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

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.
It's time you joined the

Broadcasting Nov. 20, 1978

continuing our family

Miami, WDIV-TV
Boston, WBTV
Washington, WJXT-TV
Phoenix, WFLA-TV
Pittsburgh, WPIE
New York, WKBW
Chicago, WFLD-TV
Los Angeles, KHOL
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 young-
ers 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 fortu-
ate 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.

Jefferson Pilot Broadcasting
Richmond: WWBT. Atlanta: WAXI, WAXI-FM. Denver: KIMN, KIMN-FM.
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 programming. 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 nearly confirms 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.
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
PROVIDENCE, R.I.
NEW BEDFORD-FALL RIVER, MASS.
NEW LONDON, CONN.
Vance L. Eckersley, Manager

Another Steinman TV Station WICAL-TV Lancaster - Harrisburg - York - Lebanon, Pa.
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 unfair 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 new royalty system for radio manufacturers that broadcasters and other record users would have to pay. Kastenmeier’s 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 antclutter provisions in TV code than it did, apparently intends to run tighter ship than those provisions call for. President Robert E. Mutholland 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.”


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 WKOQ (Hibbing, Minn.), will file petition to reconsider ruling on two grounds: Commission’s own political broadcasting primer says station doesn’t have to turn programming 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 Abby 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 programing that must be converted to American television standards. Official also admitted that problems 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 programing 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 grandaddy 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 programing, 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 must also have licenses to pay ASCAP music in their own origination.

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.
"Loser Take All"  

"When Jenny? When?"  

"It Can't Happen To Me"  
—Featuring: Lisa Gerritsen of "Phyllis," Vincent Van Patten of "Wheel of Fortune," and Dennis Franz of "NYPD Blue."
Elaine Powers □ Division of Unicare Services plans four-month TV promotion for its Elaine Powers figure salon beginning in early January. CPBS, Chicago, and Stephen & Brady, Madison, Wis., will buy spots in 20 markets during all dayparts. Target: women, 18-49.


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.


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.


### BAR reports television-network sales as of Oct. 29

<table>
<thead>
<tr>
<th>Day parts</th>
<th>Total minutes week ended Oct. 29</th>
<th>Total dollars week ended Oct. 29</th>
<th>1978 total minutes</th>
<th>1978 total dollars year to date</th>
<th>1977 total dollars year to date</th>
<th>% change from 1977</th>
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</thead>
<tbody>
<tr>
<td>Monday-Friday, Sign-on: 10 a.m.</td>
<td>175 $1,526,300</td>
<td>6,405 $46,790,800</td>
<td>60,494,400</td>
<td>15.5</td>
<td></td>
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<tr>
<td>Monday-Friday, 10 a.m.-6 p.m.</td>
<td>1,052 $19,129,300</td>
<td>43,830 $698,833,800</td>
<td>632,969,900</td>
<td>10.4</td>
<td></td>
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<tr>
<td>Saturday-Sunday, Sign-on: 6 p.m.</td>
<td>301 $13,530,600</td>
<td>13,225 $367,983,300</td>
<td>323,496,200</td>
<td>13.8</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Monday-Saturday, 6 p.m.-7:30 p.m.</td>
<td>101 $5,594,000</td>
<td>4,406 $182,863,300</td>
<td>159,496,700</td>
<td>14.7</td>
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<tr>
<td>Sunday, 6 p.m.-7:30 p.m.</td>
<td>22 $2,171,400</td>
<td>914 $56,231,400</td>
<td>46,413,900</td>
<td>21.2</td>
<td></td>
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<tr>
<td>Monday-Sunday, 7:30 p.m.-11 p.m.</td>
<td>404 $50,887,700</td>
<td>17,891 $1,660,576,600</td>
<td>1,465,933,200</td>
<td>13.8</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Monday-Sunday, 11 p.m.-Sign-off</td>
<td>241 $8,382,500</td>
<td>9,695 $229,506,800</td>
<td>201,052,800</td>
<td>14.2</td>
<td></td>
<td></td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>2,296 $101,231,800</strong></td>
<td><strong>96,366 $3,242,786,000</strong></td>
<td><strong>2,869,586,100</strong></td>
<td><strong>13.0</strong></td>
<td></td>
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</tr>
</tbody>
</table>

Source: Broadcast Advertisers Reports

Business Briefly

**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.

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**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.

**Schlefflin** 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.

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**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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**American Radio is BMI Territory**

Over 60% of the music played on radio is licensed by BMI.

What the world expects from the world’s largest music licensing organization.
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 filmm 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 business 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 sporting 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.
This week


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.


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 76-239). 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 convention of Advertising Research Foundation. Hyatt Regency, Los Angeles.

Nov. 30-Dec. 1—Broadcast Financial Management Association/DCA 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 8 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. 11—Deadline for comments on FCC inquiry into role of low power television broadcasting, including television translators, in over-all national telecommunications system (Docket 78-253).

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 sections 315 of the Communications Act (Docket 78-291). Replies are due Jan. 16.

Dec. 15—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 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.

Montreux, Switzerland.


Jan. 7-9—California Broadcasters Association midwinter meeting. Vincent Wisselink, 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 $103,000 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 fees on all uses 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, Hulkan hotel, Honolulu.

Jan. 8-9—Regional technical conference of the Society of Cable Television Engineers. Emphasis will
be on antennas, towers and power surges. Holiday Inn East, Melbourne, Fla. Contact: Mila Albertson, (202) 659-2131
Jan. 9—Nebraska Broadcasters Association legislation dinner, NBA Hall of Fame presentation is also on program. National Bank of Commerce building, Lincoln.
Jan. 15—Revised date for Federal Trade Commission hearing on children's advertising. Former date was Nov. 6, San Francisco.

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. 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 Dramstadler, executive director, 1035 30th Street, N.W., Washington 20007. (202) 338-7444.

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. Toasty goddess. 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 televisions 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 Forseeable 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 Had, MCA Inc. Los Angeles.

Feb. 2-4—Florida Association of Broadcasters midwinter conference. Holiday Inn hotel and convention center, Tampa airport.
Feb. 4-7—Association of Independent Television Stations annual convention. Shoreham hotel, Washington.

March 1979

March 9-14—National Association of Television Program Executives conference. MGM Grand hotel, Las Vegas.
March 21-22—Association of National Advertisers annual Television Workshop (March 21) and Media Workshop, (March 22). Combination fee for both events will be $100 for ANA members, $115 for nonmembers, and for either event, $60 for members and $70 for non-members. Plaza hotel, New York.

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 FMHD stations and new classes of stations (Docket 20735). Replies are due May 15.
April 3—New York State Broadcasters Association 25th annual meeting, Essex House, New York.
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, Westche, Wash.
April 20-26—MIP TV's 15th annual international marketplace for producers and distributors of TV programming. Cannes, France.
Montreux, Switzerland. Information: PO. Box 970-CH-1820, Montreux.

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 summit, Nashville.

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


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

June 8-10—Investigative Reporters and Editors Inc. national convention, Park Plaza Hotel, Boston.


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

June 14-15—Broadcast Financial Management Association/BOCA board of directors meeting, Six Francs 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, Tamarron, 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 Exhibition of Electronics of Frankfurt-on-Main with executive handling by the A&M Company for Exhibitions, Fairs and Congresses Ltd. Berlin exhibition grounds.

September 1979

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

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


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


Sept. 28-29—Tennessee Association of Broadcasters annual convention, Opryland hotel, Nashville.

October 1979


Oct. 16-17—Advertising Research Foundation annual convention, New York.

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TELEVISION.

The newsmagazine of broadcasting and allied arts.

Executive and publication headquarters: Broadcasting-Telecasting building 1735 Delaware Street, N.W., Washington, D.C. 20036.

Phone: 202-638-1022.

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He's just added a six-week-per-year-stint in New York to his customary originations from Hollywood and Las Vegas.

"The Merv Griffin Show" becomes the first show to be based in the three major talent centers of the world.

But then, nobody's ever accused Merv of standing still.

It's a dramatic innovation for a program that's already doing beautifully. But Merv Griffin is a precedent-smasher from away back.

Merv was among the first talk-show hosts to operate from abroad. Celebrity tennis in Monaco and the Christmas visit to Israel have become annual treats for Griffin viewers.

Merv was the first to do "theme" shows, (Hollywood marriages, drug addiction, self-made millionaires) to name just a few.

And no other show has surpassed Merv in his zeal to attract younger audiences by featuring the best contemporary music.

So now—by adding New York to its other origination cities—television's most dynamic talk show takes on still another dimension. Is this good news for stations interested in scheduling a real winner?

It's better than good.
It's Mervelous.
Late one night last summer, three tornadoes were sighted near Kalamazoo. Intense storms such as these are especially dangerous if people are caught unprepared. WKZO Radio, working with the weather bureau, plotted the path of potential destruction throughout the night.

When the crisis had passed, the Kalamazoo County Civil Defense Coordinator complimented the station's work saying, "WKZO did a great job of tracking the tornadoes for the people of Southwestern Michigan." One listener wrote, "I knew God would take care of me, but it was sure nice knowing you were there."

Providing the information people need to protect their lives and property is all part of the Fetzer tradition of total community involvement.
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 members 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 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 antisubstance 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 did 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."

Ferris, 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 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 rates 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.
TOP OF THE 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 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 anti-magazine 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 it 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 hammered 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 Perschuk, 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-

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

Broadcasting Nov 20 1978 20
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 employees 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 abuse 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 employees 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 withdrawals has not been firmly established, and that under the circumstances in the NAB case, reconsideration is probably warranted.

W. 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.
- "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 negligible." [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 author's 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 derides 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 equipment, and the more they speak about the new media the more they say that it will support the mass media. They won't say, he said, that it will compete with the mass media.

He went on to say that the result of the new media is "no clear influence on programming, no new ideas, no new alternative."

Goldenson said he is opposed to the "freezing" of new media standards.

"Freeze will bring mediocrity, and mediocrity will breed mediocrity," he said.

He also said the "sizzle" of the new media will not last and that it will "go out of the entertainment business in the span of five years if it does not change its direction."

Goldenson said the new media is "in the bottom of its chart." He said that pay television, particularly, is in trouble and will have to "get a reality check."

"The really strong spots are pay-per-view and cable and the very popular Westerns," he said.

He also said that television is "no longer looking" and that it will have to be looked at as a "service industry." He said that television must "get into the real world of community and people" and that it must "get out of the space-age world of remote reception." He added that "the TV set will sit on the Mantle piece and be part of the living room's furniture."
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 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 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.

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 KQED 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 Prince 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 registration 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 KQFW (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 Broadcast ing for renewal of its license for WMMG (FM) Houghton Lake, Mich. Renewal application had been set for hearing to determine if who engaged in fraudulent billing practices and violated commission's technical and engineering rules.
GOOD TIMES

LOADS OF 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.

...AND LOTS OF LOVE!
VflME1

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•J•T•S FILMS
1901 AVENUE OF THE STARS, SUITE 666 • LOS ANGELES, CA 90067 • 213-553-3600
Brothers in broadcasting. Representatives of four radio groups—the National Association of Broadcasters, National Radio Broadcasters Association, Daytime Broadcasters Association and Community Broadcasters Association (NAB)—gathering to discuss the differences in the kinds of operations at the national Club in Washington. L. to r: Roger Jeffers, WHOP-AM-FM Hopkinsville, Ky. (NAB); Walter May, WPKE-AM-WDRIFM Pikeville, Ky. (NAB radio board chairman); John Henzel, WHOL-AM Olean, N.Y. (NAB); Jim Hubert, NAB; John Summers, NAB; Ray Livesay, WBLA-AM-FM Mattoon, Ill. (NAB); Jim Gabbert, KOIH-FM-KIOH-KIHM San Francisco (NAB); Abe Voron, NRB; Bob Herpe, WLIF-FM New Haven, Conn. (NAB); Carl Venters Jr., Durham Life Broadcasting, Raleigh, N.C. (NAB radio board vice chairman); Jim Wycho, WHOP-AM-WDRIFM Worthington, Minn. (NAB); Vincent Wasiakowski, NAB; Dutch Lackey, WHOP-AM-FM (CBA); Donald Thurston, Berkshire Broadcasting, North Adams, Mass. (NAB board chairman); John Jacob, attorney, Corden & Jacob, Washington (CBA); George Volger, KWFZ-KFMRM-KWFM Muscatine, Iowa (NAB); Erwin Krasnow, NAB; Robert King, Capital Cities (NAB television board vice chairman).

In withholding support, NAB, which has said it supports the bill if it leads to the return of daytimers becoming full-time operations by reducing the 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 NRB, concurred that the Thursday luncheon had been friendly. Differences between the groups persist on specific points, he said, but he thinks NAB learned that NRB is not as "wild" or "radical" as it might have thought.

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 Lucas on Monday and the canceled "Hardy Boys Mysteries" on Sunday. Other problems are "Welcome Back, Kotter" and "Cartier 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, "Battleship 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 an additional commitment and "Ras 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 late-morning "Shirley" on Tuesday, but CBS executives have said so often they want to see the show survive that it seems an unlikely cancellation 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 Repe"; 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.

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 Perschuck.

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 Needelman, from the case. Citing the U.S. district court decision that Mr. Perschuck 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. Needelman 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.
### Roots: The Next Generations

A David L. Wolper Production

**The 14-hour continuation of the biggest event in television history — now in production — has been pre-sold to...**

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Plus the one-hour special THE PHENOMENON OF ROOTS

Warner Bros. Television Distribution A Warner Communications Company
We gave the TCR-100A "cart" programmable random play and instant cartridge identification.

To give you more video freedom.

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

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

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

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

**The "cart" is really a workhorse.**

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

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

**More video freedom equipment. Only from RCA.**

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

For full details, see your RCA Representative, or contact RCA Broadcast Systems, Building 2-2, Front & Cooper Sts., Camden, NJ 08102.
The automatic TCR-100A. Part of the new video freedom.
Only Cinema Products can satisfy all your TV-news gathering equipment needs.

Film as well as video!

Nobody knows TV-news gathering equipment requirements like we do.

Our extraordinary responsiveness to the needs of the working TV-newscameraman in the field has made "CP-16" practically a generic term for newsfilm/documentary cameras... and the standard of the industry!

And we have a track record for reliability and service that is unmatched by any other camera manufacturer/distributor in the TV-news gathering industry.

Film and video "under one roof"

What's more, we are the only ones who have available for you, under one roof, the finest film and video newsgathering equipment and accessories: our own CP-16 line of newsfilm/documentary cameras... as well as the most advanced ENG/EFP camera of its class — the all-new MNC-71CP, manufactured exclusively for us by NEC (Japan's largest manufacturer of broadcast equipment).

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).

We also offer accessory equipment such as lenses, VTR's, portable video set-up units, including a unique portable 16mm film-to-tape transfer system (the new KM-16).

Complete package deals

Be sure to call on us as you analyze your equipment needs. We can help you upgrade your news gathering operation with a complete video and/or newsfilm package deal — including special lease/purchase plans and a trade-in allowance for your obsolete 16mm cameras — a package deal specifically tailored to meet your particular requirements and give you the competitive edge you need in your market.

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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 revolutionizing 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."

Looking 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 switches may also be in evidence at the NAB. Digital switches 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. Ginsburg, 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 Barathan, 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 of Video Corp. of America is equally high on the possibilities in post-production. He says the Vital Squeezoom his company uses makes possible electronic duplication of film animation techniques previously unobtainable in video. NBC has gone with
It's no trick at all to get special video effects from the Ampex VPR-2. This unbelievable helical delivers broadcastable slow motion and freeze-frame pictures with an optional Automatic Scan Tracking System that makes noise bars disappear. Drop in a tape, put your hands on the shuttle knob, and you'll be in total command of the playback picture, continuously variable from a dead stop to maximum shuttle.

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

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

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

VPR-2. A whole show in one compact one-inch helical VTR. Packaged any way it suits your needs. A magician of a machine for exciting video productions.
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 addition of 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 Squeezoom in December, and claims about 25 units have been sold. Vital's Bob McAll points up custom programmability of the "software-based" Squeezoom, 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
Cetec Schafer System 7000: Post-graduate technology, elementary operation

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.

When you're ready, the 7000 helps you grow without growing pains. Add memory, 1000 events at a time, with plug-in boards. Ditto with additional audio sources, up to 64. Add video terminals — at any time, for any remote location. Add Verified English Logging. Plug-in a “debug card” for system self-diagnosis.

A goof-proof keyboard
You talk to the 7000 in English on a color-coded, mode-clustered keyboard that won't accept mis-programming errors. Your instructions are displayed on a video screen (or several video screens, if you wish). The system answers politely, in English, on the same screen(s). At any time, you can look forward or backward to verify program sequence, or real-time sequence, or to review editing-in-process.

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.
We gave you one-inch.

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.

You've read about them. 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.

So for wide frequency range, high signal-to-noise ratio, minimum dropouts, and precision winding, always choose Sony V-16 Series videotape for your Sony Broadcast BVH Series equipment.

That’s our story.

Now it’s your turn. Write Sony Broadcast, 9 West 57th Street, New York, N.Y. 10019. Or call us direct. In New York, our number is (212) 371-5800. In Chicago, we’re at (312) 792-3600. And in Los Angeles, at (213) 537-4300.

We’ve given you one-inch. Now, give us a chance to prove how far it can take you.
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 the 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/"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 handheld 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 ENGS were "floating" on their 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 "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 retrofit 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
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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 transistors 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." 

RCA, in its own estimates, 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 TTU-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 TTU-44 features low-level sideband 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 essential requirement.

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 Antennas, which has just delivered its first U.S. transmitter to WNEE-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 closer than ever 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 WTKC-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 these antennas is to have "a transmitter 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 CPVE-EE antenna—on 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 who 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 Japmo, a division of Cetec Corp. That company has already installed one of its "spiral" antennas atop the Prudential Center in Boston to serve WQVT-TV, a new UHF station there ("In Sync," Nov. 13).

Just last week Cetec was doing its final testing of 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.

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.

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 changes.

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-
What's more fun than winning on a game show?

Winning with a game show. “The Cross-Wits,” now in its fourth exciting year, is easily stations’ first choice for stripping.

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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 vigour!" The letter, written over the signature of NAB TV board member Leonard Swanson of wcg-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.

**Proposed**

- **WDAE(AM)** Tampa, Fla.: Sold by Rounsaville of Tampa Inc. to Taft Broadcasting Co. for $5.5 million ("In Brief," Nov. 13). Seller, principally owned by R. W. Rounsaville, owns WSNY(AM)-WAVF(FM) Jacksonville, WLOF(AM)-WBCI(FM) Orlando and WYIY(FM) Tampa, all Florida, and WWOI(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, WDCA-TV Washington (BROADCASTING, May 1). WDAE is on 1250 kHz with 5 kw full time. Broker: R. C. Crisler.

- **WPBN-TV** Traverse City and satellite, WTM-TV Cheboygan, both Michigan: Sold by WPBN-TV & WTM-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. WTM-TV is on channel 4 with 100 kw visual, 20 kw aural and antenna 620 feet above average terrain. Consultant for buyer was Joseph Koter.


- **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. Johnson, 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 WREB(AM)-WXTZ(FM) Indianapolis, and Vera T. Frederick, 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.

- **WDLG(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 WDVG(AM) Gainesville, Fla. Buyer, which is also buying WPTF(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. WDLG is on 950 kHz with 1 kw full time. Broker: Blackburn & Co.

- **WDAC(AM)** 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 WCAI(AM) Hammond, Ind.; KPBC(AM) Dallas and 50% of WDCI(FM) Birmingham, Ala., to Donald B. Crawford and WGM(AM) Nashville to
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 300 feet above average terrain.

WTTP(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 WDLP(AM) Panama City, Fla. (see above). WTTP 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 KSX(AM) Redding, Calif. Buyer is equally owned by George M. Malli and Russell B. Carpenter, San Francisco attorneys, who own KYA(AM)-KOVO(AM) Gallup, N.M., and KVOO(AM)-KWOY(AM) Tulsa. KATA is on 1340 khz with 1 kw daytime and 250 w night. Broker: William A. Exline Inc.

WCFF-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 WDBF-FM Haines City, Mich. WCFF is 1 kw daytimer on 1580 khz. WCFF-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 Euphony 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.


WAYX(AM)-WLTE(AM-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 WWQO(AM)-WPFM(FM) Panama City, Fla., and own 33.3% each of WITF(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 WBCR-TV Birmingham, Ala. Mr. Lauer is general manager and stockholder of WGST(AM)-WPCH(FM) Atlanta. Mr. Aaron is radio manager for Kaiz 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.

Approved

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

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**Utility Tower Company**
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 (44%). Buyers own KJMJ(AM)-Las Vegas and KMGX(AM)-KROI(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'Connor, 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(AM) Fairfield-Cincinnati; WNNB(AM)-WWLV(AM) Daytona Beach, Fla.; WABY(AM) Albany, N.Y., and have bought, subject to FCC approval, WINA(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 WISI(AM) Tampa, Fla. KOKY is 5 kw daytimer on 1440 kHz.

KBFM(AM) 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 Oppenhimer, D. Kent Anderson and Robert Clarke. All are principals in KKL(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 alum. 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-
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 dealing 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 Spotwood 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.; WKY-TV Boston; KXTX-TV Dallas, and WAXN-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."

Continental Broadcasting will be small,
We're 4
WDIV DETROIT
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 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 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's 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.
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 a 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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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 NPR.

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 Deerin asked CPB to release the salaries. MacNeil 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 NPR. 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 NPR and CPB to balance in their programming. We will encourage station managers to point out that Vanocur’s and MacNeil’s salaries are not available 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 the next 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 Broadcasting, 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 cross-ownerships. It argued that the commission had erred in not requiring divestiture of all existing cross-ownerships. 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 shifting 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 Communications 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.

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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 inspired by the view of the government's weight around.

Commissioner Lee, in remarks to the National Association of Broadcasters meeting in New Orleans, 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.
Announcing The 1978 Media Awards for Economic Understanding.

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, competively 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 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?”
  - Selby McCash, The Macon Telegraph, Macon, Georgia, “Taxes…The Price You Pay”
- Newspapers with circulations of 100,000 to 250,000:
- Newspapers with circulations of 50,000 to 100,000:
  - 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:
- 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:

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

Television, Markets Ranked 26 to 100:
- Daniel Miller/John Leendecker, 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”

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

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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.
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 has 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 oreoy 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 mari-juana, commercial sex, pornography, liq- uor" or gambling. Consumers, he said, are rejecting the "sort of Big Brotherism which stands in the way of personal gra-tification—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 prohibiting them might be "modestly" called "Little Brother," he said. Rather than ban pro-ducts 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 reputation, he said—when con-sumers can't discover they have a problem (insulation nursing homes), if consumers can't trace their distress to a particular pro-duct (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, cer-tify 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 con-sumers have "no real choice but to accept the product with all its faults." Major auto-mobile 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 "vigorouh and unbridled com-petition helps insure that consumers get what they want. Little Brother can pro-mote 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 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 happen- ing 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 Broadcast-ing, 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 an-ticipate 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-Sept. 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." 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 healthly 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."

Broadcasting Nov 20 1978

56
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).

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The Broadcasting Company of the Liberty Corporation (NYSE)
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 of these sales clinics is 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 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 L. Feider, advertising manager of Frederick & 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 Frederick & 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 columns 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 broadcast-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.

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 TV 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 Newman 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 staff 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
Anthony Sampson called us the big mouth of the industry. He was right.

To be specific, Sampson's book, *The Seven Sisters*, referred to Mobil as "the most loquacious and extrovert" of the oil companies. The industry's big mouth, so to speak.

We're willing to comment on our critics' views, fill in reporters on the facts about oil industry issues, even tangle with those who'd like to take a swipe at us.

So when you think of oil, think of us. And when you think First Amendment, call us, too. We're rabid on the rights of companies to speak their piece.

To get a big mouth, call (212) 883-3232. John Flint or Gail Jamin will try to come up with your answer.

Anytime, we'll tell it like we think it is.
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 $53.7 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 noted 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 13% 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 countercommercials, 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 Association, 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-
A simple idea that turned to gold in less than a year!

"CARTOON-A-TORIAL"

Produced by Newsweek Broadcasting


Thanks to those who have helped us achieve this record:

- The 12 outstanding cartoonists who create it:
  - Brian Basset, Seattle Times
  - Gene Basset, Scripps-Howard Newspapers
  - Jim Borgman, Cincinnati Enquirer
  - Bob Englehart, Dayton Journal Herald
  - Ed Gamble, Nashville Banner
  - Draper Hill, Detroit News
  - Michael Keefe, Denver Post
  - Doug Marlette, Charlotte Observer
  - Bill Schorr, Los Angeles Herald Examiner
  - Dave Simpson, Tulsa Tribune
  - Paul Szep, Boston Globe
  - Don Wright, Miami News

- Our animators, Hal Seeger Productions, who make it work;

- And JWT Syndication, who sells it;

- And the 58 television stations—by latest count—who use it.

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.

For a cassette of a typical week of CARTOON-A-TORIALS and our brochure (which is fast becoming a collector's item) just write or call Norm Varney, JWT Syndication, 420 Lexington Avenue, N.Y. 10022—(212) 867-1000— or Bernie Shusman, Newsweek, 444 Madison Avenue, N.Y. 10022—(212) 350-2176.

Newsweek Broadcasting
A Division of Newsweek, Inc.


country 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 Petshuk 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. Petshuk.

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 programming

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 industry had a "miserable case" that will not stand up," 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 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 called upon him 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 programming 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 rear guard 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 programming—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 programming 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 program itself.”

Mr. Mason said he was confident the Justice Department would waive any antitrust 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 receive “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 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 balancy 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 Perschak 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 Perschak 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 activists FTC which that movement inspired is still rolling along—or was until Chairman Perschak 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...”

the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complaint said, “the FTC complain...
Nobody can serve up an audience like Soupy Sales.
The all new Soupy Sales Show. Five half-hour shows a week. Available 1979.
Produced in cooperation with Golden West Television Productions by

**SOUP'S ON! COME AND GET IT.**
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 outdistance its rivals.

As reported, election coverage preempted 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 preempted 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 dismally thin, leaving ABC with a third-place 29 share for the night.

This week marks the end of an interesting fight between two other challengers, CBS and NBC. Most significant, NBC's Diffrent 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 Diffrent 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. 8). 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 lowered 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 Battstar 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.

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 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).

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 3.9 average—when the show usually offers “Best of Carol Burnett” 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 programming

Promising to make good on its threat to file petitions to deny the licenses of five network-owned television stations if network programming 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 programming 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), WDKY-TN Cleveland (NBC) and WWZ-TV Detroit (CBS).

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 programming 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 the television, we do feel that presenting sex on the level of ‘childish sniggering’ is offensive, and that this treatment of sex is being overused 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 (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, WXLOFM (New York) and KMETFM (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 (Perry Faith, Johnny Mathis, Andy Williams and others) for Christmas radio programs. 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 WORR-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, Sept. 26, Oct. 3). 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 station in New York 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 the 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 intended 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 $7.58 million. Another $3.25 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, Bight is Enough and Looseboat* 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, "Worldvici 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), Worldvic will 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 WKFJ(FM) Cincinnati; WTVN-AM-TV and WLWQ(FM) Columbus, Ohio; WDAF-AM-TV and KYSS(FM) Kansas City, Mo.; WTAF-TV Philadelphia; and KQV(AM)-WDVE(FM) Pittsburgh, and WYFF(FM) Tampa, Fla.; and has bought, subject to FCC approval, WDCA-TV Washington (BROADCASTING, May 1) and WDEA-TV 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 similar 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 lets 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, 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 encore.

Edward the King now offers it's 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 WNAV-TV Boston; WJBK-TV Detroit; WJKW-TV Cleveland; WTTI-TV Milwaukee; WJZB-TF Buffalo; N.Y.; KTVU(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 KCOA-TV Denver; KCRA-TV Sacramento, Calif.; WJAR-TV Providence, R.I.; WCMH-TV Columbus, Ohio, and KTEW(TV) Tulsa, Okla.

ABC's 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.); WTCG(TV) Tampa-St. Petersburg Fla.; WHMB-TV Indianapolis; KXET(TV) Tucson, Ariz. (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. N.Y. 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 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 5 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.

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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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, Wrentham 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, Wrentham 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.

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-
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 "clear, 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 programing.

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
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 WTCO’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 collectable 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 outside 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 $20 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 Aeronautics and Space 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
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 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.

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, wpixtv 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 programing firms that are being attracted to satellites because of the increase of available "alternative programing" 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 programing comes," he said, "the earth stations come." And in independent television, that necessary "critical mass" of programing is about to be reached.

Some figures on available television programing 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, its 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 trio 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 programing, 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 programing 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 programing 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-OTE 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

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.
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 programing because of that. Cable systems "are going to have access to a lot of programing" not available 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 30 will be in use by broadcasters in 1979. ("Closed Circuit," Nov. 13). There are 785 authorized commercial television stations. Of some 800 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 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 Rennie 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 committee'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 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 test 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" be used. As long as the implementation of the three foreign systems 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 "adressable 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 revising 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. Some 4,000 cable systems, 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-

Broadcasting Nov 20 1978 73
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.

**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 Sony’s 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 56,755 (“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 there 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., Goleta, 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—a 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.
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 WMCA (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 (Louisville, Ky. And Bob Canada of WGHM (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 Cockers 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 Leehr of WACC (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 WARE (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."
John Brancamp III, program director, WWC(FM) Rocklin, Ill., joins KAOH-AM-FM Duluth, Minn., as operations manager.

Thom Price, production director, KEYH(AM) Houston, joins KISM(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. Urals, sales manager, WBEZ(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 KCDO-TV Kansas City, Mo., as business manager.

Peter Kochis, account manager, KODA-AM-FM Denver, joins KOMO-AM Portland, Ore., as controller and business manager.

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.

Phil E. McDonald, general manager of WCY(AM)-WWZ/FM Cincinnati, named VP of licensees, Federated Media group owner.

Pat Nugent, general manager, KLHI(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. Kellam last year.

Bob Dean, news reporter, WSPA(AM) Spartanburg, S.C., joins Bethany Broadcasting, Thomsen, Ga., as VP, in charge of operation of company's WTHO-AM-FM there.

Ken Harmon, VP-general manager of WESC(AM) Benneville, S.C., named executive VP of licensee of station, Big Bend Broadcasting, Quincy, Fla., company's headquarters.

Hal Comello, sales manager, WCSI(AM)-WKYY(FM) Pascagoula, Miss., named general manager.

Hugh Barr, manager, WCIRO-FM Syracuse, N.Y., as station manager.

John H. Davidson, general sales manager, WBB(AM) Boston, named assistant general manager, co-owned KIPTV(AM) San Francisco.

Lane Peeler, from production staff of WHFT(AM) Miami, appointed chief operations manager.


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 Trembach, 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-Manus & 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. Tony Syrvid, executive producer, Glenn & Bozell, 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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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 Denisu Advertising, Los Angeles, joins Creamer Inc., New York, as account executive.

Barry Fischer, assistant in network television department of Wells, Rich. Greene, New York, named supervisor of network services, working in network buying.

Cathy Heilman, 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 Gaeien, partner in Passberger, Dolan, Romano. Gaeien, New York, joins Cunningham & Walsh there as group creative director.

Michael Pollock, producer, Ogilvy & Mather, New York, joins Fouto, 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.


Thomas C. Brown, head of public relations department of San Francisco office of J. Walter Thompson, joins Davis & 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 sales manager, WEMPAMWI Milwaukee, joins Chicago office of McGavren-Guild as account executive.


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.


Joyce Mueller, account executive. CBS-owned KMOXAM St. Louis, joins CBS Radio Spot Sales, Chicago, in same position.

John J. Spinola, sales manager, WBT-TV Boston, appointed general sales manager.

Larry Scott, in sales department of WHTF-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 development. WPGH-TV Pittsburgh, joins WPTT-TV there as sales manager.

Ted Norman, station manager. WBAPAMKSCF Fort Worth, joins Christian Broadcasting Network as Fort Worth sales manager of KRTV-TV Dallas.

Brendan Kennedy, from MMT Sales. New York, where he was station representative for KCMO-TV Kansas City, Mo., joins KCMO as national sales manager.

Joyce Ramsey, national sales assistant. KTVKTV Salt Lake City, named sales service manager.

Timothy P. Kenner, account executive. WKBW-TV Dayton, Ohio, named national sales manager.

Garry Eaves, account executive. WNSRFMI Indianapolis, appointed sales manager.

Vivian Hunt, former manager of advertising and promotion. W NBC-TV New York. joins WROXAM Boson as account executive.


Earl Murton, from Goldberg/Marchesano & Associates. Washington, joins WASHFMI there as account executive.

Programming

Armando Nunez, vice president and general sales manager of foreign sales. ITC Entertainment, New York, named executive VP-general sales manager.


Ronald S. Korda, former manager, broadcast sales, NBC, named manager, program planning. NBC Entertainment, New York.


Craig Simon, program manager. NBC-owned WNYFMI New York, named producer-director of NBC Radio Olympic Odyssey series (Broadcasting, Oct. 2).

Joe Garagio, sportscaster for NBC Sports, had contract renewed for 1979 baseball season.

Mark Welton, general manager of Metro Home Theatre of Detroit, joins Universal Subscripti on Television's Boston office as commercial divisions manager, responsible for coordinating marketing of USTV's Broadcast Entertain ment Subscription Televisi on service in Boston area.

A Call for Applications

National Fellowships in the Humanities for Journalists

A non-degree, non-credit Fellowship Program with grants of $15,000 for the nine-month academic year, plus tuition and $550 in travel and book allowances. Completed applications due March 1, 1979. For applications, or information, write Director:

C-14 Cypress Hall
Stanford University
Stanford, CA 94305
(415) 497-4937

3564 LSA Building
The University of Michigan
Ann Arbor, MI 48109
(313) 763-2400

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.

Wait Lloyd, producer-director for foricommercial wtvirtv Charlotte, N.C., joins Snazelle Films/VTR, San Francisco, as video operations director.

Jim Major, program director, WBRK-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, wtihrtv Indianapolis, named assistant program director. Bill Marcinjak, producer-director, succeeds Mr. Hempel. Bruce Wells and Jesse Ramos, set-up crew members, wthr, and John Momburg, from WKRK-TV Cincinnati, named producers-directors.

Ben Sensing, announcer and promotion director, WINK(A) Fort Myers, Fla., named sports anchor.

Rick Lozano, KRON-TV San Francisco, joins Kenny and the Hill, as weekend sportscaster.

Ron Rodrigues, news and programing assistant, KFRC(AM) San Francisco, named program director.

Dan Myers, programmer, WXT(TV) Los Angeles, named program director.

Ben Smith, VP-programing, KXTV(TV) Dallas, named program director.

Ron Brooks, director, WTVI(TV) Charleston, WSCC(AM) Columbia, and stations with channel numbers.

Shane Culp, executive producer, WHAG, named program director.

Nancy Miller, named program director, WTHR(TV) Indianapolis.

Rick Bavec, sales executive, named production director.

Scott Robbins, air personality, WHTI(AM) Hempstead, N.Y., and on weekend staff of WRX-FM New York, joins WFEC(AM) Harrisburg, Pa., as program director and air personality.

Ed Fennessey, from WET(C) Ocean City, Md., joins WSSH(AM) Halfway (Hagerstown), Md., as program director. Steve Williams, music director for co-owned WCMF(AM) Hagerstown, named music director for WHAG. Jim Williams, from WBOI(AM) Columbus, Md., succeeds Steve Williams at WCM. Norman Miller, air personality, WHAG, moves to WCM in same capacity.

Collins Powell, WHV(AM) Pascagoula, Miss., joins WCB(AM) there as program director.

Craig St. John, music director, WXYF(AM) there, co-owned with WCR, named program director.

Dennis Malloy, air personality, WWH(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 WPIT-TV Durham, N.C., as writer-producer in creative services department. Glenn Gravitt, from WROW(AM) Chapel Hill, and Curtis Howard, from WVITV Durham, join WPITV as production assistants.

Jim Kelly, weekend sportscaster, WCU-AM Philadelphia, named weekday sportscaster.

Gail Granik, sports reporter, WBB-TV Boston, joins WDIV-TV Detroit in same capacity.

John Heldbrink, sports producer and anchor, KRON-TV San Francisco, joins WTTXTV 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

Across the Dial®, a pocket-sized (4 by 3 3/4 inches) guide to U.S. and Canadian AM and FM radio stations, designed as a fast reference to call letters, frequencies and formats. With the companion feature, Around the Channels®, listing all U.S. and Canadian TV stations with channel numbers and showing network or independent status.

Single copies $2.25 plus 75 cents for postage and handling
2-9 copies $2.25 each plus $1 for postage and handling
10-25 copies $2.00 each plus 8% for postage and handling
26-50 copies $1.85 each plus 8% for postage and handling
51-99 copies $1.75 each plus 8% for postage and handling
100 or more $1.60 each plus 8% for postage and handling

Broadcasting® Publications Inc.
1735 DeSales Street NW Washington DC 20036

Broadcasting Nov 20 1978
79
and consultation firm, Bakersfield, Calif., named traffic manager, KPMC (AM) there.

News and Public Affairs


Mike Jacobs, reporter and anchor, WTMJ-TV Milwaukee, named weekday anchor.

Tim Taylor, reporter, WKKW-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 Kincaid, semiretired, and former ABC News correspondent in Washington bureau, joins WVEC-TV Hampton, Va., as weekday anchor.

Angela Gale, from WXTA-TV Atlanta, joins WRLV-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 WRLV-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 Kirchner, reporter, KSMO (AM) Sikesiion, Mo., appointed news director.

René Gonzalez, reporter, KMMO-TV San Antonio, Tex., named executive news director.

Chris FitzRandolph, from KLAK (AM) Denver, joins news staff of KSMO (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, KNTV (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 WSMF-AM Grandview, Va., as public affairs producer.

Les Kerr, from programming department of WCMG (AM) Pascoagoula, Miss., named public affairs director of WCB and co-owned WXYF (FM) there.

Chris Dickon, public affairs producer at non-commercial WIAA (FM) Interlochen, Mich., joins noncommercial WIRON-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.


Promotion and PR

Vincent C. Manze, manager of advertising and promotion, WLS-TV Chicago, joins WCTS-TV New York as director of communications.


Gail Chipman, product group manager, Clairor, New York, joins WAKF (FM) Chicago as director of advertising and promotion.

Dan Booth, executive producer, WTVI (TV) Miami, named audience promotion manager.

Kathleen 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 WSKA (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, WKBW-TV Detroit, named director of engineering, WDMY-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 WVWR (FM) Canal Fulton, Ohio, joins noncommercial WAPS (FM) Akron, Ohio, as chief engineer.


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. Rustin, 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.

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.

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.


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 KVOIAM 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 WETAM 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 Launton 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 WZZIAMI Shabro, Ill., and WLPO-AM-FM La Salle, Ill. Survivors include his wife, Violet, and three daughters.

**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.—Document, 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—presurrise 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**


### Ownership Changes

**Applications**

- KVR-AM-FM Santa Rosa, Calif. (AM: 1460 kHz, 1 kw-D; FM: 101.7 mhz, 135 kw)—Seeks assignment of license from KVR Inc. to Visionary Radio Euphonics 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 Joyce 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.

- WFP(T)AM Fort Pierce, Fla. (AM: 1330 kHz, 1 kw-D, 250 w-NJ)—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 WDLF(AM) Panama City, Fla., (see below) and own broadcasting production studio in Kansas City, Mo. Ann. Nov. 10.
### Summary of Broadcasting

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

<table>
<thead>
<tr>
<th>Commercial AM</th>
<th>Commercial FM</th>
<th>Educational FM</th>
<th>Total Radio</th>
<th>Commercial TV</th>
<th>VHF</th>
<th>Educational TV</th>
<th>UHF</th>
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<th>FM Translators</th>
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<td>4,457</td>
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*Special temporary authorization

**Includes off-air licenses

### Grants

- **KHJU(AM)**: Eureka, Calif. - (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 KOBI-TV Medford, KORI-TV Klamath Falls KLOO-FM Corvallis and SO Cable TV system. Medford, Ore., and microwave carrier there, is principally of KAGI(AM) Grants Pass, and 50% owner of KPC-TV Rosenberg, all Oregon; KRCQ-TV Redding, and a newspaper in Araceli, both California. Action Oct. 30.

- **KSVN(AM)**: Ogden, Utah - (730 kHz, 1 kw-D; FM: 94.79 MHz, 1 kw) Broadcast Bureau granted transfer of control of Weber Broadcasting Co. by Oriana G. and Helen Geesey and Duven H. Gunter (100%) before; none after to Wendell T. Winager (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 KMKR(AM) Kemmert, Wyo. Mr. Winager is president and 60% owner of KDYL(AM) Toole, Utah. Action Oct. 30.

### AM stations

- **KZEG(AM)**: Phoenix—Licensed granting license covering permit for changes.
- **WJSB(AM)**: Crestview, Fla.—Granted CP to increase power to 5 kw, change time trans., change
- **WGST(AM)**: Cypress Gardens, Fla.—Granted CP to add nighttime service with 1 kw, change operating to unlimited; install DA-2, change SL.
- **WAGN(AM)**: Menominee, Mich.—Granted CP to make changes in ant. system.
- **WECQ(AM)**: Carthage, Miss.—Licensed CP to decrease power to 2 kw, change time trans., change
- **WKOR(AM)**: Starkville, Miss.—Licensed granting license covering changes.
- **KWWK(AM)**: St. Louis.—Granted CP to make changes in ant. system.
- **KOKO(AM)**: Warrensburg, Mo.—Granted CP to install aux. trans. at main TL.
- **KWWK(AM)**: Farmington, N.M.—Licensed granting license covering changes.
- **WLEA(AM)**: Hornell, N.Y.—Granted CP to increase power to 1 kw, change time trans.
- **WGGO(AM)**: Salamanca, N.Y.—Licensed granting license covering changes.
- **WBL(AM)**: Elizabethtown, N.C.—Licensed granting license covering changes.
- **KVLH(AM)**: Pauls Valley, Okla.—Granted CP to increase power to 1 kw, change time TL and change

### FM stations

- **WQSB(FM)**: Alhambra, Calif.—Granted CP to change ERP to 100 kw (H&V); ant. height 310 ft. (H&V)
- **WQHQ(FM)**: Andalusia, Ala.—Granted mod. of permission for expiration of completion date to May 2, 1979, for changes.
- **WAHR(FM)**: Huntsville, Ala.—Licensed granting license covering changes in SL.
- **WYSV(FM)**: Stevenson, Ala.—Licensed granting license covering changes.
- **KDKJ(FM)**: Fresno, Calif.—Granted mod. of CP to change TL and SL; change time trans., ant.; decrease ant. height; ERP: 2.4 kw (H&V); ant. height 1,960 ft. (H&V)
- **KFMF(AM)**: Oroville, Calif.—Granted mod. of CP to change TL and SL; change time trans., ant.; make changes in ant.; system; decrease height; ERP: 1.45 kw (H&V); ant. height 170 ft. (H&V)
- **KDUO(FM)**: Riverside, Calif.— Granted CP to install new trans. and ant.; change TPO and ERP: 68 kw (H&V); ant. height 570 ft. (H&V)
- **WKPOO(FM)**: San Francisco—Granted CP to change TL; install new trans. and ant.; make changes in ant.; system; ERP: 0.220 kw (H); ant height 630 ft. (H)
- **KCDQ-FM** Salinas, Calif.—Licensed granting license covering change in SL.
- **WABE(FM)**: Atlanta—Granted authority to operate by remote control.
- **WOKZ-FM** Alton, III.—Granted CP to install new trans.; change TPO; ERP: 50 kw (H); Ant. height 490 ft. (H)
- **WFYR(FM)** Chicago—Granted CP to install new trans. and ant.; change TPO.
- **WEXA(FM)** Angola, Ind.—Granted CP to replace expired permit.
- **WACI(FM)** Indianapolis—Granted CP to install new trans. and ant.; change TPO; ERP: 48 kw (H&V); ant. height 340 ft. (H&V)
- **JWR(SFM)** Jamesstown, Ky.—Licensed granting 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)
- **KSBM(FM)** Lafayette, La.—Licensed granting 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 380 ft. (H&V)
- **WGOO(FM)** Onahama, Neb.—Licensed granting license covering changes.
- **WILK-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.—Licensed granting 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)
- **KWAG(BF)** Bloomsburg, Pa.—Granted mod. of CP to change TL and SL; change time trans. and ant.; change ant. height to 440 ft.
- **KACW(FM)** Paris, Tex.—Licensed granting license covering changes.
### Professional Cards

<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Phone</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Atlantic Research Corp.</strong></td>
<td>Jansky &amp; Bailey</td>
<td>5395 Chilson Avenue</td>
<td>7601.234</td>
</tr>
<tr>
<td><strong>Edward F. Lorentz &amp; Associates</strong></td>
<td>Consulting Engineers</td>
<td>1334 G St., N.W., Suite 500</td>
<td>216.202.296</td>
</tr>
<tr>
<td><strong>A. D. Ring &amp; Associates</strong></td>
<td>Consulting Radio Engineers</td>
<td>1771 N St., N.W. 296-2315</td>
<td>WASHINGTON, D.C., 20036</td>
</tr>
<tr>
<td><strong>Cohen and Dippell, P.C.</strong></td>
<td>Consulting Engineers</td>
<td>527 Murray Blvd.</td>
<td>202.783.0111</td>
</tr>
<tr>
<td><strong>Carl T. Jones Assoc.</strong> (Formerly Gauthier &amp; Jones)</td>
<td>Consulting Engineers</td>
<td>2990 Telestar Ct., Suite 405</td>
<td>703.560.6800</td>
</tr>
<tr>
<td><strong>Lohnes &amp; Culver</strong></td>
<td>Consulting Engineers</td>
<td>1156 15th St., N.W., Suite 606</td>
<td>216.296-2722</td>
</tr>
<tr>
<td><strong>A. Earl Cullum, Jr.</strong></td>
<td>Consulting Engineers</td>
<td>800 Jefferson St., Suite 900</td>
<td>212.631-8360</td>
</tr>
<tr>
<td><strong>Jules Cohen &amp; Associates</strong></td>
<td>Suite 400</td>
<td>1730 M St., N.W., 20036</td>
<td>Washington, D.C., 20003</td>
</tr>
<tr>
<td><strong>Steel, Andrus &amp; Associates</strong></td>
<td>2029 K Street, N.W.</td>
<td>(301) 827-8725</td>
<td>(301) 534-5374</td>
</tr>
<tr>
<td><strong>Hammett &amp; Edison, Inc.</strong></td>
<td>Consulting Engineers</td>
<td>Radio &amp; Television Box 68, International Airport</td>
<td>(415) 942-5208</td>
</tr>
<tr>
<td><strong>John B. Helfelfinger</strong></td>
<td>9208 Wyoming Pl., Hillard 4-7010</td>
<td>KANSAS CITY, MISSOURI 64114</td>
<td>Member AFCCE</td>
</tr>
<tr>
<td><strong>Carl E. Smith</strong></td>
<td>Consulting Radio Engineers</td>
<td>8200 Sowdle Road</td>
<td>Cleveland, Ohio 44141</td>
</tr>
<tr>
<td><strong>Vir James</strong></td>
<td>Consulting Radio Engineers</td>
<td>Applications and Field Engineering</td>
<td>345 Colorado Blvd., 80206</td>
</tr>
<tr>
<td><strong>E. Harold Munn, Jr., &amp; Associates, Inc.</strong></td>
<td>Broadcast Engineering Consultants</td>
<td>Box 220</td>
<td>Coldwater, Michigan 49036</td>
</tr>
<tr>
<td><strong>Hatsfield &amp; Dawson</strong></td>
<td>Consulting Engineers</td>
<td>Broadcast and Communications</td>
<td>3525 Stone Way N.</td>
</tr>
<tr>
<td><strong>Midwest Engineering Associates</strong></td>
<td>Consulting Engineers</td>
<td>6934 A University Plaza</td>
<td>Peoria, Illinois 61614</td>
</tr>
<tr>
<td><strong>John H. Mullane</strong></td>
<td>Consulting Radio Engineers, Inc.</td>
<td>9616 Pinkey Court</td>
<td>Potomac, Maryland 20854</td>
</tr>
<tr>
<td><strong>C.P. Crossno &amp; Associates</strong></td>
<td>Consulting Engineers</td>
<td>P.O. Box 18532</td>
<td>DALLAS, TEXAS 75218</td>
</tr>
<tr>
<td><strong>Satellite Telecom Services, Inc.</strong></td>
<td>Earth Station Engineering Consultants</td>
<td>2965 Flowers Rd., So. Atlanta, Ga.</td>
<td>404-455-8369</td>
</tr>
<tr>
<td><strong>Mattey J. Vlassides, P.E.</strong></td>
<td>Structural Consultant</td>
<td>TOWERS, ANTENNAS, STRUCTURES</td>
<td>Structures Analysis, Design Modifications, Inspections, Supervision of Erection</td>
</tr>
<tr>
<td><strong>William B. Carr &amp; Associates, Inc.</strong></td>
<td>Consulting Engineers</td>
<td>17545 Terrace Lane Circle</td>
<td>Dallas, Texas 75240, 214-333-6034</td>
</tr>
<tr>
<td><strong>E.M.R. Engineering, Inc.</strong></td>
<td>Consulting Engineers</td>
<td>P.O. Box 766, Chancellory, Tex.</td>
<td>77350</td>
</tr>
<tr>
<td><strong>Rogers &amp; Associates</strong></td>
<td>Consulting Engineers</td>
<td>201 W. Main St.</td>
<td>San Antonio, Texas 78202</td>
</tr>
<tr>
<td><strong>Radio Engineering Co.</strong></td>
<td>Broadcast Consultants</td>
<td>250 West 57th Street</td>
<td>New York, New York 10019</td>
</tr>
<tr>
<td><strong>Dawkins Espy</strong></td>
<td>Consulting Radio Engineers</td>
<td>Applications/Field Engineering</td>
<td>P.O. Box 3127—Olympic Station 90212</td>
</tr>
<tr>
<td><strong>Don't Be a Stranger</strong></td>
<td>To Broadcasting's 157,000 readers...</td>
<td>157,000 readers...</td>
<td>Don't Be a Stranger...</td>
</tr>
<tr>
<td><strong>Commercial Radio Monitoring Co.</strong></td>
<td>Precision Frequency Measurements, AM-FM-TV</td>
<td>Munro's Repair &amp; Refurbished Equipment</td>
<td>103 S. Market St.</td>
</tr>
<tr>
<td><strong>Cambridge Crystals</strong></td>
<td>Precision Frequency Measuring Service</td>
<td>SPECIALISTS FOR AM-FM-TV</td>
<td>445 Concord Ave.</td>
</tr>
<tr>
<td><strong>Contact</strong></td>
<td>Broadcasting Magazine</td>
<td>1735 DeSales St., N.W.</td>
<td>Washington, D.C., 20006</td>
</tr>
</tbody>
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licenses renewed

**Usage**

**New AM's**

- WPQO
- WNCW

**New FM's**

- KTED
- KRBB
- *K*ME
- *K*ANZ
- KIAD
- KINQ
- KDLY
- KDAH
- KJSL

**Existing AM's**

- KULA
- WGTK
- WJDO
- KJLA

**Existing FM's**

- WRKK
- WJUNZ
- WXXL
- KLPL-FM
- WLOB
- WMOQ-FM
- KORS
- KDKO

**Grants**

- New AM's
  - KHAM
  - WJOR
- New FM's
  - WTXI
  - WWHR
- Existing AM's
  - WQIK
  - KCCW
- Existing FM's
  - KRRK
  - KYNR
  - WSGL
  - WWSD
- KPER
- WLOS
- KFBO

**In Contest**

Petitions to deny

- KFAB Broadcasting Co.
- Bridgeways Communications Corp.
- Christian Broadcasting Network
- Lawrence Behr Associates Inc.

Fines

- WKRG-TV Mobile, Ala.
- WCMR(AM) Elkhart, Ind.
- WQKX(AM) Gary, Ind.

Call Letters

Applications

**Call**

- Sought by

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- WNCW

**New FM's**

- KTED
- KRBB
- *K*ME
- *K*ANZ
- KIAD

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**RADIO**

**HELP WANTED MANAGEMENT**

**Number Two Person needed in highly successful AM/FM radio 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, Forest Communications, RO Box 1460, Salinas, CA 93902. E.O.E.

**FM Sales Manager**, with sportscasting and production talent. Apply by resume only Send tape. WWNA Radio, PO Box 477 Tusculum, 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 production and capable of shifting 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, S-figure salaries 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 WMKT 217-529-7077, 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, Forest Communications, RO 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, it'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 small town area. Established area, large market, 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 sales positions to be filled. WISN, 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 university community. Great living. EOE. Lowell Jack Advertising, 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, PO 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 year experience on all large or medium market. Send tape and resume to Ass't Manager, WTLC, 2160 N. Meridian, Indianapolis, IN 46202. EOM/EOE.

**Strong Personality Jock wanted... Good pay good market covering North Boston to Portland, Maine. Send tape & resume to: 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, WZZQ, 1185 North Main, Providence, RI 02904. EOE.

**First phone with interest in engineering to handle routine maintenance at KMIR in Camarillo, CA, and KAAH in Bellamy, NC. Some announcing at KAAH. 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, OH, 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. A Ward candidate and lots, good pay and benefits. Resume (including salary) and tape to Ken Sawyer, WWPA, Box 2168, Williamsport, PA (E.O.E.) Re-emphasize Production.

**Night Announcer, strong on production, mature and friendly voice for Religious Music station in southwest Virginia. Send resume to Box Q-8.

**First Ticket DedeJay 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 916-873-1600.


**Sharpen your skills in a good small market station. Were looking for an announcer/person with experience (or willingness to learn) and some sales ability. Send resume and tape including news and live commercials to Ross Hunter, WJMA, Orange, VA 22960, EOE.


**Needed Now! Creative, mature morning person for Adult Contemporary Northwest Ohio leader need someone that can localaze. Good working conditions with full company benefits. Extra $ for PBP. Send T&A'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, KOCV, Box 934, Valley City, ND 58072.


**WELK Charlottesville, Virginia has immediate opening. Adult Soft Rock Format. Tape and resume to Keith Hart, Box 1294, Charlottesville, VA 22920. 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 personnel Programming and Production. Experience required. Send resume, tape, and salary requirements to WMUZ Radio, 12300 Radio Place, Detroit, MI 48226.


**HELP WANTED TECHNICAL**


**KWGS, Tulsa,** is a University-owned, NPR affiliated FM looking for an experienced Chief Engineer dedicated to broadcasting wishing to settle in a beautiful urban-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 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 KAN in Bel-Nor. Looking for second Engineer with KAN. Excellent opportunity for growth and advancement. Contact Richard Womack, KWIX Radio, Meroby, Mo. Phone: 816-263-1230.


Broadcast Engineer—must be sharp on maintenance of audio and RF. First class ticket required. Contact Chief Engineer, WGH AM-FM, PO. 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 with excellent working conditions important as position. Benefits plus vacation. 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 opportunity. Box Q-3.

Major Midwest Station is seeking an Assistant Chief Engineer. This position is a first class license, a strong background in DAS, transmitter and Studio maintenance experience, and administrative abilities. Equal Opportunity Employer Male or Female. Send replies in confidence to: Box O-21.

Assistant Chief Engineer for medium Radio-TV combination in New York State. Excellent opportunity for responsible person with expanding group. EOE. Box O-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 directional, 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, WJS/M/WM1L, Ironwood, Minn. 906-932-2411.

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, then 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 directional, antennas, production, 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.

Asst Chief Engineer. AM-FM Combo. Automation experience helpful for FM operation. Must be sold on management. Good salary and full company benefits. 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


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 $520 a week for the right person. If you want to work news on-air and on-the-street in an active, happy two person Morning News operation, we have a good opening for you. A 3 kw AM with a good reputation in a booming Wyoming City. We’re looking for a person seriously about work, with journalism background.

Chief Engineer, Major Market. 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. Experiential: Local news, Agri-business news, public affairs news and people. Are you innovative, skilled at newsgathering and writing, Min. 3 yrs. broadcast exp. Excellent benefits and working conditions. Opening due to retirement. Send T&Rs to: King News Director, KIML, Gillette, WY immediately 307-822-4747.

News Director. Major Market, Sun Belt. We are very seriously committed to Local news. EOE. Box Q-41.


Wanted: Morning news reporter for Virginia top 40-station in Richmond area. Must be skilled, at newsgathering and writing, Min. 3 yrs. broadcast exp. Excellent benefits and working conditions. Opening due to a retirement. Send T&Rs to: King News Director, WDGH, Box 98, Newport News, VA. 23607. (Norfolk/Virginia Beach area). EOE.

HELP WANTED PROGRAMMING, 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 relevant experience in programming. We are looking for a creative person. We are a 5 kw AM & FM. Prefer someone with excellent credentials seeks immediate position with aggressive organization. Prefer Top 50. Box R-32.

GM or GM Trainee, intelligent, creative, hard-working, Reply in confidence to Box P-152.

Manager and Sales and twenty five years with the industry deeply involved. Sales the fields of programing, network and development personnel, employee benefit plans, union negotiations, finance and acquisition radio and CATV AMFM available now. Reply in confidence, Box Q-2.


SITUATIONS WANTED

Radio Personality Wishing 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 Charlie Milam—KTRK, 312-383-0358, 501 N. Harris, Oak Park, Il. 60302.

Articulator Communicator, experiences, top 40 and MOR seeks medium—large market on East Coast. All others considered. Box P-56.

College grad, with 3 and 4 years experience is seeking first professional job. Willing to relocate. Call 312-589-2555.

Community Minded Announcer. Looking for Positive Career move. Oklahoma, Texas, New Mexico, or West. Good voice, production, topical humor 5 yrs. experience. Bill Belts 308—384-3543 after 2 CST.

Cheerful Experienced Announcer, B-B-P creative production, tight board, hardwork. Looking for Medium Market situation in the West. Contact: Box 9558, P.O. Box 32400, Seattle, WA. Prefer Northeast. If you'd like the 'Silmir' Voice of Walter Fowler: 803—383-5303.

Experienced First Phone Announcer; advertising and on-air. Anywhere East of Mississippi River. Box Q-5.


Creative Copy & Production Director for Burgon- ing Chicago Suburban FM. Salary commensurate with experience. Send copy samples, tape, resume first letter. No phone calls; Ads please. Box 9559, WGN Broadcasting, 2815 Bernie Road, Lansing, IL 60438, E.O.E.

Outstanding opportunity for creative and entertaining Program Director. Should have full knowledge of FCC regulations, and be able to supervise announcement staff. Competitive salary and benefits. Station located in New Mexico. Call manager 505-863-4444.

SITUATIONS WANTED MANAGEMENT

Foreign position wanted, Fifteen year successful experience (on air, management, sales). Excellent references. Well traveled, educated. No dependents. Box P-123.

Marketing—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.

HELP WANTED NEWS


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.
SITUATIONS WANTED ANOUNCERS CONTINUED

Talented, ambitious young man with 3d endorsed and 46 months experience in announcing, boardwork, automation, production and news wants Florida position. Call Rick, 305-672-4890.

Broadcast School Graduate, 3d endorsed, seeks on-air position as staff announcer. AOR, Progressive Rock, Top 40, MOC, etc. Tape and resume available. Jonas Grigola, Jr. 7212 S. Sawyer Ave., Chicago, IL 60625, 312-776-0820.

Young Air Personnel with 3d Endorsed. Some experience. Top 40 format preferred. Will relocate anywhere immediately. Resume and requests upon request. Call 312-767-7868 anytime or write Ed Dudziak, 800 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 yrr. of programming experience is bonus to employer. Looking for Permanent job for voice—both work, Beautiful Music, etc. 15,000 minimum. Call Lee Wilder, 401-849-7875 or 18 Shiloh St. Newport, RI 02840.

Youth and Experience, 18 to 23, with 4 years commercial experience, looking for opportunity at small or medium market, prefers Ohio, but will consider elsewhere. For air check and resume contact Tom, 17 Chatham St., Norwalk, OH. 441-885-4020. 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, 215-925-3069 or 215-922-2530.


Ambitious Student looking for a start on MOR or AOR Station. I'm energetic and reliable. Tape and resume available on request. Call Anytime 312-562-5596 or write: Micky Stewart, 1401 High Ridge Parkway, Westchester, IL 60153.

9 years live and automated, at present station. Currently morning and afternoon drives, Medium or Major Market. Call Bill Collins, 904-462-7217 Home, 904-462-2131 Work.

SITUATIONS WANTED TECHNICAL

Experienced Chief Engineer, AM-DA, FM Stereo, 25 years experience, looking 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


Recent college grad with a dynamic personality looking for a sports or news position in radio/TV. Everything good going, PBP, intelligently pluscover. PBP Good voice goes with good cred. Call Ed Ed 618-654-8440.

West or Florida only. Wanted by newsman, 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. Experiences in gathering, editing, and anchoring news. A rare breed. Write Box Q-34.

SITUATIONS WANTED PRODUCTION, OTHERS

Kent Verbeck Formerly KFRX, KGW, KRYN seeks new on or off-air position in Midwest. 1st, Automation. Box 8075 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 experience rating problems. ARB expert, working with top consultants at medium-market major-group winns. Sales Management/air talent, background, various formats, I'l 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 40 candidate. Resume, voice/music check, Pat Christie, 12217 Renwick, St. Louis, MO 63128 314-849-2929.


TELEVISION

Willing to work hard for first break. UNC Graduate, BA Broadcast Journalism, Stringer experience, Will relocate. For tape and resume contact Charles Frei- man 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, Tatlon, PA 18464.

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, WSFA-TV, Montgomery, AL. Equal Opportunity Employer.

Number 1 Net Affiliate, Top 50 Northeast, seeks ex- perienced "TV Pro" for local direct/agency sales. No 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, remarkable references, will- ing 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 manage- ment experience. Send resume to George Coles, WTVN-TV, Box 716, Columbus, OH 43216. WTVN-TV Equal Opportunity Employer.

TV Sales Representative: CBS Affiliate in top 100 market seeks sales experience with some account management experience to assume active account list. Excellent compensation/sal- ary structure, with room for advancement. Please send resume to Michael Lennon, WIFR-TV, RQ. Box 238, Rockford, IL 61105 or call 815-987-5347. An Equal Opportunity Employer.

HELP WANTED ANNOUNCERS

Top-notch 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. Excellent opportunity for the right person. Send video tape and resume to Alan Landey, News Director, WTVN-AM-FM, Radio-TV Park, Salisbury, MD 21801.

HELP WANTED TECHNICAL


Broadcast Maintenance Engineer (Jackson, Michigan) First Class Radiotelegrapher—experience and ex- perience in broadcast maintenance required. Video and audio tape maintenance very helpful. Equal Opportunity Employer. Send resume to Personnel Director, LTV-X, RQ. Box 30380, Lansing, MI 48809.

TV Maintenance Supervisor—Major West Coast Independent—Degree preferred, five years TV mainte- nance or related experience required, Management or supervisory experience recommended. Send resume to Ray Swenson, Chief Engineer, KVU, One Jack London Square, Oakland, CA 94607.

Central California NBC affiliate is looking for a TV engineer with strong background in all phases of com- mercial television engineering, especially mainte- nance of large format televisions. Must be familiar with TCR-100 cartridge tape equipment, ENG experience/ knowledge highly desirable. First class FCC license preferred. 40-hour week, salary $15,000-$19,000 range, excellent fringe benefits. Send complete resume to Personnel Manager, KMJ-TV Channel 24, 1626 E Street, Fresno, CA 93701 or contact Bob Hess, Chief Engineer, 209-268-8866. An Affirmative Ac- tion Equal Opportunity Employer.

General Manager. Prerequisites: TV Sales or Street, TV Sales Management. TV General Management. Please don't apply if not experienced in all three. Equal Opportunity Employer. Resume to Bruce Josephson, GM-TV 13, CBS Sales, 2nd Street, Southw- en West, PO. 66000, Albuquerque, NM 87103. Phone 505-243-2285.
HELP WANTED TECHNICAL CONTINUED

Maintenance and Operations Engineer—For color production, ABC News. Responsible for maintenance and operation of television studio equipment including three 3/4" VCR's and two VPR's. Should have First Class license; one year’s experience desired. Salary open, good benefits. Call or write: Craig E. Blohm, Production Supervisor, CRC-TV, 6555 W. College Dr., Palos Heights, IL 60463, 312-371-9700.

Excellent Opportunity For Broadcast Technician. Good pay. Best equipment. Excellent salary and fringe benefits in quality station. Broadcast maintenance engineering experience and first class FCC license required. Send complete resume to Personnel Manager, WMYF-TV, PO. Box 2-T, Greensboro, NC. Confidentiality maintained.

Top quality Production House has immediate need for three maintenance engineers with heavy experience. References required. EOE, Box G-26.

TV Transmitter Technician. New Jersey Public Television seeks a first class license for qualified Transmitter Technician. Experience with RCA TCU-60 transmitter desirable. Duties include transmitter operation and maintenance, operation and maintenance of microwave and radio equipment, and deflection equipment and helical VTR equipment. Location: Montclair, New Jersey. FCC First Class Radio Television license required. Send resume to: Transmitter Engineering Supervisor, NJPTV, 1575 Parkside Avenue, Trenton, NJ 08638. Salary range A20, starting at $13,841.33.

Engineer with ability and knowledge to maintain radar, television and telephone 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 switcher experience required. Wayne Pates, Tech Dir, KLOE-AKTV, Goodland, KS 67735, PO, Box 569, PH 913-899-2321.

Video technician—solid state background, FCC first license required. Resumes to Dennis Bonnoff, KCOY-TV, PO Box 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. Baitz, Box 789, Grand Junc- tion, CO 81501.

Radio/TV Maintenance Engineer—Provide maintenance and technical support for Broadcast Engineering. Align, adjust and maintain broadcast transmitting equipment; microwave and remote control systems; audio and tape recording systems, FCC rules and regulations. Requires successful completion of technical training in Radio/TV or equivalent and at least two years of broadcast maintenance. FCC 1st Class License desired. Please apply to the Staff Employment Center, 1717 E. Speedway, Tucson, AZ 85711, An Equal Opportunity, Affirmative Action, Title IX, Section 504 employer.

Television Engineer wanted for ABC Affiliate. First Class License required. Contact: Jim Killinger, WJJS-TV, PO, Box 17000, Jacksonville, FL 32216. Equal Opportunity Employer.

Immediate Opening for First Phone Technician who likes a heavy maintenance schedule on studio cameras, TV tape, both quad and helical. Knowledge of digital systems is a must. We're doing big things at WBFY-TV, Wilkes-Barre and we need a good technically capable and hard working technician. Good benefits. Both ENG and Film. Must be experienced in all phases of television studio house and lighting. Send video cassette, resume and photo for work and resume to: News Director, PO, Box 2009, Durham, NC 27702. A Capital Cities Station, E.O.E.

HELP WANTED NEWS

Photographer—We are looking for an experienced television photographer capable of producing television news stories. Both ENG and Film. Person must be experienced in all phases of news photography and editing. Send video cassette, resume, photo for work and resume to: News Director, PO, 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 WFWR-TV, Box 751, Charlotteville, VA 22902. An Affirmative Action/Equal Opportunity Employer.

Producer—Looking for an experienced producer for our 11 p.m. news. Must also have solid background in phases of news production, ENG and ENG Microwaves. If you can produce a highly fast paced news product and are a good writer who can also supervise scripts send complete resume to: Belfon Jones, PO Box 2009, Durham, NC 27702. E.O.E.

Assignment Editor-Reporter. All ENG News Department seeks aggressive new news pro. Videocassette and resume to Jim Bradley, WHSV-TV, PO, Box 3-T, Harrisonburg, VA 22801. EOE.

We’re a Leader in the local news ratings in a highly competitive market. 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 new 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, WTVU, Jacksonville, FL 904-354-1212.

TV News Anchor and reporter. We’re looking for a solid young newsman with experience who can communicate well with the audience. The job will in- volve anchoring one prime cast daily plus reporting assignments. Starting salary is competitive with benefits. Send resume to: News Director, KCTV, P.O. Box 621018, Kansas City, MO 64162.

Excellent Opportunity for small -system producer. Provide maintenance, operation, and selection, and acquire electronic equipment for an ENG or ENG-Microwave Unit. Requires someone who has a solid background in television production and an understanding of the rigors of ENG/Microwave News拍摄. Good pay. Send references to: News Director, WSMV, 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; keep 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 commercial production and call production efforts. Equal Opportunity Employer: Reply to Box P-117.

Production Manager wanted for small station/large group. Emphasis on local commercial production. Experience with competitive production background essential. EOE. Box P-137.

Producer/Editor. Min 6 years directing news and sports remotes. Heavy on commercial studio and locution production. Willing to work early or late shift, any day or weekend. $13,000/yr. $17,500. Send tape and resume to Production Manager, WPTF-TV, PO. Box 3540, Durham, NC 27702.


Producer/Editor 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, EPF 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 on graphic and television art. Responsible for overall design concepts. BFA plus six years’ experience in television art department. Two or more supervisory positions open. Salary $10,500-$13,000. Send resume to: Paul E. Few, Assistant Manager-Administration, University of Nebraska Television Department, Box 8311, Lincoln, NE 68501. Affirmative Action. Equal Opportunity Employer.

SITUATIONS WANTED TECHNICAL


First phone, some experience. over 1700 hours of electronics training, single, 25 years, mature, available immediately as "trainee"—Anthony Pinesch, 2604 East 78th St., Chicago, IL 60619. 

Weekend Anchor/Producer for Midwest net affiliated. 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 photog- nophy, electronic news gathering, etc. Heavy emphasis on reporting and writing. No telephone applications can be accepted. Send complete resume and video cassette sample to: News Direc- tor, WTVD-TV, Box 2009, Durham, NC 27702. EOE.

Executive Film and Tape Editor. Experience 3+ in video/photographic/sony and Sony 500A. Maintain sup- plies. coordinate editing for five 60-minute and five 30-minute weekly newscasts. Supervise monge. Send resume to Personnel Director, WSM, Inc., Box 100, Nashville, TN 37202. An Equal Opportunity Employer.

HELP WANTED.
SITUATIONS WANTED NEWS CONTINUED
Anchor/Reporter, 5 years exp, B.A., 27, net fees, 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 return immediately. Thirty-year-old family man, fourth generation journalist; BA journalism, Master of Business Administration; willing to pitch to other assignments; available now; will locate anywhere. Joe Nixon, 1948 Lake Shore Drive, Michigan City, IN 46360. Phone 219-872-5657 any time. If interested, send resume and appropriate credentials immediately.

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-10.

ENG/Film News Photographer/Editor, in top 60 mar-
ket, 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-38.

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, Repoter: Masters from Missouri, 13 years experience, seeks morning show news producer. 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. 507-217-5427.

Copywriter/reporter: Production, ENG exp., 3rd en-
dorsed, degree, seeks entry job. Perry Margolin, Box 23, Tilton, PA 18454.

SITUATIONS WANTED, PRODUCING, PRODUCTION, OTHERS

Director, 3 3/4 years commercial TV, BA, 2 years col-
lege PTV. Experienced in commercials, ENG TV, radio, remotes. Desire challenging growth position as direc-
tor, A.D., production person in top 100 network affiliate. Tom Hannum, 400 E. Cass No. 2, Cadillac, MI 49601, 616-775-0755.

ALLIED FIELDS

HLFANTED MANAGEMENT

Dean, School of Communication. The American University in Washington, DC seeks a Dean for its School of Communication. Consideration will be given to candidates for graduate and undergraduate programs in print and broadcast journalism, visual media and public communication. Should have an appropriate advanced degree and extensive professional and academic experience. Should also have a distinguished record of publication in the areas of communication, media, or public relations. Send letter of application to: TOC Dean Search Committee, School of Communication, The American University, Washington, DC 20016.


HELP WANTED SALES

Ten year old music and entertainment paper seeks aggressive space salesperson. $300/wk. draw vs 20% commission. S25k potential. Resume to: Good Times, 1819 E. Sunrise Blvd, Ft Lauderdale, FL 33304. View necessary.

Salesperson Television Commercials. Salesperson for the largest and Syndicated Television Commercials. Excellent job for conscientious salesperson. Must travel 32 weeks annually by car starting January 1979. Continued expansion necessi-
ties personnel. Box C-17.

University of Nevada-Reno seeks assistant profes-
sor to teach TV/radio news in beginning of fall in 1979. Should have at least M.A. degree and five years of full-time professional news experience with emphasis in new-editorial sequence. Candidates must have professional media experience. Requirements include ability to teach research, writing and editing and desire to do research. PhD preferred. Salary commensu-
tal for experience. Requirements include teaching ability and writing and editing and desire to do research. PhD preferred. Salary commensu-
tal for experience. PA to be paid. By January 15, 1979, for both positions to William McLereyns, chairperson, Personnel Commit-
tee, School of Journalism, University of Nevada, Reno 89557. The University is an Equal Opportunity/Affirmative Action employer.

University of California Salt Lake City is seeking a

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 equipment, commitment to alternative media necessary. Salary: $1,200 per month. Resumes deadline: 12/18/78. University Community Video Studio A Rang Center of Minn./Mpls, MN 55445. E.O.E.

Washington, D.C. TV and Radio financial manage-
ment consulting firm needs experienced TV and radio engineer. High school graduate, some technical training in 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. Seven years experience; 10 years operating fine progressive company in its 32nd year; Call John Bowman, Frazier, Gross & Clay Inc. 202-244-0378.

HELP WANTED PROGRAMMING, 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 television journalism. Applicants will require teaching or professional experience in both dramatic and non-dramatic television production and in the use of studio, ENG and Parapak television pro-
duction and editing equipment. Applicants with dis-
tinguished records of professional television directing or production will be considered for appointment at the rank of Lecturer. The Ph.D. or appropriate terminal degree is required for tenure-track appointment. Preference in all appointments will be given applicants who have college teaching experience and a strong record of scholarship, creative and/or professional ac-
tivity Salary will depend on the applicant's teaching experience and record of scholarship, creativity and a strong professional achievement. The University of Texas at Austin is an Affirmative Action Equal/Opportunity Employer. Send letter to: President, University of Texas, Austin, TX 78712.

HLFANTED INSTRUCTION

Ohio State University's School of Journalism is ac-
cepting applications for the position of Kiplinger Pro-
gram Director. Responsibilities include teaching design, commitment to secure out-
put and participation in the areas: student affairs, TV, documentary, and film. Adept

WANTED: BROADCAST LAWJULY

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, or possibly both, of the following areas: 1) Interna-
tional Communication. 2) Broadcast Law. Regulation and Policy The appointment will begin in September 1979. A Ph.D. or equivalent terminal degree is re-
quired for a tenure- or tenure-track appointment. An applicant with a distinguished record of professional career service in one or more of the advertised teach-
ing areas might be considered for appointment at the rank of Lecturer, a non-tenure track appointment. Preference in all appointments will be given appli-
cants who have college teaching experience, and a strong record of scholarship or professional publication and demonstrated ability to secure out-
side funding from governmental or foundation sources. Rank and salary will depend on the applicant's teach-
ing experience and record of scholarship and profes-
sional 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 1979 to: 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 experience. Adept, young, enthusiastic, and Head of small college dept. Want to move on. Adept at supervising and organizing large student newsroom. Teach courses in broadcast newswriting, Advertising. Journalism. Law 1-501-882-3109.

HELP WANTED INSTRUCTION


HELP WANTED INSTRUCTION

Wanted to buy equipment

AM and FM Transmitters—used, excellent condi-

5th Air Helix Andrews HJ-50. Can be cut and termi-
nated to required. Below MfgPrs Price. Some 3" also available. BASIC WIRE & CABLE 860 W. Evergreen, Chicago, IL 312-286-2690.


RCA, TK-27 Film Camera, TP-66 16mm Film Proj-
ector, both in excellent operating condition. Call R. Hippler—General Television Network 313-546-2900.


RCA TR-60 Hi-Band Quad VTR with editor Excellent condition. $27,000. Call Mr. Kitchen, Quality Media Corporation. 404-568-1155.

For Sale: Datation Tempo Control Tracking System, including two 2850-A Sony Video Recorders. Call: Lewis Chumbar, 205-871-1471.

FOR SALE EQUIPMENT CONTINUED

Low Priced Broadcast Parts—excess parts stock on Harris, Ampex, Sully, 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, RO, Box 4290, Quincy, IL 62201.


Used Stereo Console Cast Machines and Limiters. Call 404-487-8559.

Two PC-60 Cameras. One has separate mesh modification and new yokes. Dennis Bornholt KCOY-TV, 805-922-0505.


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: OYINERS, 386-C West Ballard, Fresno, California 93704.

GUARANTEED FUNNIER! Hundreds renewed! Freebie! Contemporary Comedy, 5804-B Twining, Dallas, TX 75227.

Not Comedy—Total personality service for Top 40, MDR, 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.


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. 168 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.


Attention Jock! 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.


INSTRUCTION

1st class FCC, 6 wks, $450 or money back guarantee. VA appvd. NAII Inst, Communications, 111488 Osmond St., N. Hollywood CA 91605.

MEGA 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 DJ-Newscaster training, A.I.S. 152 W. 42nd St. N.Y.C. Phone 212-221-3700. Vets benefits.


REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin September 11 and October 23. Student rooms at each school.

REI 81 N. Pineapple Ave, Sarasota, FL 33557, 813-955-6922.

REI 2402 Tidewater Trail, Fredericksburg, VA 22401.

First Class FCC License in six weeks. Contact Elvis Radio License School, RO, Box 45765, Dallas, TX 75245, 214-352-3242.


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, Merimack, 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 Programming, Production, Others

Program Director and Announcers

Contemporary Class C FM. South Texas, change of format. Prefer thst 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; win a proven track record in top 30 market. Carry a staff. Contemporary 18-49 station. Major California market. Send resume and financial requirements. EOE. 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 Berkonowitz, Program Manager 92/PRO-FM 1502 Wampaanoag 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 Moe McEwen 717-885-5791, S 9 FM, or write 808 West Locust 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.
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 Management

Help Wanted Technical

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

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, Albuq., 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-18'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 Programming, 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 assignment, 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 Wynnewald Avenue
Philadelphia, PA 19131

Help Wanted Programming, 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

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

COMMERCIAL DIRECTOR

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 HARPEL, 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 3½ minute program now available "live" to stations that qualify. Call HEALTH CLUB (714) 728-5576.

UNIVERSITY OF FLORIDA
Television Producer/Director

Have YouListened
To Your TV Station Lately?
The audience, advertisers and agencies hate it. Let Hollywood talent and studios he (lose) 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 hitbami HL 77A and BMU 100 available for co-productions. We'll make the equipment available by arrangement. Let us know if you are interested in doing anything interesting. Call or write: Melvin LaForce, The Prize Cabinet, Inc., 304 Union Arcade, Davenport, Iowa 52801. (319) 326-2523.

NEED PRIZES!
If you're in a Top-100 Market, find out how you can get name brand merchandise at 50% of retail. Call or write: Melvin LaForce, The Prize Cabinet, Inc., 304 Union Arcade, Davenport, Iowa 52801. (319) 326-2523.

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.

Broadcasting Nov 20 1978

92
Employment Services Continued

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.

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(Formerly Walsh, Baldwin Enterprises)
157 Yesler Way
Suite 205
Seattle, Washington 98104
206-682-7340
(Call collect)

For Sale Stations

Media Brokers Appraisers

HOLT CORPORATION
 BROKERAGE — APPRAISALS — CONSULTATION OVER A DECADE OF SERVICE TO BROADCASTERS

The Holt Corporation
Holt Corporation West
Suite 401
5944 Luther Lane
Dallas, TX 75225

Dallas, TX 75225
1204-682-1353

Southwest
Class C FM
Daytime AM
Medium Market, growing economy
$900,000—Terms.
Norman, Okla. & Co.
Box 5303, Austin, TX 78703
(512) 452-6489

Mid-Atlantic
5000 watt day time station for sale. Appraised 350,000, make offer. Owner, Box Q-31.

North Carolina Small Market
Near Atlantic coast in hunting and fishing area. AM Daytimer, 1600 w. Profitable. $550,000 down.
Assume 20 year note at 8%.

HOLT CORPORATION WEST
5944 Luther Lane, Suite 401
Dallas, TX 75225
214-696-1353

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 $250k—$500k cash flow. No. 1 ARB—adjacent to med.-g met. sking 2x1 billing. Terms. Must show financial qualifications.
Carolnia 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.

Broadcasting Nov 20 1978
For Sale Stations Continued

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THE KEITH W. HORTON CO., INC.
Post Office Box 948 - Elmira, N.Y. 14902 (607) 733-7138
BROKERS & CONSULTANTS TO THE COMMUNICATIONS INDUSTRY.

LARSON/WALKER & COMPANY
Brokers, Consultants & Appraisers
213/826-0385  202/223-1553
Suite 214  Suite 417
11851 San Vicente Blvd.
Los Angeles, CA 90046  Washington, D.C. 20036

H.B. La Rue, Media Broker
W.S.C. TV-FM APRAISALS
West Coast:
44 Montgomery Street, 5th Floor-San Francisco, California 94110  415/374-1474
East Coast:
210 East 53rd Street, Suite 5D-New York, N.Y. 10022  212/286-0737

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. Comes with 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

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Payable in advance. Check or money order only (Billing charge to stations and films: $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, D.C. 20036.

Advertisements 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: $80.00 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, PO, etc. count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.

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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 Nov 20 1978

94
### Programming

<table>
<thead>
<tr>
<th>Channel</th>
<th>Stock</th>
<th>Closing Nov. 30</th>
<th>Closing Nov. 27</th>
<th>Net change in week</th>
<th>% Change in week</th>
<th>High</th>
<th>Low</th>
<th>Approx. shares (out)</th>
<th>Total market capitalization (000)</th>
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<td>CPS</td>
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<td>17 1/2</td>
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<td>24 1/2</td>
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<td>0 1/2</td>
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<td>17</td>
<td>6</td>
<td>7 8</td>
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<td>FWY</td>
<td>12 3/4</td>
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<td>6</td>
<td>7 8</td>
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<td>4 1/2</td>
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**TOTAL**: 219,999 | $510,828 |

### Electronics/Manufacturing

<table>
<thead>
<tr>
<th>Company</th>
<th>Stock</th>
<th>Closing Nov. 30</th>
<th>Closing Nov. 27</th>
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<th>High</th>
<th>Low</th>
<th>Approx. shares (out)</th>
<th>Total market capitalization (000)</th>
</tr>
</thead>
</table>

**TOTAL**: 75,449 | $1,336,800 |

*Standard & Poor's 400 Industrials Average 103.59 104.27 -0.68*
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"—but 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 turn over 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 "continued trend toward concentration" of media control that "I'd like to see brought to a stop [but] within the Federal.

Commissioner Brown, who talks of such things in low, measured tones from which emotion, particularly passion, 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. May he be right. Plurila 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.
Editorials

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 austerity. 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 programing, 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, "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." He could 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 rulings 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?

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