system.
 - TV Cable of Bridgeport, for Bridgeport, Tex. (TX0324) add signals.
 - W-C Communications, for Leesville, Bowerston, Dellroy, Roswell, Sherrodsville and Mohawk Lake, Ohio (OH0620-5) new system.
 - Cable Systems, for Pennsauken, N.J. (NJ0257) add signals.
 - Better Cable TV, for Vassalboro, Me. (ME0106) new system.
 - Telenational Communications, for Camp Lejune, N.C. (NC0171) new system.
 - Cox Cable Communications, for Macon, Payne City and Jones, Ga. (GA0033, 0154, 0194) add signals.
 - Rutland Cable TV, for Rutland, Proctor and West Rutland, Vt. (VT0012, 14, 16, 67) add signals.
 - Everett TV, for Everett, West Providence, Hopewell and East Providence, Pa. (PA0281, 1715-7) new system.
 - Cable Systems, for Audubon, Audubon Park, Barrington, Bellmawr, Cherry Hill, Magnolia, Somersdale, Runnemed, Woodlynne, Collingswood, Haddon Heights, Haddon, Haddonfield, Lawnside and Oaklyn, N.J. (NJ0174, 0172, 0230, 0229, 0241, 0256, 0302, 0231, 0258, 0209, 0205, 0192, 0301, 0303, 0173) add signals.
 - UA-Columbia Cablevision of Westchester, for Bronxville, Eastchester, New Rochelle, Scarsdale and Tuckahoe, N.Y. (NY0700, 1, 0739, 0750, 0743) add signals.
 - Liberty TV Cable, for Junction City and Harrisburg, Ore. (OR0068, 0193) add signals.
 - Douglas Television, for Douglas, and Cochise, Ariz. (AZ0011, 0084) add signals.
 - Norseman Communications, for Alger and Ada, Ohio (OH0085-6) add signals.

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

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.

"\$10,000 Plus, Yearly For a take charge Program Manager, at Adult Contemporary fulltime Michigan station. Strong voice and production abilities a must. First letter should spell out your experience, abilities and why we should hire you. Reply in confidence. E.O.E. Box P-133.

Expanding Religious Radio Group Owner seeking experienced top management and sales persons. If you are not worth \$25,000 to \$40,000 annually please do not apply. Full resume with references required. Box P-140.

GSM/Ass't GM needed to administer staff and manage successful sales force. An opportunity to join an expanding California broadcasting company. Send complete resume and track record with first letter. Send to Bill Sigel, Vice President/General Manager, Forrest Communications, P.O. Box 1460, Salinas, CA 93902. EOE.

FM Sales Manager, with sports casting and production talent. Apply by resume only. Send tape. WVNA Radio, P.O. 477 Tusculumbia, AL 35674. E.O.E.

Sales-Minded, take-charge General Manager. East Texas Country Daytimer in underdeveloped growth market of 50,000. Equity position possible. Send resume and references to group owner. Box Q-28.

General Manager experienced in quality religious programming needed in Florida. Must be able to supervise staff and program structure. Heavy emphasis on sales. Box Q-42.

FM Station Manager with 3 years experience as general, sales or operations manager of a radio station to manage top rated station. Responsible for daily operations. Send resume to Personnel, WRAL, PO Box 12000, Raleigh, NC 27605. EOE. M/F

General Manager experienced and willing to work and grow with station in medium Florida market. Strong on sales and capable of staffing and programming. Must furnish excellent references. Box Q-44.

HELP WANTED SALES

California Daytimer seeks strong sales manager in personal billing, promotions, merchandising training, motivating sales staff. Excellent compensation. Send resume to Box P-126.

Want to step up?? Take charge? A Midwest Small Market is looking for a Street Fighter Sales Manager, who can Sell, Train, and Promote Radio and Print Media. You only answer to owner. All replies confidential. Box P-128.

Sales-Operations Director. Emphasis, sales and sales direction. 5-figure salary, plus commission. Great Plains medium market. Box P-145.

Springfield, Illinois' fastest-growing radio station grows again! We need a dynamic salesperson with creative writing/campaign development capabilities. Experience a plus. Call Jim Lundgren at WMAY, 217-629-7077. EOE.

Experienced salespersons—Excellent opportunity for ambitious self-starting individuals. Sales positions open on the Central Coast of California. Please send resume and track record to BILL SIGEL, Vice President/General Manager, Forrest Communications, P.O. Box 1460, Salinas, CA 93902. EOE.

New Year! New Job! Experienced sales person looking to move up? Announcer looking to go into sales? Growing group looking for salesperson experienced in Radio. If you are interested, let's talk. Reply Box Q-19.

Wanted Top notch go-getter in radio sales for Northwest Florida station. Resort area. We are looking for an aggressive sales person for one of Florida's fastest growing markets. Station owned by one of the top chains in the Southeast. Send resume and sales records. We are an E.O.E. Box Q-25.

Experienced Salesperson—Air Personnel, AM in Iowa City, Iowa. Established account list. Send resume to Herb Loops, KCJJ Radio, Box 2118, Iowa City, IA 52240.

Madison, WI. Excellent career opportunity for bright young problem-solver strong on creativity with ability to write and sell imaginative campaigns. Thirteen station Midwest group seeks eager sales person with 1-2 years experience and outstanding record. Our people earn far more and Madison living is superior. All management and stockholders drawn from within our group. WISM, Madison, WI 53701 Mid-West Family Station (EOE).

Separately programmed AM-FM needs another enthusiastic salesperson to join the rest of us. Nice facilities, long established, well respected. Growing university community. Great living. EOE. Lowell Jack KMAN-KMKF Manhattan, KS 66502.

N.J.'s Fastest Growing AM will pay well for aggressive salesperson. Salary plus commission commensurate with experience or will train right beginner. Room for advancement. Call Bill Squartino at 201-335-1310.

No. 1 Rock Station in rapidly growing market needs a young, aggressive salesperson. Will be furnished with an established account list. Owners will be starting another station, so there are management opportunities for the right person. Send a resume to Dan Poe, Sales Manager, WXUS-FM, P.O. Box 1976, Lafayette, IN 47902 or call 317-448-1566.

HELP WANTED ANNOUNCERS

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

Strong Personality Jock wanted. . . Good pay, good market covering North Boston to Portland, Maine. Send tape & resume: PD, WHEB, Portsmouth, NH 03801.

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 Rizzini: c/o WLKW, 1185 North Main, Providence, RI 02904. E.O.E.

First phone with interest in engineering to handle routine maintenance at KMRN in Cameron, Mo. and KAA in Bethany, Mo. Some announcing at KAA. Excellent opportunity for growth and advancement. Contact Richard Womack, KWIX Radio, Moberly, MO. Phone: 816-263-1230.

We're looking for an individual who enjoys communicating one-on-one with the listener. Excellent pay, benefits. Station is located in a Midwest market of 40,000. Box P-124.

Announcer for big, small market, traditional country station in mountainous Far West. Also production, monitor automated FM and some local news gathering. Join staff of twenty with much room for advancement. Salary plus incentives. E.O.E. Box P-135.

WBNO Radio, Bryan, Ohio, needs early morning announcer. Must have minimum three years experience. Local news background important. BA degree necessary. Salary commensurate with qualifications. Send resume to WBNO Radio, Box 603, Bryan, OH 43506.

Automated FM Country Stereo needs morning person for live assist with Bill Robinson of Music Works. Production too. Contact Jim Simpson... 919-438-8111. Insurance, profit sharing etc...E.O.E.

Personality, Production essential for immediate opening. A/C North Central PA AM looking for good voice who wants to get involved. Award winning facilities, good pay and benefits. Resume (including salary) and tape to Ken Sawyer, WHPA, Box 2168, Williamsport, PA (E.O.E.) Re-emphasize Production.

Night Announcer, strong on production, mature and friendly voice for Beautiful Music station in Southwest Virginia. Send resume to Box Q-6.

\$18,000 Annually, we need a communicator to take over afternoon drive. Bright, exciting, adult, innovative with top notch production a must. Both our Contemp/M.O.R. Radio Station and TV. Station are leaders in the market and we need at least a 4 year pro to fill the slot. Box Q-8.

First Ticket DeeJay for pop-country station. Need some practical technical experience to assist Chief Engineer. Nice Northern California market. KUBA, Yuba City, CA 95991. Call Don French 916-673-1600.

Immediate Opening for Contemporary Announcer with experience. Small market, Ohio. Call Ray Arthur—WCSM 419-586-5134.

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.

WLEA Hornell, New York, is looking for an Announcer/Salesperson. Immediate Opening. Salary plus. Call 607-324-1480.

Needed Now! Creative, mature morning person for Adult Contemporary Northwest Ohio leader. Need someone that can localize. Good working conditions with full company benefits. Extra \$ for PBR. Send T&R's to Joe Gallagher, PD, WFIN, 101 West Sandusky Street. Findlay, 45840. EOE.

Sports/announcer combo person for small active 1000 watt in North Dakota. Excellent financial compensation with expanding organization. Write: Al James, KOVC, Box 994, Valley City, ND 58072.

Early Morning communicator, 3rd endorsed. Country and MOR. Small Market. Relaxed atmosphere. Professional sound. No phone calls. Station Manager, WRCD, Box 529, Richland Center, WI 53581.

WELK Charlottesville, Virginia has immediate opening. Adult Soft Rock Format. Tape and resume to Keith Hart, P.O. Box 1294, Charlottesville, VA 22902. An Equal Opportunity Employer.

Wanted Top Host for major market station. Please send tape and resume to The Research Group, 1422 Monterey Street, San Luis Obispo, CA 93401.

Gospel Music Disc Jockey for afternoon drive personality. Program and Production. Experience required. Send resume, tape, and salary requirements to: WMUZ Radio, 12300 Radio Place, Detroit, MI 48228. EOE.

All music contemporary Christian-formatted station, needs entertainer. Great company, benefits. Tapes, resumes to CBN Northeast, Sunshine Mountain, Newfield, NY 14867. Attn: Henry Bernstein.

HELP WANTED TECHNICAL

Assistant Engineer needed KEWI/KSWT Topeka. Must possess First Class FCC License. Call Wayne Nelson, C.E. 913-272-2122 for further information. An Equal Opportunity Employer.

KWGS, Tulsa, is a University-owned, NPR affiliated FM looking for an experienced Chief Engineer dedicated to broadcasting wishing to settle in a beautiful medium size city. Salary negotiable. Closing date: November 24, 1978. Contact Gary Chew, KWGS, 600 S. College, Tulsa, OK 74104. 918-939-6351. University of Tulsa has an equal Opportunity/Affirmative Action program for students and employees.

HELP WANTED TECHNICAL CONTINUED

Engineer for Virginia AM-FM. Prefer combo, but straight engineer considered. Must be engineering pro. Permanent position. EOE. Box P-74.

Number 2 Engineer—for Midwest 5kw DA-N plus automated FM. Strong maintenance a must. Contact: KRNT, Box 1350, Des Moines, IA 50305, 515-280-1350. Equal opportunity employer.

First phone with interest in engineering to handle routine maintenance at KMRN in Cameron, Mo. and KAAH in Bethany, Mo. Some announcing at KAAH. Excellent opportunity for growth and advancement. Contact Richard Womack, KWIX Radio, Moberly, MO. Phone: 816-263-1230.

Chief Engineer. Immediate Opening. KW daytime and 10KW FM Stereo. City of 25,000 population, West Central Illinois. Complete charge. Technical only. No Announcing. WLDS/WELI, P.O. Box 180, Jacksonville, IL 62651. Equal Opportunity Employer.

Broadcast Engineer—must be sharp on maintenance of audio and RF. First class ticket required. Contact Chief Engineer, WGH AM-FM, P.O. Box 98, Newport News, VA 23607 or 804-826-1310.

Experienced Chief Engineer wanted for Eastern New York AM/FM, group-owned operation. Career opportunity for knowledgeable, hard-working engineer who feels that pride is as important as position. All benefits plus van. New transmitters for AM & FM. Excellent working conditions and associates. Whether you're working with a small town or big town operation, this could be your career opportunity. Box Q-3.

Major Midwest Station is seeking an Assistant Chief Engineer. This position requires a First Class License, a strong background in DA's, transmitter and Studio Maintenance experience, and administrative abilities. Equal Opportunity Employer. Male or Female. Send replies in confidence to: Box Q-21.

Assistant Chief Engineer for medium Radio-TV combination in New York State. Excellent opportunity for responsible person with expanding group. EOE. Box Q-22

If you are now an assistant and think you're ready to take over job as Chief, this might be the break you're looking for. Must be well organized, experienced with directionals, FM, Automation. Competitive salary and benefits. Call New Mexico 863-4444 for manager.

Chief Engineer for 5 KW AM Directional and 100 KW Stereo FM. Must have working knowledge of Directional Antennas, Automation, and FCC rules. Beautiful winter resort area. Contact Robert Knutson, WJMS/WIMI, Ironwood, MI. 906-932-241 t.

Are You Sick and Tired of being No. 2 and no place to go or, maybe even No. 1 with no future? If this is your situation, a Small Market Group operating in Colorado, Arizona and very soon, California needs a Chief Engineer for a 5 KW AM and a brand new Automated 100 KW FM. The right person must know directionals, proofs, automation and FCC Rules and Regulations. A super future is available for the right person. Are you that person? Send resume and personal information to: Mr. D, 2715 Camino Valle Verde, Tucson, AZ 85715 or call 602-458-4313.

Ass't Chief Engineer. AM-FM Combo. Automation experience helpful for FM operation. Must be sold on maintenance. Good salary and full company benefits. Low rent offered on country home near tower site. Utilities paid. Great city (40,000) and professional staff. Contact Dennis Rund, Chief. 419-422-4545, Findlay, OH. EOE.

HELP WANTED NEWS

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 \$180-230 weekly. Great benefits. Equal Opportunity Employer. Send resume and tape to Mike Edwards, WRAL FM, N.C. News Network, P.O. Box 17000, Raleigh NC 27609.

An Eastern small market radio station close to Baltimore and Washington is looking for a fulltime news reporter. Only experienced need apply, salary open. An Equal Opportunity Employer. Reply to Box P-112.

We Have a Good job at a good station and are looking for a good person to fill it. Willing to pay \$210 a week for the right person. If you want to work news on-air and on-the-street in an active, happy, two person department, check us out. We're a 5-K AM with a good reputation in a booming Wyoming City. We're looking for a person serious about work, with journalism background or education. Call David King, News Director, KIML, Gillette, WY immediately 307-682-4747.

News Director. Major Market, Sun Belt. We are very seriously committed to Local news. EOE. Box Q-41.

Aggressive News Director to grow with expanding AM/FM News Operation. Currently 3 person department. Emphasis: Local news, Agri-business news, public affairs. If you know news and people and are innovative, send particulars to: Larry Crawford, Operations Manager, KLYD AM/FM, Box 1499, Bakersfield, CA 93302. EOE.

Immediate Opening for ND with experience or schooling. Small market, Ohio. Two person News team. Call Ray Arthur—WCSM 419-586-5134.

Willing to Work, enthusiastic? KIDO needs you immediately. Write, gather, deliver news conversationally, interview, feature work. Females encouraged. Tape, resume, writing samples. News Director, KIDO, P.O. Box 8087, Boise, ID 83707.

Wanted: Morning news reporter for Virginia top-40 station. Must be a smooth reader, skilled at news gathering and writing. Min. 3 yrs. broadcast exp. Excellent benefits and working conditions. Opening due to a retirement. Send T&R's to: Carl Holland, News Director, WGH, Box 98, Newport News, VA. 23607. (Norfolk/Virginia Beach area). EOE.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

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 tape and resume to General Manager, Box 697, Indianapolis, IN 46206. EOE/MF

Production Director/Announcer. Average skills in production and top on air sound. At least three years experience. Salary commensurate with ability. Send tape and resume to: Richard Upton, Program Director, WSAC P.O. Box 70, Fort Knox, KY 40160.

Medium market Midwest AM/FM needs take charge PD for true MOR approach. Complete resume with salary desired in first letter. Box P-121.

Can you motivate the staff of a news and information formatted AM/FM. Put your super track record to work in our 5 agriculturally based counties. Send your resume and references to Box P-130.

Operations Director. Staff direction, anchor morning news, and selling. Mature. Experienced. 5-figure income. West-Midwest medium. Box P-147.

WNVY, Pensacola, Florida, needs experienced Program Director. Must be a creative leader, strong in promotional ability. Tape and resume to: G.M. 2070 North Palafax. 32501. EOE.

Medium Market MOR/Information station with heavy community involvement has opening for Program Director. Responsibilities include supervision of announcing staff and on-air shift. Minimum 3-5 years commercial experience required, supervisory experience preferred. Competitive salary, excellent benefits. An Equal Opportunity Employer. Send resume to Box Q-18.

Program Director for modern country station in Southeastern market. Should be able to handle morning drive show, supervise music and production. If you are a creative, promotion-minded person, get in touch now. EOE. Box Q-38.

Production Genius needed by one of Northern California's top beautiful music stations. Must have mature voice and be capable of creating, scripting and producing imaginative radio campaigns. Ideal living and working conditions with top compensation and benefits. Send production demo and detailed resume to Gordon Zlot, KZST, Box 2755, Santa Rosa, CA 95405 EOE.

Creative Copy & Production Director for Burgeoning Chicago Suburban FM. Salary commensurate with experience. Send copy samples, tape, resume first letter. No phone calls. Address inquiries to Don Burgeson, 2915 Bernice Road, Lansing, IL 60438. E.O.E.

Outstanding opportunity for creative and enthusiastic Program Director. Should have full knowledge of FCC regulations, and be able to supervise announcing staff. Competitive salary and benefits. Station located in New Mexico. Call manager 505-863-4444.

SITUATIONS WANTED MANAGEMENT

Foreign position wanted. Fifteen years successful experience (on air, management, sales). Excellent references. Well traveled, educated. No dependents. Box P-123.

Hard Working—Sales and community oriented General Manager available for Small to Medium size market. 30 years experience all phases of Radio. If you're looking for these qualifications I have them and want to share. I'm looking for security. Box P-125.

Sales Manager with excellent credentials seeks position with aggressive organization. Prefer Top 50 ADI. Box P-132.

GM or GM Trainee. Intelligent, creative, hard-working. Reply in confidence to Box P-152.

Management and Sales twenty five years with the industry deeply involved sales the fields of programming, news development personnel, employee benefit plans, union negotiations, finance and acquisition radio and CATV AMFM available now. Reply in confidence. Box Q-2.

GM. Superb mountain climber. Outstanding skills, documented. Box Q-24.

General Manager with excellent credentials. 20 years in radio. Ownership, management, FCC, sales, programming, promotion and administration. Solid reputation. Community minded. Fine track record. Desire Southeast market. Available early 1979. Investment considered. Box Q-35.

SITUATIONS WANTED ANNOUNCERS

Soul Personality Seeking to relocate to either North Carolina, South Carolina or Virginia area. 919-483-6530.

Able and Ready: hardworking and reliable. 3rd endorsed, will relocate. Tape and resume on request. Call or write Jim Timm 312-383-0358, 501 N. Harlem, Oak Park, IL 60302.

Articulate Communicator, experienced, top 40 and MOR seeks medium—large market on East Coast. All others considered. Box P-56.

College grad, with 3rd and 4 years experience is seeking first professional job. Willing to relocate. Call 312-599-2556.

Community Minded Announcer Looking for Positive Career move, Oklahoma, Texas, New Mexico, or West. Good voice, production, topical humor. 5 yrs. experience. Bill Betts 308-384-3543 after 2 CST.

Cheerful Experienced Announcer, P-B-P creative production, tight board, hardwork. Looking for Medium Market situation as Announcer/Sports Director. Prefer Northeast. If you'd like the Smilin' Voice of Walter Fowler: 803-383-5303.

Experienced First Phone Announcer, administrative and on-air. Anywhere East of Mississippi River. Box Q-5.

Humorous Personality D.J. MOR oriented. Consistently great ratings. Present location 8 years. Need new challenge. College grad. Married. Excellent references. Box Q-7.

Funny morning man. Experienced. University Degree. Contemporary format. I'll work my tail off. Box Q-36.

1st phone jock with 5 years experience, including MD & PD, looking for medium to major market temp or adult station. Solid references, numbers, stable hard worker. Mark Van Gelder 806-359-5806.

SITUATIONS WANTED ANNOUNCERS CONTINUED

Talented, ambitious young man with 3rd endorsed and 4½ months experience in announcing, boardwork, automation, production and news wants Florida position. Call Rick, 305-672-4890.

Broadcast School Graduate, 3rd endorsed, seeks on-air experience as staff announcer. AOR, Progressive rock, Top 40, MOR, etc. Tape and resume available. Jonas Grigola, Jr. 7212 S. Sawyer Ave., Chicago, IL 60629, 312-776-0620.

I believe both Personality—MOR and my creative, unusual production will make you \$\$\$ Well rounded experience, announcing, news, production, copywriting. \$800-month. 312-246-1121.

Young Air Personality with 3rd Endorsed. Some experience. Top 40 format preferred. Will relocate anywhere immediately. Tape and resume upon request. Call 312-767-7868 anytime or write Ed Dudziak, 8000 So. Pulaski, Chicago, IL 60652.

Radio Pro with good commercial delivery and production. Reliable, 4 years experience. Ken 914-856-6757.

Top Grade Commercial Announcer. 25 yrs. of programming experience is bonus to employer. Looking for Permanent job for voice—booth work, Beautiful Music, etc. 15,000 minimum. Call Lee Wilder, 401-849-7973 or 18 Shields St., Newport, RI 02840.

Youth and Experience, DJ, 23, with 4 years commercial experience, looking for opportunity at solid small or medium market, prefer Ohio, but will consider elsewhere. For air check and resume contact Tom, 17 Chatham, St., Norwalk, OH. 419-668-4020. Some PD experience also.

Long Hours, hard work and low pay don't scare me since I'm willing to prove what I'm worth—Let's start with my audition tape ready for Small Markets. Call: Mike McVey, 215-925-3089 or 215-922-2530.

Broadcaster with "Background." Former Disco D.J.-Host-Manager-Entertainer. Now thoroughly broadcast-trained black performer with 3rd Endorsed. Excellent news delivery. Also sales oriented. Contact Jerome Tate at 215-849-4153 or 215-922-2797.

Ambitious Student looking for a start on MOR or AOR Station. I'm energetic and reliable. Tape and resume available on request. Call Anytime 312-562-5956 or write: Micky Stewart, 1401 High Ridge Parkway, Westchester, IL 60153.

9 years live and automated. 4 at present station. Currently morning and afternoon drives. Medium or Major Modern Country. Bill Collins, 904-482-7217 Home, 904-482-2131 Work.

SITUATIONS WANTED TECHNICAL

Experienced Chief Engineer, AM-DA, FM Stereo, 25 years in business, seeking warmer climate for retirement in future. Box Q-17.

Young chief engineer available. Career oriented. Currently employed, five years experience, two as chief. Knows latest technology. Box N-162.

SITUATIONS WANTED NEWS

Newsperson experienced in gathering, writing, delivery, interviews, public affairs. Pleasant voice, good with tape. First phone. Prefer Southeast. Box P-111.

Sportscaster, excellent Play-By-Play basketball and other sports, actualities, commentaries. Current Sports Director looking for larger market. B.A. Journalism, 906-774-3987.

Recent college grad with a dynamic personality looking for a sports or news position in radio/TV. Everything covered thoroughly & intelligently plus super PBP. Good voice goes with good cred. Call Ed 618-654-8440.

West or Florida only ... wanted by newsmen, 4 years experience, MSJ, currently ND. Box Q-1.

Newsperson More Concerned about people, social problems, and an ethical news story than size of market. Experience in gathering, editing, and anchoring news. A rare breed. Write Box Q-34.

Willing to work hard for first break. UNC Graduate, BA Broadcast Journalism. Stringer experience. Will relocate. For tape and resume contact Charles Freeman 1404 Hillwood Court, Charlotte, NC 28210. 704-525-1477.

Broadcast Journalist, 1½ years small market. Master's Radio/Television, prefer East—Great Lakes, dedicated. Box P-47.

Diligent writer/reporter with TV, print exp. seeks entry job. Degree, 3rd endorsed, good voice, production. Perry Margolin, Box 23, Tafton, PA 18464.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Kent Verbeck Formerly KFRX, KGFV, KRON seeks on or off-air position in Midwest. 1st, Automation. Box 80751 Lincoln 68501.

Creative commercial concepts—outstanding organizational ability. Available now for larger market stations and groups. Box P-134.

12-year broadcaster seeking active programming position with solid station experiencing ratings problems. ARB expert, working with top consultants at medium-market major-group winner. Sales Management/on-air background, various formats. I'll produce long-term progress in exchange for executive freedom and excellent compensation. Box P-153.

Young, Aspiring Music Director/PD. looking for first opportunity to prove music/programming capabilities. Extensive air experience. Interested in helping develop exciting young Adult/Contemporary sound. Top production. Resume, voice/music check, Pat Christie, 12217 Renwick, St. Louis, MO 63128 314-849-2929.

Community Affairs Liason for Spanish market/Washington, DC. 8 years experience with New York radio and television stations. Public Affairs Program—interviews with Spanish community leaders, discussion of community problems, newscasts. Interested and knowledgeable in dealing with Spanish population. Tireless worker. 301-652-5129.

TELEVISION

HELP WANTED MANAGEMENT

Immediate opening. Local Sales Manager for Midwest station. Experience necessary. Must be fully conversant with up-to-the-minute selling and pricing techniques. Equal opportunity employer. Box P-20.

General Manager. We need a person with proven management abilities to develop the full potential of a major Midwestern public television station. Must have executive public broadcasting experience. Minimum of a B.A. degree. Salary and attractive benefit package. Equal opportunity employer. Send resume and references to: Search Committee, P.O. Box 118, Detroit, MI 48232, Att: Dept. 5359.

Be Your Own Boss. Business opportunity to manage and sell ads over a television rebroadcast system in Michigan's beautiful Upper Peninsula. Unlimited opportunity in a community of 15,000. Many options open with owner. All replies held confidential. For full details write to Box Q-32.

General Sales Manager capable of directing a strong Western Network Affiliate. Good Salary plus profit sharing, health care and other benefits. Excellent living conditions in an ideal climate. A real challenge for a sales person. Station enjoys prestige, good ratings and strong share in the market. Resume to Box Q-37.

Manager National Operations. Growing television facility is in need of a Manager for National Operations to coordinate activities of national program production and oversee budgets. Position will work closely with business office and vendors as well as project producers and unit managers. Requires degree, or experience, in business and accounting, plus two to three years experience as unit manager for national program projects, or related job experience, at a major TV production facility, local station or network. Salary mid-teens. Send resume with salary history to Personnel, P.O. Box 610001, Miami, FL 33161.

General Manager. Prerequisites: TV Sales on Street. TV Sales Management. TV General Management. Please don't apply if not experienced in all three. Equal Opportunity Employer. Resume to Bruce Hebenstreit. Confidential. KGGM-TV 13, C.B.S. in sunny Southwest PO Box 1294, Albuquerque, NM 87103. Phone 505-243-2285.

HELP WANTED SALES

Local Sales Manager needed for No. 1 group owned VHF station in the Southeast. Must have proven local sales ability and strong leadership and motivational capabilities. Experience in regional and/or national sales desirable. Please send resume and salary requirements to Hugh Robinson, WFA-TV, Montgomery, AL. Equal Opportunity Employer.

Number 1 Net Affiliate, Top 50 Northeast, seeks experienced "TV Pro" for local direct/agency sales. Strong list plus unlimited earnings potential. Group owned. An equal opportunity employer. Send letter and resume to Box Q-23.

Hardworking, Aggressive local Salesmanager needed for growing TV station in Northeast—Must have experience in local sales development, agency experience, proven track record, checkable references, willing to carry list and offer strong leadership to local sales dept. Send resume and salary requirements to: Box Q-40.

32nd market sales position available immediately. Should have broadcast sales, other sales, or management experience. Send resume to George Coles, WTVN-TV, Box 718, Columbus, OH 43216. WTVN-TV Equal Opportunity Employer.

TV Sales Representative: CBS Affiliate in top 100 market needs experienced Sales Representative to assume active account list. Excellent commission/salary structure, with room for advancement. Please send resume to Michael Lennon, WIFR-TV, P.O. Box 239, Rockford, IL 61105 or call 815-987-5347. An E.O.E.

HELP WANTED ANNOUNCERS

Strong sports personality ... our top-notch sports director after 8 years has left for a major television market. We are looking for an individual with one or two years of radio or television sports experience, who can build a following with a strong radio and TV sportscast, and wants to be directly involved with our audience. We offer excellent working conditions and fringe benefits. Excellent recreational opportunities. Salary open. An equal opportunity employer. Send video tape and resume to Alan Landay, News Director, WBOC-TV-AM-FM, Radio-TV Park, Salisbury, MD 21801.

HELP WANTED TECHNICAL

Assistant Chief—Working engineer to direct studio maintenance. Must be qualified on quad and umatic tape, IVC and RCA cameras. \$17,500 to start plus benefits. Harold B. Wright, WVIR-TV, Charlottesville, VA 22902. 804-977-7082. An Affirmative Action Equal Opportunity Employer.

Broadcast Maintenance Engineer (Jackson, Michigan) First Class Radiotelephone license and experience in broadcast maintenance required. Video Tape maintenance very helpful. Equal Opportunity Employer. Send resume to Personnel, WILX-TV, P.O. Box 30380, Lansing, MI 48909.

TV Maintenance Supervisor—Major West Coast Independent—Degree preferred, five years TV 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.

Central California NBC affiliate is looking for a TV engineer with strong background in all phases of commercial television engineering, especially maintenance, 2-inch reel-to-reel video tape machines and TCR-100 cartridge tape equipment. ENG experience/knowledge highly desirable. First class FCC license mandatory. 40-hour week, salary \$18,000-\$19,000 range, excellent fringe benefits. Send complete resume to Personnel Manager, KMJ-TV, Channel 24, 1626 E Street, Fresno, CA 93786 or contact Bob Hess, Chief Engineer, 209-268-6666. An Affirmative Action, Equal Opportunity Employer.

HELP WANTED TECHNICAL CONTINUED

Maintenance and Operations Engineer—For color production facility in major market. Responsible for maintenance and operation of television studio equipment including three 3/4" VCR's and two VPR-1's. Should have First Class license; one year's experience a definite plus. Salary open, good benefits. Call or write: Craig E. Blohm, Production Supervisor, CRC-TV, 6555 W. College Dr., Palos Heights, IL 60463, 312-371-8700.

Maintenance Engineer—1st Class License, VTR and 3/4" tape machine experience; ideal recreational location. Write or call WMBB-TV, P.O. Box 1340, Panama City, FL 32401; 904-769-2313, Attn: Larry Young, Chief Engineer.

Excellent Opportunity For Broadcast Engineer. Good working conditions, best equipment, good salary and fringe benefits in quality station. Broadcast maintenance engineering experience and first class FCC license required. Send complete resume to Personnel Manager, WFMY-TV, P.O. Box TV-2, Greensboro, NC. Confidentiality maintained.

Top quality Production House has immediate need for three maintenance engineers with heavy experience. References required. EOE. Box Q-26.

TV Transmitter Technician. New Jersey Public Television has an immediate opening for qualified Transmitter Technician. Experience with RCA TTU-60 transmitter desirable. Duties include transmitter operation and maintenance, operation and maintenance of associated microwave and radio telephone equipment and helical VTR equipment. Location: Montclair, New Jersey. FCC First Class Radio Telephone license required. Send resume to Larry Will, Transmitter Engineering Supervisor, NJPTV, 1573 Parkside Avenue, Trenton, NJ 08638. Salary range A20, starting at \$13,814.33. AA/MF.

Engineer with ability and knowledge to maintain radio and television broadcast equipment. First Class FCC license required. All new radio and television studios. New TV transmitter site with four year old Harris Gates transmitter run by remote control. Some TV switching required. Wayne Pash, Tech Dir. KLOE-AM-TV, Goodland, KS 67735. P.O. Box 569, PH. 913-899-2321.

Video technician—solid state background, FCC first license required. Resumes to Dennis Bornhoft, KCOY-TV, P.O. Drawer 1217, Santa Maria, CA 93456. An equal opportunity employer.

Chief Engineer for Small TV Station in Colorado. Must like small town life and clean air. \$10-\$12K. Call 303-242-5000 or D. Balfour, Box 789, Grand Junction, CO 81501.

Radio/TV Maintenance Engineer—Provide maintenance and technical support for Broadcasting equipment. Align, adjust and maintain broadcast transmitting equipment; microwave and remote control systems; and audio/videotape recording systems, per FCC rules and regulations. Requires successful completion of technical training in Radio/TV or equivalent and at least two years of Broadcast equipment maintenance. FCC 1st Class License desired. Please apply to the Staff Employment Center, 1717 E. Speedway, Tucson, AZ 85721. An Equal Opportunity, Affirmative Action, Title IX, Section 504 employer.

Television Engineer wanted for ABC Affiliate. First Class License required. Contact: Sim Killiner, WJKS-TV, P.O. Box 17000, Jacksonville, FL 32216. Equal Opportunity Employer.

Immediate Opening for First Phone Technician who likes a heavy maintenance schedule on studio cameras, ENG cameras, video tape, both quad and helical. Knowledge of digital systems is a must. We're doing big things at WBRE-TV, Wilkes-Barre and we need good technical help and will pay for it. Contact Charles Baltimore at 717-823-3101.

HELP WANTED NEWS

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 cassette with samples of field, work and resume to: News Director, P.O. Box 2009, Durham, NC 27702. A Capital Cities Station. E.O.E.

11 o'clock Anchor—Must be experienced reporter/photographer. Send resume and recent cassette to WVIR-TV, Box 751, Charlottesville, VA 22902. An Affirmative Action/Equal Opportunity Employer.

Producer—Looking for an experienced producer for our 11 p.m. news. Must have solid background in all phases of news and ENG, including live microwave. If you can produce a highly visual fast pace newscast and are a good writer who can also supervise scripts send cassette sample of your work to Allen Jones, P.O. Box 2009, Durham, NC 27702. E.O.E.

Assignment Editor-Reporter. All ENG News Department seeks aggressive news pro. Videocassette and resume to Jim Bradley, WHSV-TV, P.O. Box TV 3, Harrisonburg, VA 22801. EOE.

We're a Leader in the local news ratings in a highly competitive market. We're live, we're ENG with a staff of 20 solid journalists. I'm leaving my position as the chief administrator of the news dept. and I'm looking for my replacement. Contact Rick Prouse, KARD-TV, PO Box 333, Wichita, KS 67201, 316-265-5631.

Producer—need experienced Producer for 11 PM newscast. Must have background in all facets of news and news production including ENG and Live Microwave Feeds. Format requires someone who thinks good journalism, knows visual techniques, can supervise writing and an outstanding staff. Contact Howard Kelley, News Director, WTLV, Jacksonville, FL. 904-354-1212.

TV News Anchor and reporter. We're looking for a solid news anchor person with experience who can communicate well with the audience. The job will involve anchoring one prime cast daily plus reporting assignments. Five-day week, excellent benefits, degree preferred. Top-rated station in Midwest market. If you are experienced and good, we'd like to hear from you. Send complete resume and cassette air-check to The Mitchell Group, 4440 Vineland, North Hollywood, CA 91602.

News Director. Skilled administrator to lead a young aggressive staff of 20 for ABC affiliate in sunny Southwest, second-50 market. Salary commensurate with experience. Submit detailed resume to: Box Q-12. An Equal Opportunity Employer.

Medium Market Station in Upper Midwest seeks talented person to back up our staff meteorologist on weekends and handle general assignment reporting on three weekdays. Prior on-air experience essential. Excellent working conditions with dominant news department. Resume including salary requirements to Box Q-30. We are An Equal Opportunity Employer.

Reporter. Must be experienced in beat reporting, preferably hard news. Must be aggressive and productive. All-ENG, group-owned affiliate in major Sunbelt market. Box Q-33.

Sports Reporter—major market sports minded station looking for aggressive sportscaster. Play-by-play essential. Send tape and resume to George Noory, News Director, KMSP-TV, 6975 York Avenue South, Minneapolis, MN 55435. EOE.

Anchor Needed—for daily noon newscast. Net affiliate in top 50 markets. Must have substantial producing and interviewing background. All benefits, Equal Opportunity Employer. Send resume and videocassette to P.O. Box 22, Scranton, PA 18501.

Senior Electronic Photog/Editor. Minimum one year's experience Electronic News Gathering. Send resume to Personnel Director, WSM, Inc. Box 100, Nashville, TN 37202. An Equal Opportunity Employer.

Television Cinematographer for Des Moines/Ames market. Responsible for planning, execution of film/ENG coverage of assigned news events, using 16mm silent or single-system sound cameras or small format ENG. Must be able to edit both film and ENG, as well as process film. Required: 3 years commercial or comparable experience or training in motion picture photography/ENG and editing. Salary open, depending upon experience and training, \$10,946 minimum, plus fringe benefits. Apply to Personnel Office, Iowa State University, Ames, IA 50011 by November 30, 1978.

Weekend Anchor/Producer for Midwest net affiliate. Must have newscast production experience. Resumes and salary requirements to Box P-63.

Reporter—A substantial background in television news reporting is required. Must be experienced in all phases of TV news operation. Reporting, 16 mm photography, electronic news gathering, writing, editing, etc. Heavy emphasis on reporting and writing. No telephone applications can be accepted. Send complete resume and video cassette tape to: News Director, WTVD, P.O. Box 2009, Durham, NC 27702. EOE.

Executive Film and Tape Editor. Experience 3/4" videotape-film-CMX and Sony 500A. Maintain supplies, coordinate editing for five 60-minute and five 30-minute weekly newscasts. Supervise morgue. Send resume to Personnel Director, WSM, Inc., Box 100, Nashville, TN 37202. An Equal Opportunity Employer.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Program Manager for public TV station to develop, select, and acquire programming for broadcast; develop broadcast schedules; develop and administer program budget; and manage program operations staff. Salary \$25,799-28,655. Application deadline: November 28, 1978. Contact: Personnel Commission, Office of the Santa Clara County Superintendent of Schools, 100 Skyport Dr., San Jose, CA 95110, 408-299-3701.

Commercial Producer for top 100 network affiliate in Midwest. Must be take-charge individual who is experienced in coordinating commercial production efforts. Equal Opportunity Employer. Reply to Box P-117.

Production Manager wanted for small station/large group. Emphasis on local commercial production. Extensive production background essential. EOE. Box P-137.

Producer/Director... Minimum 6 years directing news and sports remotes. Heavy on commercial studio and location production. Willing to work early or late shift. Salary commensurate to experience. Tape and resume to Production Manager, WPTF-TV, P.O. Box 3540, Durham, NC 27702.

Promotion Director—Creative, experienced, good on graphics. Fla. ABC Affiliate—Equal Opportunity Employer. Box Q-20.

Producer/Director with 4 years experience to concentrate on commercials and occasional specials. Proven success with clients and agencies. Ability to direct production, personnel and talent. Experience with single/double system film, EFP and studio. Creative production and technical standards mandatory. Send tape and resume to Personnel, WRAL, PO Box 12000, Raleigh, NC 27605. EOE, M/F.

Art Director—for State Educational Television Network. Supervise graphic, scenic, still photo areas. Also active as graphic and television artist. Responsible for overall design concepts. BFA plus six years' experience in television art department, two as supervisor. Salary to \$17,500. Apply by December 8th to: Paul E. Few, Assistant Manager-Administration, University of Nebraska Television Department, Box 83111, Lincoln, NE 68501. Affirmative Action, Equal Opportunity employer.

SITUATIONS WANTED TECHNICAL

Experienced Chief Engineer Available in December. Knowledgeable in Construction, Re-Construction as well as Human Relations. Box Q-9.

First Phone, seeks first job in T.V. engineering/production. AA Radio/TV. Have production experience. Will relocate. Call Dan Simmons 301-586-0736.

First phone, some experience, over 1700 hours of electronics training, single, 25 years, mature, available immediately as "trainee"—Anthony Pinesich. 2604 East York Street, Phila., PA 19125, 215-423-8952 or 215-922-2530.

SITUATIONS WANTED NEWS

Experienced Professional: A decade of reporting, producing assignment editing, and news directing. Journalism degree. Reporting awards. Seeking news directorship at top twenty market station with management committed to quality news product or major market executive producer position or investigative reporter/producer job. Box Q-4.

SITUATIONS WANTED NEWS CONTINUED

Anchor/Reporter, 5 years exp., B.A., 27, net feeds, seeks Med.-Large Mkt. assignment, 517-624-5514, Box P-94.

Editorial Writer/Commentator they'll tune in for. Down-the-middle American views, but always an original twist. Write or call for audition cassette and resume, which will be sent immediately. Thirty-year-old family man; fourth generation journalist; BA journalism, Master of Business Administration; willing to pitch in on other assignments; available now; will locate anywhere. Joe Nixon, 1948 Lake Shore Drive, Michigan City, IN 46360. Phone 219-872-5657 anytime. If no answer, my answering service weekdays and Saturday mornings is 219-879-5633.

Attractive, articulate, intelligent Black woman, 26, seeks television reporting or anchor position. Three years newspaper reporting experience. I can cover anything. Willing to relocate. Box Q-16.

ENG/Film News Photographer/Editor, in top 60 market, 22 months experience, B.A., seeking position in more challenging market. Tape available. Box Q-27.

Weathercaster/Meteorologist looking for small or medium market station where I can grow. Currently employed major market. Available late January. Box Q-39.

Editor: Film and ENG with 16mm camera work. I've a natural feel for structure, rhythm, and creativity. Recently from Miami market but will go anywhere. David Box P-138.

Assignment Editor, Reporter. Masters from Missouri, 13 years experience in TV, Radio, and Print. I know news and how to organize a newsroom to get the news. Have supervised assignments in 3 stations, and know how to handle people. 1-501-882-3109.

Sportscaster with six years experience as anchor and reporter seeks med-large market position. 507-345-5276.

Copywriter/reporter. Production, ENG exp., 3rd endorsed, degree, seeks entry job. Perry Margolin, Box 23, Tafton, PA 18464.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Director, 3 3/4 years commercial TV, BA, 2 years college PTV. Experienced in commercials, EFP, news, PA, remotes. Desire challenging growth position as director, A/D, production person in top 100 network affiliate. Tom Hannum, 400 E. Cass No. 2, Cadillac, MI 49601, 616-775-0755.

ALLIED FIELDS

HELP WANTED MANAGEMENT

Dean, School of Communication. The American University in Washington, DC seeks a Dean for its School of Communication. Responsible for graduate and undergraduate programs in print and broadcast journalism, visual media and public communication. Should have an appropriate advanced degree and/or extensive professional and/or academic experience. Should also have a distinguished record of publication or production in the areas of communication, media, or public affairs. Salary: Negotiable. Apply to: SOC Dean Search Committee, School of Communication, The American University, Washington, DC 20016. Deadline: December 15, 1978. An Affirmative Action/Equal Opportunity Employer.

HELP WANTED SALES

Ten year old music and entertainment paper seeks aggressive space salesperson. \$300/wk. draw vs. 20% commission. \$25K potential. Resume to: Good Times, 1619 E. Sunrise Blvd., Ft. Lauderdale, FL 33304. Interview necessary.

Salesperson Television Commercials. Salesperson for the world's leading producer of Syndicated Television Commercials. Excellent job for conscientious salesperson. Must travel 32 weeks annually by car starting January 1979. Continued expansion necessitates hiring additional representative Northwestern territory. Product has unparalleled acceptance among local advertisers. Salesperson must have quality background, impeccable integrity. Draw account against earned commissions. Include resume. Box P-127.

HELP WANTED TECHNICAL

Engineer Wanted for non-profit production/access center. 1 1/2 years in maintenance and repair of small format b/w and color video, capability to modify and design, commitment to alternative media necessary. Salary: \$11,000/yr. plus benefits. Resume deadline: 12/5/78. University Community Video/Studio A Rarig Center/U of Minn./Mpls, MN 55455. E.O.E.

Washington, D.C. TV and Radio financial management consulting firm needs experienced TV and radio engineer to compute replacement cost of technical equipment using in house library of manufacturers catalogs and price data. This is a detail desk job in pleasant surroundings. You will be working with two other engineers and with client stations. Minimum 3 years operating experience. Fine progressive company in its 32nd year. Call John Bowman, Frazier, Gross & Clay, Inc. 202-244-6376.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Television Production. The Department of Radio-Television-Film at The University of Texas at Austin is seeking applicants for a faculty position beginning in September 1979 in studio and non-studio television production and small format video. This position will require teaching or professional experience in both dramatic and non-dramatic television production and in the use of studio, ENG and Portapak television production and editing equipment. Applicants with distinguished records of professional television directing or production will be considered for appointment at the rank of Lecturer, a renewable non-tenure track appointment. The Ph.D. or appropriate terminal degree is required for tenure-track appointment. Preference in all appointments will be given applicants who have college or university teaching experience and a strong record of scholarly, creative and/or professional activity. Salary will depend on the applicant's teaching experience and record of scholarly, creative and/or professional achievement. The University of Texas at Austin is an Affirmative Action Equal/Opportunity Employer. Send letter of application, resume and professional credits by January 1, 1979, to: Robert E. Davis, Chairman, Department of Radio-Television-Film, The University of Texas at Austin, Austin, TX 78712.

HELP WANTED INSTRUCTION

Ohio State University's School of Journalism is accepting applications for the position of Kiplinger Professor of Public Affairs Reporting. Applicants must have at least ten years experience in public affairs reporting, preferably including experience in Washington. The Kiplinger Professor teaches advanced investigative and interpretive reporting techniques related to coverage of federal, state and local governments; directs students in Kiplinger graduate program in public affairs reporting. Starts September 1, 1979. Salary up to \$38,500 for 11 months. Applications must be received by February 15, 1979. Send resume and references to: Chair, Kiplinger Search Committee, School of Journalism, Ohio State University, Columbus, OH 43210.

University of Colorado School of Journalism has two tenure-track openings for faculty beginning in late August '79. (1) ASSOCIATE OR ASSISTANT PROFESSOR in advertising. Requirements include experience in news-editorial sequence. Candidates must have professional media experience. Requirements include ability to teach reporting and editing and ability and desire to do research. Ph.D. preferred. Salary competitive. Apply by January 15, 1979, for both positions to William McReynolds, chairperson, Personnel Committee, School of Journalism, Campus Box 287, University of Colorado, Boulder, CO, 80309. The University is an Equal Opportunity/Affirmative Action employer.

University of Nevada-Reno seeks assistant professor to teach TV/radio news beginning in fall of 1979. Should have at least M.A. degree and five years of full-time professional news experience, with emphasis in broadcasting. Salary depends on qualifications. Deadline for applications: Dec. 15, 1978. Write to Prof. L. W. Gilleland, chairman, Department of Journalism, University of Nevada-Reno 89557. An Affirmative Action/Equal Opportunity 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 \$16,500 for 9 months. Send letter of application and resume by Jan. 15, 1979 to Chairman, Department of Journalism and Mass Communications, Kansas State University, Manhattan, KS 66506. Kansas State is an Equal Opportunity Employer. M/F.

International Communication/Broadcast Law, Regulation and Policy. The Department of Radio-Television-Film at The University of Texas at Austin is re-opening its search for a faculty member to teach in one, possibly both, of the following areas: 1) International Communication. 2) Broadcast Law, Regulation and Policy. The appointment will begin in September 1979. The Ph.D. or equivalent terminal degree is required for a tenured or tenure-track appointment. An applicant with a distinguished record of professional career service in one or more of the advertised teaching areas might be considered for appointment at the rank of Lecturer, a non-tenure track appointment. Preference in all appointments will be given applicants who have college or university teaching experience, a strong record of scholarly or professional publication and demonstrated ability to secure outside funding from governmental or foundation sources. Rank and salary will depend on the applicant's teaching experience and record of scholarly and professional achievement. The position will be available in June or September 1979. The University of Texas at Austin is an Affirmative Action/Equal Opportunity Employer. Send letter of application and resume by January 1, 1979, to: Robert E. Davis, Chairman, Department of Radio-Television-Film, The University of Texas at Austin, Austin, TX 78712.

SITUATIONS WANTED INSTRUCTION

Seeking Teaching Position. Masters from Missouri, 13 years professional, 5 years teaching experience. Young, enthusiastic, and Head of small college dept. Want to move on. Adept at supervising and organizing large student newsrooms. Teach courses in Broadcasting, Newswriting, Advertising, Journalism Law. 1-501-882-3109.

WANTED TO BUY EQUIPMENT

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

Wanted: 10 KW FM transmitter. Must be in good condition—Cash. Box Q-15.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

5" Air Hellax Andrews HJ9-50. Can be cut and terminated to requirement. Below Mfgs Price. Some 3" also available. BASIC WIRE & CABLE 860 W. Evergreen, Chicago, IL 312-266-2600.

AM Transmitters (Used) 50 KW, 10 KW, 5 KW, 1 KW, 250 W. Communication Systems Inc., Drawer C. Cape Girardeau, MO 63701, 314-334-6097.

RCA, TK-27 Film Camera, TP-66 16mm Film Projector, both in excellent operating condition. Call R. Hippler—General Television Network 313-548-2500.

FM Transmitters (Used) 20 KW, 15 KW, 10 KW, 5 KW, L KW, 250 W. Communication Systems, Inc. Drawer C, Cape Girardeau, MO 63701, 314-334-6097.

RCA TR-60 Hi-Band Quad VTR with editor. Excellent condition. \$27,000. Call Mr. Kitchen, Quality Media Corporation, 404-568-1155.

For Sale: DataTron Tempo Control Track Editing System, including two 2850-A Sony Video Recorders. Call: Lorrie Church 201-445-1711.

For Sale: TR-22 VTR, TR-4 VTR, and 3 CEI-280 studio cameras. Contact Al Evans, WXON-TV, Detroit, 313-355-2901.

FOR SALE EQUIPMENT CONTINUED

Low Priced Broadcast Parts—excess parts stock on Harris, Ampex, Scully and others offered at 40% and 60% off Harris list price. Write for free list or call for availability at 217-222-8200, ext. 3500, 3501 or 3502. Harris Broadcast Products Division, Service Parts Department, P.O. Box 4290, Quincy, IL 62301.

HP Spectrum Analyzer 851/855.1B. Exc. Cond. Currently calibrated. \$4000. Call 213-541-7379.

Used Stereo Console Cast Machines and Limiters. Call 404-487-9559.

Two PC-60 Cameras. One has separate mesh modification and new yokes. Dennis Bornhoff KCOY-TV, 805-922-0505.

1 KW AM and FM Transmitters—McMartin BA-1K, Gates FM-1G. M. Cooper 215-379-6585.

20 KW FM Transmitters—Gates FM 20B. Cheap. M. Cooper 215-379-6585.

Electronic Equipment Below Retail. Call or write for quote. Box 2306, Seventy West Burton Place, Chicago. 312-943-4107.

COMEDY

Free sample of radio's most popular humor service! O'LINERS, 366-C West Bullard, Fresno, California 93704.

GUARANTEED FUNNIER! Hundreds renewed! Freebie! Contemporary Comedy, 5804-B Twining, Dallas, TX 75227.

Not Comedy—Total personality service for Top 40, MOR, AOR. Sample: GALAXY, Box 98024-B, Atlanta, GA 30359 (phone 404-231-9884).

"Free" Catalog! D.J. Comedy ... Wild Tracks ... more! Command, Box 26348-H, San Francisco 94126.

"The Radio Personality", Topical humor, biweekly. Free sample. 1509 Country Club Court; Franklin, TN 37064.

Discover the Original comedy series about radio: WHY-53. Free episode you can air. Schnrt Productions 212-527-5996.

Complete show material. Page for every day. \$5. per month. Advantage, Box 153, Mt. Prospect, IL 60056.

MISCELLANEOUS

Prizes! Prizes! Prizes! National brands for promotions, contests, programming. No barter or trade ... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

Have a client who needs a jingle? Custom jingles in one week. Philadelphia Music Works, Box 947 Bryn Mawr, Pa. 19010, 215-525-9873.

Attention Jocks! Airchecks a hassle? Let us master, edit, process, dub and mail for you. Need a professional broadcast resume or a critique on your work? Write Disc Jockey Services, 908 N.W. 105th St., Suite 106, Oklahoma City, OK 73114.

Radio and TV Bingo. Oldest promotion in the industry. World Wide Bingo—P.O. Box 2311, Littleton, CO 80160, 303-795-3288.

INSTRUCTION

1st class FCC, 6 wks., \$450 or money back guarantee. VA appvd. 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, 312-321-9400.

Free booklets on job assistance. 1st Class FCC license and D.J.-Newscaster training. A.T.S. 152 W. 42nd St. N.Y.C. Phone 212-221-3700. Vets benefits.

1978 "Tests-Answers" for FCC First Class License Plus—"Self-Study Ability Test". Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348-B, San Francisco, 94126.

REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin September 11 and October 23. Student rooms at each school.

REI 61 N. Pineapple Ave., Sarasota, FL. 33577, 813-955-6922.

REI 2402 Tidewater Trail, Fredericksburg, VA. 22401.

First Class FCC License in six weeks. Contact Elkins Radio License School, P.O. 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 twentieth year teaching FCC license courses. Bob Johnson Radio License Training, 1201 Ninth, Manhattan Beach, CA 90266 213-379-4461.

RADIO

Help Wanted Management

No Taxes!

That's just one of the great benefits you'll receive as sales manager of this Southern New Hampshire Leader. Tremendous business growth in this area has created the opening for a seasoned sales pro to "take charge." Candidate must have experience in market research, co-op advertising, agency experience and 3 years in radio sales.

The Southern New Hampshire region is the fastest growing area on the east coast and the only state in the country without state sales or income taxes! Make your move today!

Send resumes to: Scott Norton, WFEA Radio, Box 370, Merrimack, New Hampshire 03054

—An Equal Opportunity Employer—

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 176 Weybosset Street, Providence, Rhode Island 02903. An Equal Opportunity Employer.

ENGINEERS

We're growing fast and expanding our engineering staff. What's your specialty? Audio, FM Chief, AM Chief (Directional), Construction, RPU or RENG. A challenging job with a bright future if you can produce. Large, small market operation in isolated, rural mountain community on West coast. Low living costs and abundant outdoor recreation. Twelve thousand to start. E.O.E. Mr. Smith, 503-882-8833.

Help Wanted Programing, Production, Others

Program Director and Announcers

Contemporary Class C FM, South Texas. change of format. Prefer that you be able to speak some Spanish. Send tape and resume for immediate opening to Dick Oppenheimer, Box 5820, Austin, TX 78763.

RADIO PROGRAM DIRECTOR

Looking for a creative dedicated program director, research oriented; with a proven track record in top 30 market. Carry a shift. Contemporary 18-49 station. Major California market. Send resume and financial requirements. E.O.E. Box Q-29.

Help Wanted News

MORNING DRIVE NEWSPERSON

If you've had at least 2-3 years on air experience in a contemporary format, and can relate to the 18-34 lifestyle, you may be the person we're looking for to join our solid team of pro's.

A natural, up and one to one approach is what we're looking for ... If you've got it, send it on a tape, along with a resume and salary requirements to:

Gary Berkowitz, Program Manager
92/PRO-FM
1502 Wampanoag Trail
East Providence, Rhode Island 02915
(401) 433-4200.

WPRO-FM is an Equal Opportunity Employer

Situations Wanted Announcers

Radio announcer

Graduate of Newhouse School of Communications, Syracuse, N.Y. 1977, have 3rd endorsement, experienced on the air, single, 23 year old. Resume and tapes on request—call Meade Murland 717-885-5791, 5 9 PM., or write 808 West Lockhart St., Sayre, Penna. 18840.

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.

**Situations Wanted Management
Continued**

**GENERAL
SALES MANAGER**

... with nine years of major market sales management experience. Solid radio sales background. Ability to develop, motivate and lead a successful sales team. Strong retail and agency experience with references to substantiate. My career has been with one company adapting sales techniques to four different formats. I am a professional looking for a professional broadcasting company. Reply in confidence to Box Q-11.

Situations Wanted News

NEWS ANCHOR

In Major Market seeks NO slot in Medium, or Morning Anchor in Medium-Major Market. Degree in Broadcasting, good writing and delivery. Bill Gallagher, 361 Hilltop Dr., Apt. 331, King Of Prussia, PA., 19406, or call after 2:30 PM, 215-265-8055.

**TELEVISION
Help Wanted Technical**

**MAINTENANCE
ENGINEER**

Maintenance Engineer for Los Angeles Television/Television production facility. A strong background in studio maintenance with 3 to 5 years experience, first class license and the desire and ability for a challenging position. Salary 20K plus. Submit resume to Win Korabell, Director of Engineering, KCOP Television, Inc., 915 North La Brea Avenue, Hollywood, California 90038.

Affirmative Action/Equal Opportunity Employer.

**VITAL HAS A FUTURE
FOR YOU**

Dynamic growth opportunities for video engineers with experience in video switching systems. Enjoy Florida living. Work for hi-technology company. Send resume to: Dale Buzan, Vital Industries, Inc., 3700 N.E. 53rd Avenue, Gainesville, Florida 32601.

**SONY
VIDEO MAINTENANCE
INSTRUCTOR**

Sony Video Products Company offers this position to experienced maintenance engineers with at least two years of technical school. You should enjoy analyzing and explaining the theory and maintenance of the latest videotape and color camera equipment and be able to stand up before groups of broadcast engineers. You should be good with your hands to demonstrate mechanical disassembly and adjustment. If you are ready to be recognized as "The Sony Expert" Send your resume to:

Larry Silverman, Mgr.
Broadcast Training
Sony Corporation of America
P.O. Box 5723
Compton, Ca. 90220
(213) 537-4300

Help Wanted Technical Continued

**ENGINEERING
MANAGEMENT**

We are a major television network currently expanding and upgrading our production facilities. As a result, we are seeking individuals in the following areas:

**TECHNICAL OPERATIONS
SUPERVISORS**

This position involves supervising the technical and engineering operations involved in the production of video-taped shows, from pre-production meetings through final taping. Requires an individual who is totally knowledgeable in state-of-the-art television techniques, equipment and engineering perimeters as determined by the FCC. Prefer individual who possesses a technical degree plus a minimum of 3 years engineering supervision experience. If you have ever had the desire to become part of a winning team, please send resume and salary history to:

Box Q-10
c/o Broadcasting Magazine
Equal Opportunity Employer M/F

Help Wanted Management

BUSINESS MANAGER

Major Cincinnati Broadcaster requires a Business Manager for the WKRC-TV, AM/FM stations. We are seeking a qualified accountant with broadcast management experience. Please send resume to L. Holtkamp, Taft Broadcasting Co., 1906 Highland Avenue, Cincinnati, Ohio 45219.

An Equal Opportunity Employer

**Marketing/Promotion
Manager**

Outstanding educational broadcast and production facility in Chicago seeks individual with video, syndication, marketing experience to develop and manage advertising/promotion program. Salary: midteens. Send resume to Box Q-14.

**Prominent broadcasting corporation has
several excellent opportunities for**

**Retail Marketing Managers
Salary to \$40,000
Los Angeles, Chicago &
San Francisco based**

We need talented, career-motivated "marketing" professionals to expand our retail sales operations. The candidate we seek must possess at least 5 years in-depth retail marketing experience in the broadcast or retail industry; must have a strong knowledge of retailing as it relates to broadcasting. The ability to communicate effectively with retailers required. Generous company benefits.

**Qualified applicants should send resume with salary history and requirements, in confidence, to:
Box Q-43.**

An equal opportunity employer m/f

Help Wanted Management Continued

General Manager

Prerequisites:

- TV Sales on street
- TV Sales Management
- TV General Management

Please don't apply if not experienced in all three.

Equal Opportunity Employer

Resume to Bruce Hebenstreit, Confidential. KGGM-TV 13, C.B.S. in sunny Southwest, PO Box 1294, Albuquerque, N. Mex. 87103.

Phone (505) 243-2285

Help Wanted News

News Cameraperson/ Editor

This person must have both ENG and 16 MM film background. Will be working with TK-76 cameras, Sony editors, Frezzolini LW-16's and doing live shots. Good opportunity, with the number one station in the market, for an aggressive, creative person who is willing to give that extra effort to get the story. Send resume to Bill Applegate, News Director, WKBW-TV, 7 Broadcast Plaza, Buffalo, NY 14202 or call 716-845-6100. An equal opportunity employer.

Help Wanted Programing, Production, Others

WPHL-TV PHILADELPHIA

One of the most aggressive independent stations in the country, with one of the best equipped and finest production houses on the East coast, has two openings.

PRODUCTION COORDINATOR - Created because the last one moved up, this position entails assisting the Director of Creative Services in the selling, scheduling and administration of a production department that does programs and commercials for national, regional and local accounts, as well as producing over 100 sporting events per year, including Phillies baseball. The person selected for this will have a good knowledge of production, administrative ability and be capable of writing simple retail commercial copy.

PROGRAM-PROMOTION COORDINATOR This job involves a great amount of administrative responsibility and requires someone with day-to-day program scheduling ability. The person selected for this will be the right hand to the Station Manager and will, among other things, take viewer calls, schedule movies, prepare rating service logs, do ascertainties, issue weekly program schedules and maintain contact with program distributors. Prior experience in a program department (preferably an independent) is a must.

WPHL-TV has excellent employee benefits and offers pleasant surroundings and a very friendly atmosphere. We are an equal opportunity employer and encourage applications from females and minorities. Please send a detailed resume with salary requirements to:

Ted Baze
Vice President and Station Manager
WPHL-TV
5001 Wynnefield Avenue
Philadelphia, PA 19131

Help Wanted Programing, Production, Others Continued

EXECUTIVE PRODUCER-DIRECTOR

The ABC affiliate station in Washington, D.C. is seeking a dynamic, experienced Executive Producer-Director. Extensive production expertise is essential (with emphasis on studio directing and sports), along with good management skills. Send resume to Linda DesMarais, Program Manager, WJLA-TV, 4461 Connecticut Avenue, N.W. Washington, D.C. 20008.

An Equal Opportunity Employer

COMMERCIAL DIRECTOR

Production company in top ten East Coast market needs first rate commercial director with resume and reel to prove qualifications in video tape and film directing.

Excellent salary, fees and fringe benefits. Send information to

Box P-158.

An Equal Opportunity Employer M/F/H/VETS

Radio Programing



LUM and ABNER

5 - 15 MINUTE
PROGRAMS WEEKLY

Program Distributors

410 South Main
Jonesboro, Arkansas 72401
Phone: 501-972-5884

Wanted ... Progressive Stations

GLORIA SWANSON, VALERIE HARPER, LINUS PAULING and others talk about "how to live longer in a polluted world". The HEALTH CLUB OF THE AIR is a New Age program about "Holistic Health" now broadcast in 11 markets. This 3 1/2 minute program now available "free" to stations that qualify. Call HEALTH CLUB (714) 728-5076.

UNIVERSITY OF FLORIDA

Television Producer/Director

Responsibilities include producing and directing a variety of informational programs. Experience as assignment editor, news or public affairs director preferred. Requires bachelor's degree in broadcasting and three years experience in television production work. Send complete resume and salary requirements by December 1, 1978 to Mr. Jan Eller, University of Florida, 2nd Floor HUB, Gainesville, FL 32611.

Equal Employment Opportunity
Affirmative Action Employer

Television Programing

Have You Listened To Your TV Station Lately?

The audience, advertisers and agencies have! Let Hollywood talent and studios, the finest in the world, record your copy. A sound investment in sell and prestige. NET SOUND, 4725 Lincoln Blvd., Marina Del Rey, CA. 90291. (213) 823-6617.

Business Opportunities

VIDEO EQUIPMENT FOR CO-PRODUCTIONS

We have creative people, plus Ikegami HL 77A and BVU 100 available for co-productions. We'll share risk/reward. Equipment also available at low rates to execute your ideas. We have produced shows for all three networks. Contact Custom Video, 11 Cob Drive, Westport, Ct. (203) 226-0300.

NEED PRIZES!

If you're in a Top-100 Market, find out how you can get name brand merchandise at 20% of retail. Call or write: Melvin LaForce, The Prize Cabinet, Inc., 304 Union Arcade, Davenport, Iowa 52801. (319) 326-2023.

Employment Services

MANAGEMENT

In search of Broadcast Promotion Talent? Promotion Pro ready for a change? Send job specifications and/or resume to the Broadcasters Promotion Association Employment Bureau, c/o Box Q-45.

TV PROGRAM EXECUTIVE

Experienced TV Program Manager for midwest station. Must be able to qualify for advancement to top management position. Strong background in production, film buying, FCC rules, research, and administration. There is a future in this solid veteran broadcast group for the right person. An Equal Opportunity Employer.

A once in a lifetime opportunity. Send resume and salary requirements to Box Q-13.

BROADCAST SEARCH

Our Company is Looking For:

1. Top MOR personality for highly rated station in Major market. Applicants must have proven track record as personality.
2. General Managers, with extensive sales background, for small, medium and large markets.
3. Program Director for Medium market country station. (Drive time shift)
4. "Character" investigative reporters for major market TV group.

Radio-TV Stations

We are former Broadcasters with years of experience in Radio-TV programming. We know talent and management.

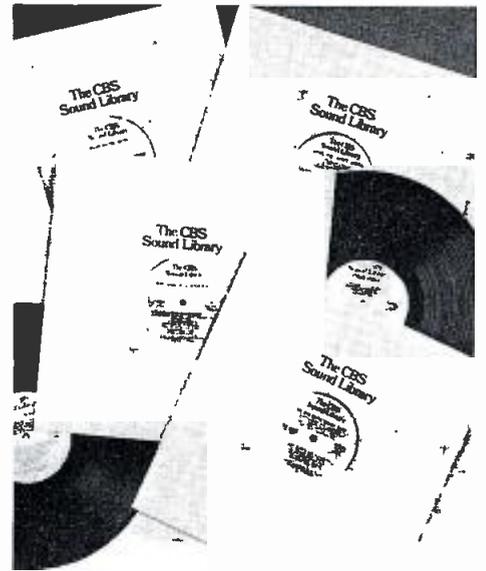
We have tapes from top TV Anchorpersons, Meteorologists, Sports Directors and Reporters who are *confidentially looking to improve their positions. They are not actively on the job market, so you are unaware of their availability.*

We also specialize in RAD-TV management personnel.

BOB WALSH AND ASSOCIATES

(Formerly Walsh, Baldwin Enterprises)

157 Yesler Way
Suite 205
Seattle, Washington 98104
206-682-7340
(Call collect)



THE CBS SOUND EFFECTS LIBRARY IS THE BEST YOU CAN BUY.

OVER 8 HOURS OF
SOUND EFFECTS: fire engines and fire-works . . . wind and waves . . . birds and sea lions . . . horses & buggies and racing autos . . . explosions and avalanches . . . airports . . . stadiums . . . courts of law . . . factories . . . orchestras . . . parties . . . sirens . . . fighting . . . kids at play
407 CUTS IN ALL -- AND ALL IN A 16-LP RECORD SET FOR ONLY \$150. COMPLETE!

For Sale Stations

**MEDIA BROKERS
APPRAISERS**
RICHARD A.
SHAHEEN INC.
435 NORTH MICHIGAN - CHICAGO 60611
312-467-0040



HOLT CORPORATION
BROKERAGE - APPRAISALS - CONSULTATION
OVER A DECADE OF SERVICE
TO BROADCASTERS
The Holt Corporation
Box 111
Bethlehem, PA 18016
215-865-3775
Holt Corporation West
5944 Luther Lane, Suite 401
Dallas, TX 75225
214-696-1353

Southwest
Class C FM
Daytime AM
Medium Market, growing economy
\$900,000 - Terms.
Norman Fischer & Co.
Box 5308, Austin, TX. 78763
(512) 452-6489

North Carolina Small Market
Near Atlantic Coast in hunting and fishing area. AM
Daytimer with PSA. Profitable. \$150,000 down.
Assume 20 year note at 8%.
HOLT CORPORATION WEST
5944 Luther Lane, Suite 401
Dallas, TX 75225
214-696-1353

Mid-Atlantic
5000 watt day time station for
sale. Appraised 350,000, make
offer. Owner, Box Q-31.

- Fulltimer in Mississippi City. \$610,000. Terms.
- Overseas property. New equipment. Automation. \$420,000.
- S.E. daytimer. \$225,000.
- AM/FM in Kentucky. \$360,000. Terms.
- AM/FM in New Hampshire. Real Estate. Profitable. \$460,000.
- Daytimer. Ethnic. SE North Carolina. \$140,000
- Fort Worth-Dallas area. Fantastic coverage. Billing \$500,000. Make offer.
- CP for Class "C". Now Class "A". Texas. Good buy. \$240,000.
- N.C. Daytimer. Real estate. Growing market. \$400,000. Terms.
- FM in Central Pa. \$225,000. Very liberal terms.
- Daytimer Southern Kentucky. Only station in county. \$240,000.

All stations listed every week until sold. Let us list your station. Inquiries and details confidential.

BUSINESS BROKER ASSOCIATES
615-756-7635 24 HOURS

BROADCAST BROKER
Former Chief Engineer Boston AM/FM. Stations bought/sold. Appraisals, engineering inspections anywhere. Meyer Gottesman, Suite 559, 102 Charles St., Boston, MA 02114. (617) 426-1400, Room 637.

MIDWEST AM/FM
Profitable - billing \$350k - \$100k cash flow. No. 1 ARB - adjacent to med.-lg mkt. asking 2.1x billing - terms. Must show financial qualifications.
Carolina Media Brokers
516 Fenton PL, Charlotte, N.C. 28207
(704) 376-1161

BROADCASTING BOOK DIVISION
1735 DeSales St., NW
Washington, DC 20036

Please ship the 16-LP CBS Sound Effects Library to:

Name _____

Firm or Call Letters _____

Address _____

City _____

State _____ Zip _____

I agree to purchase this set for \$150.

My check (payable to BROADCASTING BOOK DIV.) is enclosed.



MINORITY BUYERS!

We have excellent opportunities for you, including profitable and established AM-FM properties now available under "distress" circumstances. Call our Elmira office for details.

THE KEITH W. HORTON CO., INC.
 Post Office Box 948 · Elmira, NY 14902 · (607) 733-7138
BROKERS & CONSULTANTS TO THE COMMUNICATIONS INDUSTRY.

Elmira Office

Keith W. Horton
 Dick Koracko
 Keith Horton, Jr.
 Ken Chapin
 Bill Cook

New England

Robert I. Kimmel
 Box 270
 St. Albans, Vt. 05478
 (802) 524-5963 or
 (802) 524-3159

Southeast

Jerry (Chip) Chiappetta
 601 Elkcam Circle
 Marco Island, Fla. 33937
 (813) 394-7579

LARSON/WALKER & COMPANY
 Brokers, Consultants & Appraisers

213/826-0385	202/223-1553
Suite 214	Suite 417
11881 San Vicente Blvd.	1730 Rhode Island Ave. N.W.
Los Angeles, CA. 90049	Washington, D.C. 20036

H.B. La Rue, Media Broker
RADIO · TV · CATV · APPRAISALS

West Coast:
 44 Montgomery Street, 5th Floor-San Francisco, California 94104 415/673-4474

East Coast:
 210 East 53rd Street, Suite 5D-New York, N.Y. 10022 212/288-0737

ARIZONA
 Regional AM daytimer with Class A FM. Serves large agricultural, mining, industrial area. Much new equipment and excellent real estate. Immaculate. \$350,000. Less for cash.

KANSAS
 Regional AM daytimer with full power Class C FM. Covers large agricultural, ranching area. Excellent equipment and real estate. Very clean. \$350,000. Less for cash.

MOUNTAIN STATES MEDIA BROKERS
 Box 99, Broomfield, Colorado 80020
 (303) 466-3851

Plains Small	Fulltime	\$135K	Cash
MW Small	AM	\$175K	29%
S Small	AM	\$250K	Terms
W Medium	AM/FM	\$1.12MM	\$325K
E Major	AM	\$600K	Terms

Atlanta, Boston, Chicago,
 Dallas, Los Angeles



1835 Savoy Dr., N.E., Atlanta, Ga. 30341

Select Media Brokers

N.C. daytimer adjacent to metro market, terms.
 N.C. daytimer, terms.
 Daytimer. Washington State, terms.

P.O. Box 5
Albany, Georgia 31702
(912) 883-4908

BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or money order only. (Billing charge to stations and firms: \$1.00).

When placing an ad, indicate the EXACT category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, etc. If this information is omitted, we will determine the appropriate category according to the copy. No make goods will be run if all information is not included.

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, transcriptions, films or VTR's to be forwarded to BROADCASTING *Blind Box* numbers. Audio tapes, video tapes, transcriptions, films and VTR's are not forwardable, and are returned to the sender.

Rates: Classified listings (non-display) Help Wanted: 70c per word. \$10.00 weekly minimum. Situations Wanted: (personal ads) 40c per word. \$5.00 weekly minimum. All other classifications: 80c per word. \$10.00 weekly minimum. Blind Box numbers: \$2.00 per issue.

Rates: Classified display: Situations Wanted: (personal ads) \$30.00 per inch. All other classifications: \$60.00 per inch. For Sale Stations, Wanted To Buy Stations, Employment Services, Business Opportunities, and Public Notice advertising require display space. Agency Commission only on display space.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Word count: Include name and address. Name of city (Des Moines) or state (New York) counts as two words. Zip code or phone number including area code counts as one word. Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, etc. count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.

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 BOOK DIVISION
 1735 DeSales St., N.W.
 Washington, DC 20036

Please send me TESTS-ANSWERS FOR FCC FIRST AND SECOND CLASS COMMERCIAL LICENSE. My \$9.95 payment is enclosed.

Name _____

Address _____

City _____

State _____ Zip _____

Stock Index

Stock symbol	Exch.	Closing Wed. Nov. 15	Closing Tues. Nov. 7	Net change in week	% change in week	High	1978 Low	PIE ratio	Approx. shares out (000)	Total market capitalization (000)	
Broadcasting											
ABC	N	34 7/8	35	- 1/8	- .35	41 1/4	23 1/2	8	27,472	958,086	
CAPITAL CITIES	N	40 5/8	41	- 3/8	- .91	75	40 5/8	12	14,300	580,937	
CBS	N	51 1/2	53	- 1 1/2	- 2.83	64	43 7/8	8	28,100	1,447,150	
COX	N	52 1/4	52	+ 1/4	+ .48	56 1/2	25 1/2	13	6,667	348,350	
GROSS TELECASTING	A	17	17 5/8	- 5/8	- 3.54	23 7/8	13 5/8	7	800	13,600	
KINGSTIP COMMUN.*	O	11 1/2	11 1/2			11 3/4	3 7/8	21	462	5,313	
LIN	O	33 1/2	34 3/4	- 1 1/4	- 3.59	43	16 1/2	9	2,789	93,431	
METROMEDIA	N	45 1/4	46 1/2	- 1 1/4	- 2.68	71	25 1/4	8	5,134	232,313	
MOONEY	O	4 1/2	4 1/2			5 1/2	1 7/8		425	1,912	
RAHALL*	O	20 1/2	20 1/2			21 1/4	8 5/8	23	1,264	25,912	
SCRIPPS-HOWARD	O	44	44			52	30 1/2	9	2,589	113,916	
STARR	M	12 1/4	12 1/4			13 1/2		13	1,512	18,522	
STORER	N	28 5/8	29 1/4	- 5/8	- 2.13	34 7/8	19 3/8	9	4,893	140,062	
TAFT	N	18 1/8	18 1/4	- 1/8	- .68	24 7/8	12 1/4	7	8,508	154,207	
TOTAL									104,915	4,133,711	
Broadcasting with other major interests											
ADAMS-RUSSELL	AAR	A	9 1/8	9 1/2	- 3/8	- 3.94	14 7/8	3 3/4	8	1,233	11,251
AMERICAN FAMILY	AFL	N	10	10 1/8	- 1/8	- 1.23	17 1/8	10	4	10,536	105,360
JOHN BLAIR	BJ	N	20 1/4	22	- 1 3/4	- 7.95	31 3/8	11 1/8	5	2,447	49,551
CHARTER CO.	CHR	N	4 7/8	4 3/4	+ 1/8	+ 2.63	8	3 7/8	5	17,941	87,462
CHRIS-CRAFT	CCN	N	6 3/4	7 5/8	- 7/8	- 11.47	11 3/8	4 1/2	61	4,413	29,787
COCA-COLA NEW YORK	KNY	N	6 1/8	6 3/8	- 1/4	- 3.92	9 1/4	6 1/8	9	17,641	108,051
COMBINED COMM.	CCA	N	29 1/2	30 1/2	- 1	- 3.27	45 1/8	19	13	10,308	304,086
COWLES	CWL	N	16 3/4	18 1/8	- 1 3/8	- 7.58	25 1/4	12 1/2	15	3,969	66,480
DUN & BROADSTREET	ONB	N	32 3/8	32 1/8	+ 1/4	+ .77	38	26 1/4	14	27,886	902,809
FAIRCHILD INO.	FEN	N	24	24 1/4	- 1/4	- 1.03	35 1/4	9 1/2	7	5,708	136,992
FUQUA	FQA	N	8 3/4	9	- 1/4	- 2.77	13 5/8	8	5	12,661	110,783
GANNETT CO.	GCI	N	41 3/4	43 7/8	- 2 1/8	- 4.84	49	32 3/4	15	22,430	936,452
GENERAL TIRE	GY	N	22 7/8	23 1/4	- 3/8	- 1.61	30 5/8	22 3/8	5	22,710	519,491
GLOBE BROADCASTING*	GLBTA	O	4 1/2	4 1/2			4 3/4	2 1/8		2,772	12,474
GRAY COMMUN.	O	19 1/2	20	- 1/2	- 2.50	24	8	7		475	9,262
HARTE-HANKS	HMN	N	21 1/2	21 3/4	- 1/4	- 1.14	24 3/8	13	14	9,104	195,736
JEFFERSON-PILOT	JP	N	29 7/8	29 1/4	+ 5/8	+ 2.13	34 1/2	26 5/8	8	23,134	691,128
MARVIN JOSEPHSON	MRVN	O	12 3/4	13 1/4	- 1/2	- 3.77	14 1/2	8 1/4	7	2,516	32,079
KANSAS STATE NET.	KSN	O	9 5/8	10 5/8	- 1	- 9.41	14 3/8	4 3/4	9	1,727	16,622
KNIGHT-RIDDER	KRN	N	23 3/4	23 7/8	- 1/8	- .52	28 1/8	13 1/4	11	32,797	778,928
LEE ENTERPRISES*	LEE	N	37	37			38 1/2	22 1/4	11	4,895	181,115
LIBERTY	LC	N	26 7/8	27 1/4	- 3/8	- 1.37	33 7/8	18	7	6,762	181,728
MCGRAW-HILL	MHP	N	21 1/8	20 5/8	+ 1/2	+ 2.42	25 3/4	15 5/8	9	24,682	521,407
MEDIA GENERAL	MEG	A	17 3/4	18 5/8	- 7/8	- 4.69	23 1/8	13 5/8	9	7,451	132,255
MEROITH	MDP	N	26 1/2	27	- 1/2	- 1.85	40 1/4	17 3/8	6	3,082	81,673
MULTIMEDIA	MMEO	O	21 3/4	22 1/2	- 3/4	- 3.33	28 1/4	16 1/4	10	6,630	144,202
NEW YORK TIMES CO.	NYKA	A	24 1/2	23 1/2	+ 1	+ 4.25	31 5/8	15 3/4	10	11,599	284,175
OUTLET CO.	OTU	N	22	22 3/8	- 3/8	- 1.67	32 7/8	16 5/8	6	2,445	53,790
POST CORP.***	POST	O	14 1/4	14 3/8	- 1/8	- .86	19 3/8	8 1/8	3	1,824	25,992
REEVES TELECOM	RBT	A	2 1/2	2 1/2			3 3/4	1 3/4	25	2,388	5,970
ROLLINS	ROL	N	18 1/4	16 3/4	+ 1 1/2	+ 8.95	24 1/4	14 7/8	9	13,407	244,677
RUST CRAFT	RUS	A	27 1/4	27 7/8	- 5/8	- 2.24	30 1/2	8 1/2	16	2,311	62,974
SAN JUAN RACING	SJR	N	11 1/4	11 1/8	+ 1/8	+ 1.12	14 1/8	7 5/8	20	2,509	28,226
SCHERING-PLOUGH	SGP	N	27 1/8	27 1/4	- 1/8	- .45	44 3/4	26 3/8	8	53,703	1,456,693
SONDERLING	SOB	A	23 1/4	22 1/4	+ 1	+ 4.49	24 3/8	8 3/8	9	1,105	25,691
TECH OPERATIONS	TO	A	5 1/4	5 1/8	+ 1/8	+ 2.43	8 3/4	2 3/8	48	1,344	7,056
TIMES MIRROR CO.	TMC	N	28 1/4	29 3/8	- 1 1/8	- 3.82	35	20 3/4	9	34,811	983,410
TURNER COMM.*	O	16	16			16	5		3,800	60,800	
WASHINGTON POST CO.	WPO	A	43 5/8	39 1/2	+ 4 1/8	+ 10.44	47 5/8	21 3/4	9	8,134	354,845
WOMETCO	WOM	N	13 5/8	13 3/8	+ 1/4	+ 1.86	18 1/4	10 7/8	8	8,524	116,139
TOTAL									433,814	10,057,602	
Cablecasting											
ALCON CORP.	ATN	A	9 1/8	9 5/8	- 1/2	- 5.19	13 5/8	3 1/8	6	2,421	22,091
AMECO*	ACO	O					1/2			1,200	
AMERICAN TV & COMM.	AMTV	O	41 1/2	44	- 2 1/2	- 5.68	52	19 3/4	16	4,104	170,316
ATHENA COMM.*	O	4 1/2	4 1/2			5 1/2	1/8			2,125	9,562
BURNUP & SIMS	BSIM	O	3 5/8	3 1/8	+ 1/2	+ 16.00	6 1/8	3 1/8	18	8,381	30,381
CABLE INFO.*	O	2 1/4	2 1/4			3	1/4	11		648	1,458
COMCAST	O	9 3/4	10 1/4	- 1/2	- 4.87	14 1/4	3 3/4	12		1,583	15,434
COMMUN. PROPERTIES	COMU	O	15 1/4	15 1/4			15 3/4	3 5/8	18	5,018	76,524
ENTRON*	ENT	O	3 1/2	3 1/2			3 1/2	7/8	4	979	3,426
GENERAL INSTRUMENT	GRL	N	25 3/4	26 1/4	- 1/2	- 1.90	40	17 5/8	7	7,641	196,755
GENEVE CORP.	GENV	O	12	12 3/4	- 3/4	- 5.88	15 3/4	7 1/2	5	1,121	13,452
TELE-COMMUNICATIONS	TCOM	O	13 3/8	14 5/8	- 1 1/4	- 8.54	19 1/8	2 7/8	48	5,327	71,248
TELEPROMPTER	TP	N	9 7/8	9 5/8	+ 1/4	+ 2.59	14 1/4	6 3/4	16	16,926	167,144
TEXSCAN	TEXS	O	1 3/8	1 3/8			2 7/8	1 1/4	8	786	1,080
TIME INC.	TL	N	38 1/4	41 1/8	- 2 7/8	- 6.99	50	31 3/4	7	20,505	784,316
TOCOM	TOCM	O	6	9 1/4	- 3 1/4	- 35.13	11	2 1/4	13	993	5,958
UA-COLUMBIA CABLE	UACC	O	35 1/4	31 3/4	+ 3 1/2	+ 11.02	40 1/4	15 1/2	19	1,679	59,184
UNITED CABLE TV	UCTV	O	19	17	+ 2	+ 11.76	24	3 7/8	18	2,047	38,893
VIACOM	VIA	N	22 5/8	22 1/8	+ 1/2	+ 2.25	27 1/8	16 5/8	14	3,799	85,952
TOTAL									87,283	1,753,174	

Stock symbol	Exch.	Closing Wed. Nov. 15	Closing Tues. Nov. 7	Net change in week	% change in week	High	1978 Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)		
Programming												
COLUMBIA PICTURES	CPS	N	16 7/8	17 1/2	- 5/8	-	3.57	24 1/2	7 3/8	4	9,749	164,514
DISNEY	DIS	N	36 1/2	36 5/8	- 1/8	-	.34	47 5/8	32 1/4	13	32,397	1,182,490
FILMWAYS	FWY	N	12 3/8	11 1/4	+ 1 1/8	+	10.00	17	6 7/8	8	4,113	50,898
FOUR STAR			2	2 1/8	- 1/8	-	5.88	2 1/8	1/2	20	666	1,332
GULF + WESTERN	GW	N	11 3/4	12 1/4	- 1/2	-	4.08	18 3/8	10 1/4	4	48,177	566,079
MCA	MCA	N	47 1/2	47	+ 1/2	+	1.06	59 3/4	32	8	18,619	884,402
MGM	MGM	N	36 7/8	40	- 3 1/8	-	7.81	54	16	13	14,551	536,568
TRANSAMERICA	TA	N	15	15			19	13 1/4	5	5	66,475	997,125
20TH CENTURY-FOX	TF	N	24 5/8	27 3/8	- 2 3/4	-	10.04	39 3/8	10	3	7,907	194,709
VIDEO CDRP. OF AMER	O		4 3/4	5	- 1/4	-	5.00	9 3/4	3 1/2	9	988	4,693
WARNER	WCI	N	39 3/4	40	- 1/4	-	.62	56 7/8	25 3/4	7	14,054	558,646
WRATHER	WCO	A	11 5/8	11	+ 5/8	+	5.68	14 7/8	4 1/2	28	2,303	26,772
TOTAL									219,999	5,168,228		

Service

BBDO INC.	BBDO	O	32 1/4	33 1/4	- 1	-	3.00	38 3/4	22 1/2	8	2,513	81,044
COMSAT	CO	N	37 7/8	38 1/2	- 5/8	-	1.62	48 3/4	28 3/4	11	10,000	378,750
DOYLE DANE BERNBACH	DOYL	O	16 1/2	17	- 1/2	-	2.94	31	16 1/2	4	1,776	29,304
FOOTE CONE & BELDING	FCB	N	17 5/8	16 3/4	+ 7/8	+	5.22	23 1/8	14 3/4	6	2,538	44,732
GREY ADVERTISING	GREY	O	30	27 1/4	+ 2 3/4	+	10.09	34	16 1/2	4	624	18,720
INTERPUBLIC GROUP	IPG	N	32 1/2	32 1/2			39 1/4	22 1/2	7	7	2,387	77,577
MCI COMMUNICATIONS	MCIC	O	3 1/4	3 3/8	- 1/8	-	3.70	5 3/4	7/8	33	20,361	66,173
MOVIELAB	MOV	A	2 5/8	2 5/8			3 3/4	1	12	12	1,414	3,711
MPO VIDEOTRONICS	MPO	A	4	4 3/8	- 3/8	-	8.57	65 3/8	4	5	520	2,080
A. C. NIELSEN	NIELB	O	23 3/4	23	+ 3/4	+	3.26	28 1/2	18 7/8	11	10,980	260,775
OGILVY & MATHER	OGIL	O	20	21	- 1	-	4.76	56 1/2	20	7	3,610	72,200
TPC COMMUNICATIONS	TPCC	O	8 1/2	8 5/8	- 1/8	-	1.44	10 1/2	2 1/4	16	899	7,641
J. WALTER THOMPSON	JWT	N	21 1/2	21	+ 1/2	+	2.38	32 7/8	15 1/8	5	2,649	56,953
WESTERN UNION	WU	N	15 5/8	15 1/2	+ 1/8	+	.80	21 1/4	15 1/2	6	15,177	237,140
TOTAL									75,448	1,336,800		

Electronics/Manufacturing

AEL INDUSTRIES	AELBA	O	6	5 5/8	+ 3/8	+	6.66	10 1/4	2 3/8	5	1,672	10,032
AMPEX	APX	N	13	12 5/8	+ 3/8	+	2.97	19 1/4	7 3/8	10	10,928	142,064
ARVIN INDUSTRIES	ARV	N	12 1/2	13 1/2	- 1	-	7.40	22 1/2	12 1/2	3	5,959	74,487
CCA ELECTRONICS*	CCA	O	1/8	1/8			5/8	1/8	1	1	897	112
CETEC	CEC	A	3 3/4	4 1/4	- 1/2	-	11.76	5 3/4	1 3/4	9	2,127	7,976
COHU	COH	A	3	3 1/2	- 1/2	-	14.28	5 1/2	2 1/8	9	1,732	5,196
CGNRAC	CAX	N	13 1/2	14 1/8	- 5/8	-	4.42	27 1/4	13 1/2	7	2,030	27,405
EASTMAN KODAK	EASKO	N	56 3/4	58 1/4	- 1 1/2	-	2.57	86 3/4	42	12	161,376	9,158,088
FARINON	FARN	O	8 3/4	9 1/4	- 1/2	-	5.40	16 1/2	8	9	4,782	41,842
GENERAL ELECTRIC	GE	N	48 3/8	47 3/4	+ 5/8	+	1.30	56 5/8	44 1/2	9	184,581	8,929,105
HARRIS CORP.	HRS	N	29 1/4	31 1/4	- 2	-	6.40	35 3/4	19 7/8	14	25,189	736,778
HARVEL INDUSTRIES*	HARV	O	6	6			6	3 1/8	16	16	480	2,880
INTL. VIDEO CORP.*	IVCP	O	1 5/8	1 5/8			2 5/8	1/4			2,701	4,389
M/A COM. INC.	MAI	N	28 3/4	28 1/4	+ 1/2	+	1.76	41 7/8	20 1/4	13	1,320	37,950
3M	MMM	N	58	58 5/8	- 5/8	-	1.06	64 3/4	43 1/2	14	116,473	6,755,434
MOTOROLA	MOT	N	40 1/4	41	- 3/4	-	1.82	56 7/8	34 1/4	11	28,544	1,148,896
N. AMERICAN PHILIPS	NPH	N	24 1/2	25 1/2	- 1	-	3.92	36	24 1/2	5	12,033	294,808
OAK INDUSTRIES	OAK	N	22 1/4	22 3/8	- 1/8	-	.55	36	9 5/8	23	1,801	40,072
RCA	RCA	N	24 7/8	25 3/4	- 7/8	-	3.39	33 5/8	22 3/4	7	74,819	1,861,122
ROCKWELL INTL.	ROK	N	32	31 1/2	+ 1/2	+	1.58	37 1/4	28 1/4	6	33,900	1,084,800
RSC INDUSTRIES	RSC	A	2 7/8	2 3/4	+ 1/8	+	4.54	4	1 5/8	16	2,412	6,934
SCIENTIFIC-ATLANTA	SFA	A	27	27 5/8	- 5/8	-	2.26	35 5/8	16 3/4	13	2,471	66,717
SONY CORP.	SNE	N	7 5/8	7 3/4	- 1/8	-	1.61	10 3/8	7	13	172,500	1,315,312
TEKTRONIX	TEK	N	42	41 3/8	+ 5/8	+	1.51	68 1/2	28 1/4	13	17,995	755,790
TELEMATON	TLMT	O	1 3/4	1 3/4			2 1/4	1/2	2	2	1,050	1,837
VALTEC	VTEC	O	8 3/4	9 1/2	- 3/4	-	7.89	12 3/4	6 1/2	23	4,200	36,750
VARIAN ASSOCIATES	VAR	N	13 3/8	13	+ 3/8	+	2.88	21	13	8	6,838	91,458
WESTINGHOUSE	WX	N	16 3/8	16 5/8	- 1/4	-	1.50	24 1/2	16 1/4	5	86,582	1,417,780
ZENITH	ZE	N	13 1/8	13 5/8	- 1/2	-	3.66	28	11 3/8	33	18,800	246,750
TOTAL									986,192	34,302,764		
GRAND TOTAL									1,907,651	56,752,279		

Standard & Poor's 400 Industrials Average 103.59 104.27 -0.68

A-American Stock Exchange
M-Midwest Stock Exchange
N-New York Stock Exchange
O-over the counter (bid price shown)
P-Pacific Stock Exchange

Over-the-counter bid prices supplied by
Loeb Rhoades Hornblower, Washington.

Yearly high-lows are drawn from trading days
reported by *Broadcasting*. Actual figures
may vary slightly.

*Stock did not trade on Wednesday, closing
price shown is last traded price.

**No P/E ratio is computed, company
registered net loss.

***Stock split
+Traded at less than 12.5 cents.

P/E ratios are based on earnings per-share
figures for the last 12 months as published
by Standard & Poor's Corp. or as obtained
through *Broadcasting's* own research. Earnings
figures are exclusive of extraordinary
gains or losses.

The FCC's Tyrone Brown: a passion for the law

If it weren't for the color of his skin and his hard-times background, Brown could be described as a golden boy: graduate with distinction of an Ivy League (Cornell) law school, law clerk to Chief Justice Earl Warren, successful private law career in Washington, then (one year ago last Wednesday) commissioner of the FCC. And, say some Brown watchers, the best is yet to come. Some see him eventually as a likely bet for FCC chairman (subsequent to his virtually certain reappointment next year; his first two-year term expires June 30, 1979, while at least one high commission official among the more extravagant of his admirers dares speak of him as a possible future Supreme Court justice.

If the future remains to be experienced, it is true that Commissioner Brown has had an impact in his first year as a commissioner. Private attorneys practicing before the agency regard him as a first-rate lawyer—"one of the best ever to sit on the commission, this or preceding ones," according to one attorney. Commission lawyers, too, are impressed; they speak of the diligence with which he studies even the most arcane matters before the commission, his attention to detail, his ability to ferret out flaws in arguments made in staff documents. "He carries out a quality control process," says FCC General Counsel Robert Bruce.

The lavishness of such praise may be the product of short memories, of course. The commission has been served in the not-so-distant past by commissioners who were both able lawyers and bears for work (not many, perhaps, but some). Nevertheless, Commissioner Brown approaches his job with a single-mindedness—"a passion" as he says, "for the law"—and, what's more, a philosophy of administration that set him apart, not only as a black commissioner but as a commissioner of any color.

"I don't know if you have to rely on the law to the extent that I do," he says. "But for an institution like the FCC, with the turnover in commissioners we have, it is important that each of us accepts restraints on our actions. If we don't accept restraints, then we'll never build a body of tradition; we'll never build a body of precedent, and we'll never create a situation where the industry and the public know what the long-term public policy is going to be." He's not, however, against change. Among his concerns: a "continuing trend toward concentration" of media control that "I'd like to see brought to a stop [but] within the rules."

Commissioner Brown, who talks of such things in low, measured tones from which emotion, particularly passion,



Tyrone Brown—member, FCC; b. Nov. 5, 1942, Norfolk, Va.; BA, Hamilton College, Clinton, N.Y., 1964; LLB, Cornell Law School, 1967; law clerk to Chief Justice Earl Warren, 1967-1968; Covington & Burling, associate attorney, 1968-1970; President's Commission on Campus Unrest, legal investigator, July-August 1970; Edmund Muskie Presidential Committee, professional staff, 1970-1971; Senate Intergovernmental Relations Subcommittee, staff director, February 1971-November 1971; Post-Newsweek Stations Inc., vice president, legal affairs, 1971-1974; Caplin & Drysdale, associate attorney, 1974-1977; present post since Nov. 15, 1977; m. Carolyn Jean Thompson, Sept. 4, 1965; children—Christopher Leslie, 10, and Michael Arthur, 7.

seems to have been drained, and who dresses in conservative, three-button suits, appears very much the Ivy League product from whom rough edges of anger have been removed.

But seeing the commission develop into an "administrative institution," one that has "a personality and approach that is different from and greater than any of the individuals involved, or the sum of the individuals," is only one of his aims as a commissioner. Another is to follow in the path of Benjamin Hooks, who resigned from the commission to take over as the executive director of the National Association for the Advancement of Colored People, and work for the greater involvement of minorities in the communications industry. For Commissioner Brown knows who he is and where he comes from.

"I have a minority and black constituency I want to serve because I also feel passionately about what I've seen in my life—that we have been blocked out from almost everything that is important in society. You folks," he says to a white reporter, "have set the ground rules . . . We're now in the process of changing the ground rules so that they include us."

Tyrone Brown's is one of those success

stories that makes it hard to scoff at the American dream.

He was one of seven children of parents who had grown up on sharecropper farms in the Tidewater area of Virginia and who had moved north to New Jersey during World War II in search of a better life for their family. It wasn't easy, but with both parents working, the father on construction in the Newark-East Orange area and the mother as a nurse's aide, the children had what they needed, including a house that was big enough. And young Tyrone, who distinguished himself at East Orange High School—a top student, an athlete (football and track) and generally speaking a big man on campus (among other things, he was president of the student council, the first black to hold that post)—went on to Hamilton College in upstate New York and then to Cornell law school on scholarships.

Things kept getting better. Mr. Brown was managing editor of the *Cornell Law Review* and a winner of the Frazer Prize for leadership and academic achievement, and graduated with distinction. Then, what he describes as the greatest honor of all: He was selected as one of Chief Justice Warren's law clerks. And one of the jobs he held subsequently not only moved him rather far up the career ladder but also helped prepare him for his present assignment: vice president for legal affairs of Post-Newsweek Stations.

Perhaps it is because of that background and, again, his "passion for the law," but he does not always support positions advocated by minority groups. The test, he says: Is it good public policy? "That's how I measure it." And it may be significant that Commissioner Brown chose as the subject of his first major speech as commissioner not the needs of minorities but the mess he said the commission and the U.S. Court of Appeals in Washington had made of communications policy (BROADCASTING, Oct. 16). It is the "process" that concerns him.

Commissioner Brown thinks minority groups understand and accept his approach. And he may be right. Pluria Marshall, chairman of the National Black Media Coalition, says Commissioner Brown's performance has pleased him enormously. "He's doing the job . . . He's a tremendous asset."

And, yes, it's true that minorities cannot always count on his support. "If there's something we're pursuing he thinks is wrong, he'll say so," says Mr. Marshall. "He won't be with us every time just because he's black." He is, says Mr. Marshall, "a fair person"—not a bad rap to hang on one who has been so upwardly mobile, whether or not he makes it to the Supreme Court.

Search mission

A delegation from the FCC, including Chairman Charles D. Ferris, was present last week at a conference of federal officials who were lectured by President Carter on the need for governmental austerities. The President said that curtailments in the federal budget were critical to his program of inflation restraint.

Mr. Ferris has exceptional opportunities to put the President's orders into action.

For starters, he and his like-minded associates could quit promoting a new expense to underwrite the legal fees of professional agitators. There is utterly no evidence of public need for governmental subsidizing of lawyers who wish to make careers in the exhortation of dissent.

That settled, he could call off the kind of road show that has recently been starring Belle O'Brien, chief of the FCC's Consumer Assistance Office, and Susan Greene, who heads the agency's task force on children's television. The two have been conducting "workshops" in various cities (BROADCASTING, Oct. 30 et seq.) to tell people how to participate in FCC proceedings, as if the public doesn't already know. Petitions of one kind or another wait in yellowing piles for disposition by a staff that can't handle present volume.

But why go on here? Mr. Ferris can look in almost any office and find projects to kill at no peril whatever to the Republic and at considerable good to the economy—if he has the hunter's instinct.

Dream merchant

There are several weaknesses, none of them relating to its honorable purpose, in the plan advanced by Kenneth Mason, president of Quaker Oats, to improve Saturday-morning children's programming on network TV. Mr. Mason himself put his finger on the most serious flaw when he conceded that it is not realistic to expect the present system to be dramatically changed.

Mr. Mason's plan is to persuade the three commercial networks to work together to produce 90 hours of "the highest quality programming possible for children" and then to simulcast them, in three-hour chunks, between 9 a.m. and noon on Saturdays (BROADCASTING, Nov. 13). Advertisers would rotate their commercials among the networks and, he hopes, would agree to cluster them with lead-ins clearly segregating them from the programming.

This is not the first such proposal. As Mr. Mason pointed out, Newton Minow, as FCC chairman in 1961, offered a similar sharing plan, differing only in detail, for a late-afternoon children's hour—for which he said he had the attorney general's assurance of a "sympathetic" hearing on any antitrust questions that might be involved. John Doerfer, an earlier FCC chairman, had a similar plan for prime time.

Nothing came of those plans, for more good reasons than can be accommodated here, but let's suppose for a moment that Mr. Mason's has better luck. Forget even the basic difficulty of defining "quality programming" except in terms of individual preferences. The critical question remains: How can anyone be sure that children will watch in sufficient numbers to make the advertising and production costs worthwhile? Given no choice on the network stations, why wouldn't they switch in hordes—as we suspect they would—to get the kind of entertainment they want from independent stations or other sources?

Mr. Mason suggests that one of the side benefits of his plan

would be to get the Federal Trade Commission off the hook in its discredited investigation of children's TV. But the FTC inquiry is aimed not at the programming, but at the advertising. Mr. Mason also complains of governmental intrusion into advertisers' affairs, citing the FTC's children's advertising proposal. But at the same time he solicits FCC intrusion into broadcasters' affairs to put his plan into effect.

We wonder what Mr. Mason's reaction would be if someone seriously proposed that all cereal manufacturers worked together to produce a single cereal, with "the highest quality possible," that would be the only cereal all could sell. Someone, raising that question, added this thought: It would be the best thing that could happen to peanut butter and jelly.

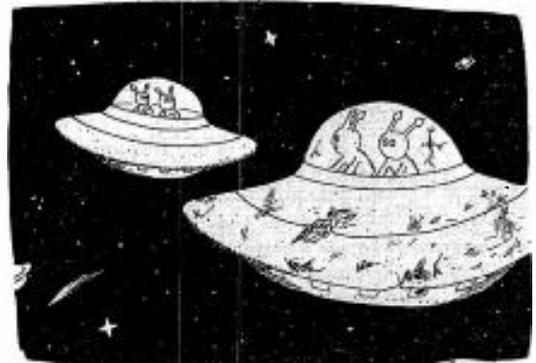
The de-regulator?

The interest that FCC Chairman Charles D. Ferris expressed last week in an FCC investigation of "inflationary" television advertising rates is another indication of an aversion to the profit system, or at least a distrust of it. On earlier occasions, Mr. Ferris has advocated the imposition of governmental quotas on the money to be spent for television news, public affairs, local programs and children's shows and has criticized television networks for spending less than they can afford on information programs.

Now he is inquiring into the FCC's authority to "investigate the advertising rate practices of broadcast licensees." Couple that with his statement of a week before that he wants to enlarge the presence of economists on the FCC's staff (BROADCASTING, Nov. 13), and the Ferris plan comes into clear perspective. He is directing the FCC toward deeper and deeper penetration into licensees' business affairs.

So far his program lacks the regulatory details that formal rulemakings and inquiries would provide. That may be because Mr. Ferris at the moment lacks the three votes other than his own that he needs to institute actions. Conditions may change when Margita White is succeeded by a Carter appointee.

When Anne Jones, the nominee, appears at her confirmation hearing in the next Congress, she may be expected to be asked whether she thinks it appropriate for the FCC to investigate television advertising rates or to set percentages of revenue to be spent on specific program categories. Broadcasters will anxiously await her answers. Is it reasonable to suppose that Mr. Ferris, who recommended Miss Jones to the White House, will have to wait too?



Drawn for BROADCASTING by Jack Schmidt

"We got too close to prime time."

Which recorder is right for you?

750 or 850?

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