Plotting the second season
Another affiliation score for ABC

Nationally recognized news.

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

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

...the no. 1 rated station
   -Advertising Age

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

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

#1 EYEWITNESS NEWS
KSTP-TV

A division of Hubbard Broadcasting, Inc. For more information call KSTP's Jim Blake, General Sales Manager, at 612-645-2724, or your nearest Petry office.
Estimates subject to limitations of said report.
It's time you joined the Family!

is television

A

continue

the Family”

work series in

markets sold.

Joining our family

Miami, FL, WKBS-TV
Boston, MA, WIV-TV
Washington, D.C., WFSB-TV
Phoenix, AZ, WJXT-TV
Pittsburgh, PA, WXIX-TV

New York, WJS, CBK-HK-TV

Detroit, KG-TV

Chicago, WFLD-TV

Los Angeles, KTTV

Baltimore, WMAR-TV

Denver, KWGN-TV

Minneapolis, KMSP-TV

Salt Lake City, KTVX-TV

Tampa-St. Pete, WFLA-TV

Charleston, WCIV-TV

Tandem Productions’

“All in the Family”
Entirely new, entirely modular.

A system of remarkable flexibility designed for requirements of network, remote, studio, transmitter or other broadcast applications.

The new complete video processing system from the company proven by performance . . .

THE GRASS VALLEY GROUP, INC.

A TEKTRONIX COMPANY
MIDSEASON METAMORPHOSES □ ABC and NBC announce their latest prime time line-ups, both described as "aggressive." CBS keeps its cards close to the vest. PAGE 19.

ANOTHER JUMP TO ABC □ WRTV (TV) Indianapolis is lured away from NBC, the 20th affiliate that ABC has taken from the competition since 1976. PAGE 20.

TALK TURNS TO ACTION □ Frustrated after years of negotiations with ASCAP and BMI, representatives of the nation's television stations take the blanket-license issue to court. PAGE 22.

HERD OF 'PURPLE COWS' □ A small herd, at any rate, of exceptions are granted to the FCC's new policy on ascription for small market radio stations in wake of WMMI decision. PAGE 23.

KEEP OUT □ Broadcasters, commenting to the FCC on a proposal to regulate public service announcements, tell the commission it is overstepping its authority. PAGE 24.

ADVERTISERS' HELP ASKED □ Network and program executives exhort delegates at ANA annual meeting to be wary of pressure groups that want to reshape TV programming to their own preferences. Westinghouse's Baker, on the other hand, urges advertisers to help clean up clutter. PAGE 30.

AS EXPECTED □ The FTC is overwhelmed with comments in its children's advertising proceeding. Industry restates its argument that the commission has no business regulating in that area. ACT submits reams of research to support its case for reforms. PAGE 34.

QUARANTINE LIFTED □ An FTC law judge tells the American Medical Association that it cannot isolate doctors from advertising. PAGE 36.

FARBER FRUSTRATION □ The Supreme Court refuses to review the critical First Amendment case, prompting fears that there will be an increase in the number of subpoenas served on newsmen. PAGE 52.

ON STAGE IN ANAHEIM □ The big Western Cable Show gets under way this week with a full program on government and business. Here's a preview of the agenda along with a complete list of the exhibitors and what they'll be offering. PAGE 54.

TANDEM DIVERSIFIES □ The major programer will become cable MSO with its purchase of Communications Services Inc. PAGE 61.

WARC WARMUP □ At a preliminary session to the 1979 conference in Geneva, the U.S. runs into some opposition to its idea for sharing spectrum space. PAGE 62.

GE-HITACHI MERGER □ The Justice Department says it will go to court on antitrust grounds if the companies go ahead with their plan to combine TV set manufacturing. PAGE 63.

IN SYNC □ RCA is to announce the launch of another Satcom satellite; a new microprocessing chip promises to speed the digital revolution in television, and diplomatic talks in Washington between the U.S. and the People's Republic of China portend a windfall for American telecommunications equipment manufacturers. Pictured at a reception for the Chinese delegation (i to r): Dr. Jen Hsiin-min, head of the group, FCC Chairman Charles Ferris, NASA Administrator Robert Frosch and John Sodolosky of the Electronic Industries Association. PAGE 64.

PUTTING IT TOGETHER □ Because Sony is just now getting many of its broadcast products into full production, the Tokyo-based firm felt it needed a particularly knowledgeable person to implement its marketing operations in the U.S. That's why the call went early this year to Arnold Taylor to become vice president and general manager, Sony Broadcast, New York. PAGE 87.
WGAL-TV scores big in FAIRPLAY

Located in the rich agricultural area of Adams County, Fairplay is just one of hundreds of prosperous Pennsylvania towns and cities which depend upon WGAL-TV to continuously deliver strong, uniform coverage to all segments of this 9-county DMA of some 1,200,000. So in your media buying, it pays to contrast this WGAL-TV depth and reach with the partial coverage provided by other stations in the market. WGAL-TV is your obvious choice for outstanding superiority in area-wide coverage and sales.

Source: Nielsen 1978 County Coverage Report

WGAL-TV8
LANCASTER-HARRISBURG-YORK-LEBANON, PA.
Strain eased

Broadcasters and advertiser-agency leaders may be getting close to accommodation, at least for time being, over TV "clutter" issue. Thomas Boiger of WMTV-TV Madison, Wis., chairman of National Association of Broadcasters TV board, and Peter Spengler of Brisk-McGee, a leader of advertiser and agency anticult forces, got together for long talk last week. Neither would divulge details, but both sounded hopeful. Association of National Advertisers and American Association of Advertising Agencies had asked to appear at NAB TV board meeting in January (BROADCASTING, Nov. 20), but Mr. Boiger suggested, in advance of meeting with Mr. Spengler, that they withdraw request and meet, instead, with full code board in February and, if they still wish, with TV board in June—afer new clutter plan has had some time to show what it will do.

Word now is that ANA-AAAA group will meet with code board in February—and there is also speculation that broadcasters are prepared to show some flexibility on main point of ANA-AAAA criticism: new plan's expansion of maximum time for nonprogram material from nine and a half minutes to 10 minutes per prime-time hour.

Missionaries

Federal Trade Commission Chairman Michael Pertschuk was spotted last week on Capitol Hill where he and aides will be spending more and more time. It's not that FTC is planning any "new and bold regulatory proposals," source says, but making sure legislators know what commission is doing. Under heavy attack from industry on its children's advertising proposal, FTC also got warnings from Congress in area where it hurts appropriations.

Commission thinks some legislators acted on bad or partial information and is out to remedy that by making people, including Mr. Pertschuk, more available to explain positions and answer questions.

Warmup

Anne P. Jones, President Carter's choice to succeed Margia White on FCC, is beginning to familiarize herself with work she will be undertaking—to extent time in her present post as general counsel of Federal Home Loan Bank Board permits. She has been dipping into Communications Act, skimming trade magazines, and talking to FCC staff members and plans to talk to former commissioners and key staffers. Only interest group to approach her thus far is National Association of Broadcasters. NAB President Vincent Wasilewski and top assistants, Donald Zeflang and John Summers, had lunch with her several weeks ago (and, reportedly, came away favorably impressed), and her reading now includes NAB's Status Report on broadcasting issues pending before FCC and Congress.

One chore she is in no hurry to undertake is hiring personal staff. Number of commission staffers have contacted her office, but she feels it would be "presumptuous" to consider staff appointments before she is confirmed by Senate and takes commissioner's post.

Position on WARC

FCC seems likely to hold to last stated positions on UHF-land mobile sharing and on expansion of AM band, when it meets this week to consider final order in planning for World Administrative Radio Conference next year. Commission majority has formed behind position that U.S. should propose making channels 14-83 available for sharing with land mobile. (Even if proposal were adopted at WARC, commission could not provide for sharing on any of those channels without rulemaking.)

And officials indicate commission will recommend proposing expanding AM band from 1615 kHz to 1800 kHz on shared basis with other services and from 1800 kHz to 1860 kHz on exclusive basis.

Pfeiffer debut

Thursday, Nov. 23, marked first visit to FCC by NBC's new chairman, Jane Cahill Pfeiffer. She paid her respects to all seven commissioners, lunched with Commissioner Joseph Fogarty and dined with FCC's dean, Robert E. Lee. She was escorted by NBC's Washington vice president, Peter B. Kenney.

Mrs. Pfeiffer made favorable impression, according to several FCC members. Her approach was low key and in quest of knowledge and guidance.

Early signs

Although broadcasting officials will be watching this week's caucus of House Democrats for actions that might affect committee make-ups, major votes affecting Communications Subcommittee won't happen until next year when Commerce Committee Democrats caucus. There will be proposal there to limit number of subcommittees individual members can join to two, or even one. If limits were adopted, subcommittees would have easier time getting quorums than in past session, when many members spread selves over three subcommittees. But more important, subcommittees' sizes should be reduced—which would mean, thinks lobbyists, that panel on Communications, now with 14 independent-minded members, would be easier for Chairman Lionel Van Deerlin (D-Calif.) to control.

Hill watchers are following race for chairmanship of Subcommittee on Investigations and Oversight, panel of some consequence to broadcasting in past when retiring John Moss (D-Calif.), used it to try to reform agencies such as FCC. Representative Bob Eckhardt (D-Tex.), who people think would carry on in Mr. Moss's mold, has announced for post. But it's anticipated full committee Chairman Harley Staggers (D-W.Va.), who used to head subcommittee too before Mr. Moss deposed him, may try to regain it.

Ford on cable

It hasn't been announced, but National Cable Television Association has booked former President Gerald R. Ford to speak at opening session of convention next year in Las Vegas (May 20-23).

Paid religion

Purchase by evangelical religious groups of broadcast time heretofore made available to religious programing at no cost is arousing concern that could be manifested in complaints to FCC and possibly Congress. Rev. Paul M. Stevens, president of Southern Baptist Radio-Television Commission, Fort Worth, intimated as much in Washington last week. He referred specifically to purchase by Texas-based James Robison Evangelistic Association of time on 100 radio stations that previously donated time to Baptist Commission.

Dr. Stevens made remarks at meeting of steering committee on commission's annual Abe Lincoln Awards. Committee, which now includes Chairman Harley O. Staggers (D-W.Va.) of House Commerce Committee, FCC Commissioner Robert E. Lee and National Association of Broadcasters President Vincent T. Wasilewski, was told that "gentlemen's agreement" on free religious time has been in effect since 1934 but is jeopardized now by conversion to paid broadcasts. Dr. Stevens emphasized his commission does not fund radio on air, unlike most religious groups that buy time.
DOMINANCE IN HOUSEHOLDS WITH YOUNGSTERS.

Youngsters are among "Laverne & Shirley's" biggest fans. Over one-third of the children in the United States watched it each week...and teenagers gave "Laverne & Shirley" nearly a 2 to 1 preference over the average sitcom.

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<tr>
<th>(Ratings %)</th>
<th>HH</th>
<th>W18-49</th>
<th>W18-34</th>
<th>M18-49</th>
<th>M18-34</th>
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<th>KIDS</th>
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<tr>
<td><strong>LAVERNE &amp; SHIRLEY</strong></td>
<td>41.4</td>
<td>26.2</td>
<td>28.2</td>
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<tr>
<td><strong>AVERAGE SITCOM</strong></td>
<td>23.1</td>
<td>14.6</td>
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<td><strong>THE GIRLS' ADVANTAGE</strong></td>
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<td>+79%</td>
<td>+91%</td>
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<td>+70%</td>
<td>+97%</td>
<td>+144%</td>
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<tr>
<td><strong>LAVERNE &amp; SHIRLEY</strong></td>
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<tr>
<td><strong>AVERAGE PRIMETIME PROGRAM</strong></td>
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<td>13.8</td>
<td>13.9</td>
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<tr>
<td><strong>THE GIRLS' ADVANTAGE</strong></td>
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<td>+90%</td>
<td>+103%</td>
<td>+50%</td>
<td>+60%</td>
<td>+141%</td>
<td>+223%</td>
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Source: NTI NAD HOUSEHOLDS WITH ANY PERSONS UNDER 18 / February, May, November Average / February 1976 through May 1978
DOMINANCE IN HOUSEHOLDS WITH NO YOUNGSTERS.

"Laverne & Shirley" is not only the youngsters’ favorite, it is also the choice among young adults. In households where there are no viewers under 18, it is still the overwhelming favorite over the regular primetime program.

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<th>W18-49</th>
<th>W18-34</th>
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<tr>
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<td>23.7</td>
<td>25.6</td>
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<td>17.3</td>
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<tr>
<td>AVERAGE PRIMETIME PROGRAM</td>
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<td>13.8</td>
<td>12.7</td>
<td>11.4</td>
<td>10.6</td>
</tr>
<tr>
<td>THE GIRLS' ADVANTAGE</td>
<td>+17%</td>
<td>+72%</td>
<td>+102%</td>
<td>+44%</td>
<td>+63%</td>
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</table>

Source: NTI NAD HOUSEHOLDS WITH NO PERSONS UNDER 18
February, May, November Average/February 1976 through May 1978

PARAMOUNT TELEVISION
DOMESTIC SYNDICATION
Business Briefly

TV only

Morse □ Electronics group schedules 18-week TV campaign starting in mid-December. Mediators, New York, will arrange spots during all dayparts. Target: teen-agers and adults, 18-34.

Southwestern Bell □ Telephone company promotes business long-distance phone calls in four-month TV flight beginning in early January. D'Arcy-MacManus & Masius, St. Louis, will place spots in 31 markets during prime and late fringe time. Target: men, 25-54.


Firestone □ Tire and rubber company launches three-month TV test in early January. Sweeney & James, Cleveland, will handle spots in six markets during fringe and prime time. Target: total men.


Feldman Products □ Company features its mechanical remote TV control unit in first-quarter TV buy beginning in early January. Harvest Years Agency, New York, will seek spots in at least 15 markets during all dayparts. Target: total adults.

Levitz □ Retail furniture chain launches first-quarter TV promotion in January. Lovett Advertising (in-house agency), Miami, will select spots in about 35 markets during day, fringe and prime time. Target: adults, 25-34.

Duncan □ Toy division of Flambeu Products places first-quarter TV buy beginning in January for its Duncan Yo Yo. Duncan Toys, Milwaukee, will seek spots in about 50 markets during children's time. Target: total children.


Minnetonka □ Toiletry group plans three-month TV flight for its soap beginning in late January. Media Corp. of America, New York, will handle spots in about 16 markets during fringe, news and day time. Target: women, 18-49.


Royal Optical □ Optical store chain plans 10-week TV drive beginning in early January. Rosenberg Co., Dallas, will schedule spots in 35 markets during day, fringe and prime-access time. Target: adults, 18-49.

Homelite □ Division of Textron places

Rep appointments

□ KEYT(TV) Santa Barbara, Calif.: Katz Television Continental, New York.

The Eleventh Annual
Robert F. Kennedy
Journalism Awards for
Outstanding Coverage
of the Problems of the Disadvantaged

NEW THIS YEAR: $1000 IN RADIO AND $1000 IN TV CATEGORIES, WITH WINNERS IN BOTH COMPETING FOR AN ADDITIONAL $2000 GRAND PRIZE.

Entry receipt deadline January 27, 1979; information, entry blanks: 1035 30th St., NW, Washington, D.C. 20007, 202/338-7444.

1977 Broadcast and Grand Prize Winners—Bill Moyers, Tom Spain, Howard Stringer, and Dan Lerner; CBS News; for “CBS Reports: The Fire Next Door.”


Broadcasting Dec 4 1978 10
Please send me...

**Broadcasting**
the newsweekly of broadcasting and allied arts

☐ 3 years $90  ☐ 2 years $65  ☐ 1 year $35
(Canadian and international subscribers add $12/year)

☐ 1979 Cable Sourcebook $20.00  ☐ 1978 Yearbook $37.50
(if payment with order, $15.00)  (if payment with order, $32.50)

☐ Payment enclosed  ☐ Bill me

Name: two initials and last name

Company Name

Address

City  State  Zip code

Home?  ☐ Yes  ☐ No

Type of Business

Title/Position

Are you or your firm engaged in cable TV operations  ☐ Yes  ☐ No

Signature (required)
Broadcasting
The newsweekly of broadcasting and allied arts

1735 DeSales Street, N.W.,
Washington, D.C. 20036
two-month TV push for its chain saws starting in late February. SFM Media, New York, will arrange spots in about 35 markets during news and sports time. Target: total men.

ADA □ American Dairy Association slates two-month "Milks the One" TV promotion beginning in late January. D'Arcy-MacManus & Masius, Chicago, will place spots in about 75 markets during early fringe and prime time. Target: people, 6-34.

Charms □ Candy manufacturer slates six-week TV campaign beginning in mid-December for its Natural Pops candy. Popolsky Advertising, New York, will seek spots during day prime and early fringe time. Target: women, 18-49.


Ortho Mattress □ Retail store chain places four-week TV flight starting early this month. Jack Lawlor Advertising, Los Angeles, will select spots in nine markets during daytime. Target: total adults.


Merle Norman □ Cosmetics company plans four-week TV promotion starting in early January. Carlson Leibowitz, Los Angeles, will schedule spots in five markets during fringe and prime time. Target: total women.

Tandy □ Company arranges three-week TV drive for its color tile beginning late this month. Mart Advertising, Fort Worth, will place spots in about 20 markets during day and fringe time. Target: women and men, 25-49.


Geo. A. Hormel □ Meat products group focuses on its Little Sizzlers sausages in two-week TV campaign beginning this week. BBDO, Minneapolis, is handling spots in 12 markets during fringe time. Target: men and women, 18-49.

Paramount □ Film production company places two-week TV promotion for its film "King of the Gypsies" starting this week. Diener Hauser Bates, New York, is handling spots in 80-100 markets during fringe periods and daytime. Target: adults, 18-49.

Warner Bros. □ Film company arranges one-week TV drive for its film, "Every Which Way," beginning this month. Grey, Los Angeles, will handle spots in 23 West Coast markets during fringe time. Target: adults, 18-34, and teen-agers.

Kellogg Co. □ Company sponsors CBS-TV special, Dr. Seuss: How The Grinch Stole Christmas, Saturday, Dec. 16 (8-8:30 p.m. NYT) through Leo Burnett. Special was originally on CBS-TV in December 1966, and has become annual tradition on the network.

Continental's new 5/10 kW AM transmitter is setting records for acceptance. It has performance and efficiency, with the cleanest sound around. Listen to Continental: quality talks.

Write for brochure: Continental Electronics Mfg. Co., Box 270679 Dallas, Texas 75227 (214) 381-7161.
Monday Memo

A broadcast advertising commentary from Radford Stone, senior vice president, McCaffrey & McCall, New York

‘Schoolhouse Rock’: kids are sold on it; so are its advertisers

In this day of heated controversy over children’s TV programming, what does it take to produce a show that kids like, educators like and critics of children’s programs like?

For the pre-school set, Sesame Street has what it takes. And for the elementary school crowd, I am understandably pleased to say, Schoolhouse Rock has succeeded—a program that its sponsors also like, as evidenced by their return year after year. Past the grade-school age, you may never have seen or even heard of Schoolhouse Rock, which plays only on weekend mornings. Here, briefly, is what it’s about.

The formula is this: sprightly three-minute animated trips to some never-never land, accompanied by a bouncy song in a modified rock genre. The action is fast, and the song makes its points with total insistence. The points are something fundamental about math, history, grammar, science or almost anything in the learning process. It’s fun. It’s also educational, although the child may not realize at the time that he’s learning while enjoying himself.

The genesis of Schoolhouse Rock is an intriguing story in itself. Back in 1970, David McCall, chairman of McCaffrey & McCall, took his 11-year-old son, David Jr., on a camping trip in the Rockies. Trotting on horseback along mountain trails, young Davey kept himself entertained by singing hit songs of the Beatles, Stones and other favorite rock groups.

What puzzled the father was that even though Davey had problems remembering his multiplication tables, he had no trouble at all memorizing rock lyrics which, to many grown-ups, were about as comprehensible as Cretan Linear B.

An idea suggested itself: Set the multiplication tables to rock music.

Back in New York, Mr. McCall asked his agency’s music experts to commission rock songs based on the multiplication tables. It took some doing to endow numbers with distinctive—and memorable—personalities, and a lot of musical notation went into the discard. Finally, McCaffrey & McCall’s co-creative director, George Newall, suggested Bob Dorough, a talented independent composer-pianist. Mr. Dorough hit the right note and introduced two songs that tested extremely well. Tests undertaken by the prestigious Bell Telephone Company of Education confirmed David McCall’s thesis about the teaching capabilities of math set to music.

Happily, all this was going on at about the time that ABC Television, a McCaffrey & McCall client, set out to lead the way in children’s programming. A workshop on the subject proposed by Jim Duffy, president of ABC-TV, laid the groundwork for the elimination of violence, the removal of racial and sexual stereotypes, the policing of commercial verity, the introduction of pro-social themes, and other socially desirable objectives. It also led to the network’s position to substantially reduce commercial content on weekend morning programs, first by 25% and later by 21%.

Meanwhile, Tom Yohe, the other half of the agency’s creative directorship, struck by the visual potential of the music and lyrics, decided to sketch out a storyboard for an animated featurette.

Song and storyboard for the prototype episode, “There is a Magic Number,” were presented to Michael Eisner and other ABC-TV executives, who immediately ordered a pilot. Following their enthusiastic acceptance of the pilot, Schoolhouse Rock was off and running once ABC dealt with the ticklish problem of scheduling and finding sponsors for three-minute Saturday and Sunday morning network segments.

The first of the Rock series, “Multiplication Rock,” was contracted for by Mr. Eisner, then head of ABC’s children’s programming. This was followed by “Grammar Rock,” nurtured by ABC’s Brandon Stoddard and Mike Brockman. Squire Rushnell further broadened the concept to include American history and government. The newest addition is “Science Rock.” Nearing completion are episodes on nutrition and health. All these series come under the umbrella title of Schoolhouse Rock, and are produced by Scholastic Rock Inc., a wholly owned production subsidiary of McCaffrey & McCall.

Schoolhouse Rock is now in its seventh season on ABC and is approaching—at this writing—its 2,000th telecast, all completely sponsored. The series has been commended as an educational vehicle by even TV’s harshest critics. It has won two Emmy awards and last season enjoyed the distinction of being the highest rated educational program for children on the tube. All told, Rock has received two dozen major awards—including two citations from Action for Children’s Television.

When Proposition 13 was passed in California, one immediate effect was the discontinuation of summer school. To fill the void, Los Angeles noncommercial station KCET(TV) decided to boost its educational coverage. Various Rock segments, provided by our company and ABC, were picked to help do the job.

General Foods has been a charter, 52-week alternate sponsor since the first program was telecast on Jan. 6, 1973. The current co-sponsor is Kenner, the toy manufacturer.

All the people involved in the Schoolhouse Rock concept are from the advertising world. In my opinion, the success of this series can be attributed to their skill in developing the right technique to “sell” a learning method.

The talent for the show has been drawn principally from McCaffrey & McCall’s own creative pool. We’re pleased that several of these people have since set up their own independent companies. These include George Newall and Tom Yohe who, as Newall & Yohe Inc., are now producing children’s TV programs, and Lynn Ahrens, whose Lynn Ahrens Words and Music has already become an important name in the music field.

Obviously, Schoolhouse Rock is an advertising success story. The two Emmy awards (one by McCaffrey & McCall and its series (the only ever by an advertising agency, incidentally) certainly give validity to this claim.

Radford Stone began his television career in the 1950’s in the research department of NBC-TV. He soon moved on to the network sales division where he was initially involved with the then-new Today and Tonight shows, and subsequently with prime time sales. In 1981 he joined Ogilvy & Mather, New York, as broadcast supervisor, switching in 1983 to McCaffrey & McCall to direct advertising for ABC Television. He is a director of the agency, and president of its production subsidiary, Scholastic Rock Inc., New York.
Advertising legislation. Broadcasters saw attempt at federal regulation of utility advertising staved off in major energy bill that passed Congress in final hours this year. Provisions in House's version of legislation would have prohibited electric and natural gas utilities from passing on costs of institutional, promotional and political advertising to consumers. But final draft leaves matter up to states, which have two years to institute similar restrictions if they want. Industry argued mandatory advertising restrictions would infringe on First Amendment rights and would cause utilities to drop broadcast commercials.

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

Antitrust/networks. Justice Department, which originally filed suit against ABC, CBS and NBC in 1972 for alleged monopoly practices, has reached out-of-court settlement with NBC, and that agreement has been approved by presiding judge in case (Broadcasting, Dec. 5, 1977). Agreement imposes number of restrictions on NBC in programing area, but some of those restrictions are not effective unless other two networks also agree to them. ABC and CBS, however, have asked court to dismiss suits, and judge in case has refused (Broadcasting, Nov. 6). Federal Trade Commission has begun preliminary inquiry into broadcast antitrust questions (Broadcasting, July 31).

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

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

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

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

Cable economic inquiry. FCC has opened investigation into economic relationship between cable television and over-the-air television. Its purpose, commission says, is to provide factual information where "intuition" has been used in assessing cable television's likely impact on local television stations. Comments were filed March 15 (Broadcasting, March 20), main contenders—National Association of Broadcasters and National Cable Television Association—are waging ongoing battle of words in inquiry (Broadcasting, June 28). On Capitol Hill, Senate Communications Subcommittee Chairman Ernest Hollings (D-S.C.) has announced that legislation he will introduce next year will give cable "legislative mandate"; new Communications Act rewrite next year in House may do something along same line.

Carter use of broadcasting. President has held 40 televised press conferences since assuming office. He has also made unprecedented radio-TV appearances in formats ranging from CBS Radio call-in show to "fireside chat" on energy last winter and one in February on Panama Canal to year-end interview with representatives of four national TV networks; more such exposure can be anticipated with official return to Carter camp of campaign media adviser Gerald Rafshoon (Broadcasting, May 29). President in September received heavy TV exposure as announcement of Middle East peace agreements broke into one of heaviest viewing nights of new season (Broadcasting, Sept. 25).

Children’s advertising. Federal Trade Com-
Closed captioning. FCC has adopted ordered opening door to system of closed captioning of television programs for benefit of hearing impaired. (Closed captioning involves transmission of TV signal on line 21, field 1, and available half of line 21, field 2 of television blanking interval for captions that are visible only to those with decoding equipment.) President Carter wrote commercial networks last Feburary urging them to make use of system. However, only ABC offered positive response CBS and NBC were at best tentative in their answer. Technical and cost problems are cited as obstacles to use of closed captioning system. However, administration is not giving up. Officials of Department of Health, Education and Welfare have met separately with each of networks, producers and advertisers in ongoing discussion of problems.

Communications Act. Foundation for communications regulation is now being revamped in both houses of Congress, Senate Communications Subcommittee Chairman Ernest Hollings (D-SC) having announced in October that Communications Act of 1934 is to be "renewed." (Broadcasting, Oct. 16). He eschews "rewriting" approach of House Communications Subcommittee, saying there's lot of good in old statute. Nor will his bill, to be introduced next year, go as far in broadcasting area. He will retain public trustee concept, fairness doctrine and equal time -- he has endorsed House writer's license fee concept (Broadcasting, Oct. 23). Rewrite, having undergone marathon hearings this year (those on broadcasting reported in Broadcasting, Sept. 11), is itself being renovated at moment, to be reintroduced by Lionel Van Deerlin (D-Calif.) next year.

Crossownership (newspaper-broadcast). Supreme Court has upheld FCC policygrandfathering most surviving cross ownerships, disallowing future cross ownerships and requiring break-up of "egregious" cross ownership cases (Broadcasting, June 19). Legislation (H.R. 5577) was introduced last Congress by Representative Samuel Devine (R-Ohio) to prohibit FCC from considering newspaper cross ownership in broadcast license proceedings and to bar diversification of cross owned media.

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

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

FCC fees. Commission has begun inquiry aimed at helping it develop plan for refunding some $60 million in fees it collected illegally between 1970 and 1976 from those it regulates -- $33 million is expected to be return to broadcasters -- and setting new fee schedule based in part on spectrum use (Broadcasting, Oct. 2). Commission also is asking for comments on proposal to obtain "fair market value" for spectrum use through spectrum fees or auctions, or some combination of the two. Stil pending before U.S. Court of Claims is request by some 90 parties, including broadcasters, for refund of fees.

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

Format changes. FCC has concluded inquiry to determine whether it can or should be involved in regulating program formats with order concluding that it can't and shouldn't (Broadcasting, Aug. 2, 1976). Commission said determination should be left to discretion of licensee and to regulation of marketplace. This line-cable television). FCC has amended its rules to require divestiture of CATV system owned with TV station that is only commercial station to place city-grade contour over cable community (Broadcasting, March 8, 1976). National Citizens Committee for Broadcasting is seeking appeals court review, arguing rule should be broader. Two system owners involved in cross ownership issue (Broadcasting, April 26, 1976). Pending before appeals court are petitions by three cross owners for stay of deadline for divestiture.

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Datebook

This week

Dec. 4-5—National Cable Television Association board meeting, Anaheim, Calif.
Dec. 6-8—Western Cable Television Show, Disneyland hotel, Anaheim, Calif.
Dec. 7—Third annual symposium of Johns Hopkins Evening College and Van Sant Dugdale & Co., Baltimore, on "Advocacy Advertising First Amendment Freedoms". Chairman will be Dr. Robert Shayan of the Annenberg School of Communications. Glass Pavilion of Johns Hopkins, Baltimore.

Also in December

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, Daily Press Convention Center.
Dec. 14-15—Federal Trade Commission public symposium on media concentration. Panels will be on electronic media will include: John O. Robinson, head of U.S. delegation to World Administrative Radio Conference; George Gerber of Annenberg School of Communications; Stanley Besen, FCC network inquiry; Robert Schmitt, National Cable Television Association; and Dave M. Blank, CBS Inc. Panelists on local cross-ownership session will be: John A. Drilling Jr., National Association of Broadcasters; and William Gormley, State University of New York at Stony Brook, Washington Hilton, Washington.
Dec. 15—Comments due in FCC inquiry and rulemaking proceeding on applicability of fairness doctrine and personal attack rule to use of broadcast facilities by political candidates under section 315 of the Communications Act (Docket 78-291). Replies are due Jan. 16.
Dec. 18—Deadline for filing comments in FCC's proposed amendment of cable television rules to provide that systems need not provide nonduplication protection to any program of 30 minutes or less (Docket 78-233). Replies are due Jan. 17.
Dec. 26—Deadline for comments in FCC inquiry to consider broadening program definitions to include "community service" program category (Docket 78-331). Replies are due Jan. 25.
Dec. 29—Deadline for comments on FCC proposal for standards for AM stereophonic broadcasting, to consider among other things, effect of AM stereo signal on adjacent channel protection ratios, skywave service and out-of-band emissions (Docket 21313). Replies are due Jan. 31.

January 1979

Jan. 2—Comments due on FCC proposals to restrict amount of time devoted to on-air auctions and non-auction fund-raising programming, other educational broadcasting proposals (Docket 21130). Replies are due Feb. 2.
Jan. 7-9—California Broadcasters Association midwinter meeting. Vincent Walsleben, National Association of Broadcasters, will speak. Palm Springs Spa Hotel, Palm Springs, Calif.
Jan. 8—Deadline for comments on FCC inquiry for future fee program and refund of fees collected between Aug. 1, 1970, and Jan. 1, 1977, including possibility of imposing fee on all users of the spectrum—possibly on lease or auction basis (Docket 78-316).
Jan. 8—Deadline for entries in 39th annual Peabody Radio and Television Awards, to recognize distinguished achievement and meritorious public service by networks, producing organizations, stations, and individuals. Awards are administered by the Henry W. Grady School of Journalism and Mass Communications, University of Georgia, Athens, Ga. 30602; (404) 542-3785.
Jan. 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: Mla Albertson, (202) 659-2413.
Jan. 15—Revised date for Federal Trade Commission hearing on children's advertising. Former date was Nov. 6 San Francisco.
Jan. 15—New deadline for comments on FCC Inquiry into children's television programing and advertising

Errata

Nov. 27 "Changing Hands" item (page 32) on sale of WFLG(AM)-WFMP(FM) Fitchburg, Mass., incorrectly listed percentages held by buyers. Correct figures: Robin B. Martin 55% (not 51%); L. William Seidman 22% (not 13%); Ernest S. Johnston 22% (not 18%). Thomas Shine, who also is vice president-general manager of WRUMI-WKOWDM Utica, N.Y., also owns 1%.

Jan. 16-18 — Cable Television Administration and Marketing Society annual operations seminar, "Managing the Modern Cable Business Office," with sessions on advanced data handling systems, recruiting, training and motivation. St. Francis hotel, San Francisco. Questions on program content of conference limited to 200 registrants, may be addressed to: Sheldon Satin, Sheldon Satin Associates, 342 Madison Avenue, New York, N.Y. 10017, telephone (212) 980-1300, or Trygve Myhre, American Television & Communications Corp., 20 Inverness Place East, Englewood, Colo. 80112, telephone (303) 773-3411.


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


Jan. 24 — Ohio Association of Broadcasters license renewal workshop. Fawcett Center, Columbus, Ohio.


Jan. 25 — Deadline for nominations for Sigma Delta Chi Distinguished Service Awards. Of the 16 categories, there will be three in radio and three in television: reporting, public service in journalism and editing, and minority entrepreneurs. Entries from student print, broadcast and photjornalists will be judged separately with a three-month journalism internship in Washington to be awarded. Information: Ruth Dramstad executive director, 1035 30th St., 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 Margala White, NBC commentator David Brinkley and Jane Pauley. Today, hostess. Georgia Center for Continuing Education, Athens.

February 1979

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

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


April 20-26, 1979 — MP/TV’s 15th annual international marketplace for producers and distributors of TV programming. Cannes, France.


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


Clutter and coercion

EDITOR: BROADCASTING deserves a vote of thanks for the informative article in the Nov. 20 issue, "This means war: Advertising industry girds for clutter fight." In the penultimate paragraph it is reported (correctly) that "the authors" suggested the Association of National Advertisers and the American Association of Advertising Agencies might need "coercive measures." We do want to point out that this was an opinion expressed by the authors and does not reflect an ANA viewpoint. In this connection, I'm enclosing a copy of Peter Allport's Oct. 24 letter to Professor Stephen Greayer of Marketing Science Institute, which sets the record straight on this point. — William D. Ristler, vice president, ANA, New York.

Perhaps for politics

EDITOR: Although I personally am an advocate of extensive TV coverage of political campaigns, the network election ratings in 1978 (as published in your Nov. 13 issue) along with ratings of the 1976 election and conventions lead me to think that by 1980, gavel-to-gavel convention coverage and the tradition of pre-empting all network programs on election night to present special coverage will be as much a part of TV's past as black-and-white programming.

I would now think that the networks all will be providing late-night summary coverage of the 1980 conventions (similar to what ABC News has been doing since 1968), and that on election night, the networks will show a mix of regular fare and long-form events or movies in which brief updates on election returns can be shown during breaks. Combined with a late-night wrap-up, the networks would be able to hold a larger share of viewers.

The networks must face the facts that this year's election-night coverage was watched by less than half of all persons watching television, a trend that began in 1972 and intensified in 1974 and 1976. The alternatives for the networks would be again being beaten badly in convention-week and election night ratings in 1980 by independent stations. — Joseph Gallant, Norwood, Mass.

Program development

EDITOR: I suggest that Congress make available a set amount of funds in the future for public television producers, specifically to develop programming that uses the psychological techniques of commercial broadcasting, such as drama, humor, suspense and, yes, a touch of sex, with perhaps a smidgen of violence, to create educational programming that more effectively attracts and holds attention. One program that could very easily have been developed in such a manner is All in the Family. While being an enormous commercial success for years, its humor, it cannot be denied, gives its viewers a dis- dain for ignorance, prejudice, dogma, narrowness and extremism on either end of the social or political spectrum.

When a program is developed by the public broadcasting system under the above proposed procedure to the point where it attracts substantial audiences, it could be sold in its entirety as a package to the highest bidding commercial broadcaster, who, completely as a matter of self-interest and free determination, would seek the particular offering. The funds received for such programs sold to the commercial networks could then be used in turn by the public broadcasting system to develop new programs that again would be successful, if imaginative writers were used and they as educators were not disdainful of the importance of commercial programming techniques. — Rudolph V. Lutter Jr., attorney, Broadcast Bureau, FCC, Washington.
In every market "The Bionic Woman" leaps far ahead of its lead-in. And does significantly better than last year's program in the same time slot. Strip "The Bionic Woman" or alternate her with "The Six Million Dollar Man"—and watch her outstrip the competition in the most important demographic, women 18 to 49.

Source: NSI, October 1978 in four markets. (ARB in Sacramento. No NSI available.)
Top of the Week

NBC rips apart prime time for brand new start; ABC won't coast

Sure signs of Silverman show up at number-two network as it adds six new hours, three half hours; number one hopes to capitalize on its strengths to shore up its few weaknesses; CBS still in the conference room

ABC-TV and NBC-TV revealed their second season prime-time schedules last week, and the word for both was "aggressive." So much so that CBS-TV decided to think it all over, and delayed announcing its schedule until this week.

ABC avoided any outright new cancellations by putting Currier Country on the back burner for use next spring and converting Donny and Marie into The Osmond Family Hour to replace the already pink-slipped Hardy Boys Mysteries on Sunday at 7-8 p.m. NYT.

But the network will bring aboard three new half-hour comedies and one new hour adventure series that take dead aim at both its own weak spots and what it hopes will be the competition's. In addition, two continuing series were given new time periods, in all changing the complexion of the network's line-up on five nights of the week.

Of the series introductions, ABC Entertainment President Anthony Thomopoulos said, "We're trying to build new hits." Of their placement, he added, "We feel there is an audience available that is an ABC audience, and we're trying to find it."

NBC discarded every series introduced this fall, plus one introduced before then and one since, and plans to add six one-hour dramas and three half-hour comedies. "As far as we're concerned, it's really a new season," said Mike Weinblatt, president of NBC Entertainment.

The scope of NBC's changes inevitably branded its new schedule with the name of the NBC president, Fred Silverman - "Axman Silverman," as he was dubbed in the New York Post. Mr. Weinblatt stressed that the expanded program team Mr. Silverman has assembled at NBC should be given its due for the development crop, but also said: "I would be the first to admit that Fred Silverman is not a myth. He's an activist."

First-blush reactions from Wall Street and Madison Avenue were positive. Of ABC's changes, one advertising executive said: "They are much less complacent now. They saw that the problems everybody said were going to be problems for them in the fourth quarter turned out to be." Of NBC's sweeping revisions, another advertising executive said: "It wasn't change for change's sake. It was required."

The NBC casualties: Grandpa Goes to Washington, Dick Clark's Live Wednesday, Who's Watching the Kids, Eddie Capra Mysteries, Sword of Justice, Lifeline, Project UFO and David Cassidy-Man Undercover.

Night by night, here's how the two networks face off:

**MONDAY**

On Monday at 8-9 p.m., ABC replaces the temporary filler, Lucan, with Salvage 1 starring Andy Griffith as the head of a trouble-shooting salvage team. The series will emphasize "man's ability to overcome the impossible (such as hauling a glacier from the North Pole to drought-struck California)." Mr. Thomopoulos said, in part to lead into the male appeal of the 11 two-hour episodes of How the West Was Won, which takes over for Monday Night Football at 9-11 p.m. NBC stands pat on the one night of the week it regularly wins.

**TUESDAY**

ABC stands pat on Tuesday, to no one's surprise. NBC will "go directly against the leader" at 8-9 p.m., Mr. Weinblatt said, with Cliffhangers, in adventure series with three segments each week patterned after "the exciting and popular Saturday matinee serials of the '40s and '50s, concluding each week with the hero in a mock-perilous situation." NBC plans to keep its Tuesday movie slot pitched toward a male audience, away from ABC's female audience. (NBC's Monday movies are to lean in the opposite direction.)

**WEDNESDAY**

ABC again stands pat on Wednesday, and NBC again goes for the lead-in audience with adventure, a distinctive element of its second-season strategy. In this case it's Superntrain, at 8-9 p.m. about "a colossal, atom-powered, ultra-modern, ultra-equipped Supertrain that speeds from coast to coast with excitement every mile." The network's 9-11 p.m. movie slot has been designated NBC Novels for Television, with the intention of concentrating big-name miniseries there (among them, From Here to Eternity, Studs Lonigan, Brave New World and Women in White). "We wanted to give size to Wednesday night," said Mr. Weinblatt, "to take it out of the routine."

**THURSDAY**

On Thursday, NBC backs away from ABC's Mork and Mindy - "it's tough to take it in its first explosion," Mr. Weinblatt said - but sets its sights on CBS's aging Waltons. The vehicle is Little Women, at 8-9 p.m., a one-hour period piece that picks up where Louisa May Alcott and NBC's miniseries last fall left off.

ABC, in turn, plans to use Mork's strength to build a new comedy at 8:30-9 p.m., Angie, a variation of the poor-girl-marry-rich-man theme. What's Happening, formerly sheltered in that time period, moves to 8:30 p.m. Friday. ABC leaves the rest of its night intact, but plans to use the eight or nine remaining episodes of Carter Country to fill in next spring for Soap, which isn't returning.

NBC will carry on its campaign for the young women's attention that night with Quincy at 9-10 p.m. and the new Mrs. Columbo, starring Kate Mulgrew, at 10-11 p.m.

**FRIDAY**

ABC gambled on its troubled Friday night schedule by replacing Donny and Marie to lead off at 8-8:30 p.m. with a new disco comedy derived from the film "Saturday Night Fever." Called Makin' It (formerly Staying Alive), it comes from the Happy Days/Laverne and Shirley creative family and challenges an NBC linchpin in the same time period, Diff'rent Strokes. Undaunted, NBC has loaded all its new comedies behind Diff'rent Strokes, a strategy advertisers say allows the network to weed out the losers without causing serious damage to its schedule on other nights. Mr. Weinblatt acknowledges that "the law of averages" may prevail against some of the new comedies, but he looks forward to building a comedy block there, and probably to distributing any hits to breed elsewhere.

After Strokes will be Brothers and Sisters, in the "Animal House" vein of sorority and fraternity hijinks; Turnabout, about a man and wife who magically change bodies, and TAT's Hello, Larry, starring McLean Stevenson as a radio phone-in host. Sweepstakes, another show from the Happy Days/Laverne and Shirley group, goes in at 10-11 p.m.
portraying the before-and-after lives of big winners and losers.

Saturday

ABC introduces another new comedy, its title to be announced, at 8-8:30 p.m. to lead off its Sunday schedule, this one also derived from "Animal House," but a bit more directly (its producers and several of its stars worked on the film). The filatering Welcome Back, Kotter goes in behind it. NBC will stick with maico drama throughout the evening by huckmoking the new truck-driving series, BJ and the Bear; between the successful CHIPS at 8-9 p.m. and Rockford Files at 10-11 p.m.

Sunday

NBC, like ABC and probably CBS, essentially stands pat on Sunday, planning to fill its 8-10 p.m. events slot primarily with theatrical films when Centennial runs out ill mid-February. Weekend replaces Lifeline at 10-11 p.m.

ABC's Mr. Thomopoulos, acknowledging that the Sunday lead-off hour has been a traditional problem for ABC, said of the new Osmond variety hour's placement there, "If any show fits the connotations of that time period, it's the Osmond family." But he also said that two new shows specifically designed for that time period, Wonderland Cove and Friends, are assured of test runs in the spring. Friends in particular needs "some nurturing and some protection" away from the heavy airing at mid-season, he said.

The concentration of new activity from mid-January to early February, when the networks plan to stagger their second-season premieres, belies the notion that prime-time "seasons have expired; they've proliferated, but they're still well defined. The next cycle comes in March and April, although there may well be sporadic changes before then. As Mr. Weinblatt put it, "We're preparing for it [the winter move in spring], and it's pretty thought out."

NBC is committed to giving short-flight runs this season to Joe and Valerie, Hizzoner, Harris & Co., The Duke, a Susan Anton variety series and a couple of other projects that Mr. Weinblatt declines to name. He does acknowledge, however, that not all the shows on NBC's second-season schedule have been given full-episode orders, but he begged off naming them. NBC also plans to have as many projects from which to choose next fall's entries as it had for second season, claimed to be 30 or so.

"We're going to keep coming," Mr. Weinblatt declared.

ABC also plans equalizing its second-season inventory of about 25 projects for fall without, he said, the afore-mentioned Sunday lead-off projects, series promised air time in the spring of 1979 include these offerings: The Ropers (a Three's Company spin-off), Five Women, Triangle, Doctor's Private Lives and Julie Farr, M.D.

WRTV Indianapolis latest to heed ABC's siren song

It's 20th captured by ABC from other networks since prime-time ratings upheaval; Syracuse may be next to go

ABC-TV announced last week that it would be switching its primary affiliate in Indianapolis from WRTV (TV) there to WXYZ (TV), the fourth major-market NBC-TV affiliate to defect and join the number-one network in the past two years. The new Indianapolis outlet is the 20th station ABC has picked up from another network since January 1976, after it moved into the leadership in prime-time ratings. The announcement of the affiliation switch was made by James Dufty, president of the television network, and Norman Walt, president of McGraw-Hill Broadcasting Co., the parent of the channel 6 station that had been with NBC for 23 years.

Reports were circulating late Friday (Dec. 1) that ABC was having conversations looking toward signing WTVH (TV) Syracuse, N.Y., a CBS affiliate on channel 5 owned by the Mutual Broadcasting Corp. Larry H. Israel, president of WJXT (TV) Syracuse, the present ABC affiliate there, said he was "not aware" of an imminent switch. "I assume I'd know about it," he said. WJXT has filed a law suit against two other stations in that market charging antitrust violations. Among allegations in the suit is one that Meredith has been holding talks with ABC (see story, page 27).

Indianapolis is the 11th largest city in the U.S. and the 20th largest television market. The ABC announcement was made two months after the network achieved another affiliation coup with the signing of KSPT-TV Minneapolis, also an NBC outlet, in the 14th largest market (BROADCASTING, Sept. 4). Other major NBC affiliates lost to ABC were KGTV (TV) San Diego (also a McGraw-Hill station) and WSOO-TV Charlotte, N.C.

The effective date of the switch has been put at "on or before May 31, 1979"—depending, in large part, on whether NBC picks up WTHR or the VHF independent (ch. 4 WTVY Bloomington) serving the Indianapolis market.

Richard L. Beesemyer, ABC vice president for affiliate relations, conducted most of the negotiations for the WRTV switch.

Although ABC has managed to pick up 11 CBS-TV affiliates in the last two years and only nine from NBC, qualitatively the NBC raids have been far more serious. As one observer put it, four of the switches have involved "very strong stations," especially, another pointed out, the KSPT-TV situation.

Ancil Payne of King Broadcasting Co. and chairman of the NBC affiliates confided that he was "amazed" ABC has taken as few of NBC's outlets as it has.

"I'm pleased we've been able to hold as many as we have," he said.

According to Mr. Walt, NBC did not seriously contest the switch-over. "I wouldn't say they tried at all," Mr. Walt said, although he did meet with the network's station relations people and Robert Mulholland, president of the television network. Mr. Walt said, however, that NBC made no "last ditch effort" to save the affiliation. NBC did ask McGraw-Hill to "consider delaying" the switch to ABC.

Mr. Walt declined to comment on the hourly compensation ABC will be paying the Indianapolis station, but he said that was not an overriding factor in its decision to switch networks.

What was his major consideration was the "judgment" that ABC would continue to lead the other networks in ratings. (The network is the leader in prime-time programs—the only area in which WRTV was not doing "quite favorably," according to Mr. Walt.)

Although, as one station representative put it, change of affiliation to a network ratings leader has little immediate impact as far as the local station's own time-selling is concerned—outside, that is, of the "relatively small portion" of station revenues generated by sales in network adjacencies—there is a potentially profitable interplay between network and local station. The station can offer the network a stronger, farther-reaching signal, for example, as "the network helps the local station get its own local programing to a larger audience."

It has been suggested that the upheaval in the network-affiliate relationship could lead to a virtual redefining of that marriage contract—that affiliates will be likely to switch networks more readily and more often in the future.

Mr. Walt, however, belittled that idea: "I can see how others could see it that way." But McGraw-Hill, he said, was looking forward to a "long-lasting relationship" with ABC and didn't think the network affiliations the way we change access slots." Even if ABC drops from the number-one slot? Even though "we might look very foolish if NBC turns it around" and deposes the present ratings leader, he said.

The wooing of WRTV began two years ago with a serious courtship commencing over a year ago. Mr. Beesemyer, who has been involved in most of the ABC affiliate acquisitions, said such a lengthy period was "not unusual." Often, he said, an affiliate switch may take "months or even years" to be consummated. "You don't change affiliates on a whim," he remarked.

Mr. Payne seconded those sentiments. If network switching were really the case, he said, "you'd have had a fantastic change to ABC. I just don't think most management is that transitory."

Networks, he said, "can't be expected to keep a constant number-one position," and affiliates are often wiser to ride out rough network weather rather than bail
out, "No affiliate is exactly losing money because of its network affiliation of the moment."

Basically, Mr. Beesemyer said, ABC looks at a station's "over-all strength" before it decides to court it. Of particular importance to ABC in recent times has been a local station's strength in the area of local news and public affairs.

An observer with another network who has watched the ABC developments with considerably more than a passing interest said that it seemed that the number-one network was "making an effort to get stations with strong local news." He pointed out that both KSTP-TV and WRTV were "very strong" in their local news ratings. (In announcing the switch, ABC noted that WRTV "ranks a decisive number one in news" in its market.)

Nor did Mr. Beesemyer, who insisted that ABC looked at other facets of the local station as well, deny that news was a weighty factor in its decision. The network, in an effort to beef up the ratings of its own World News Tonight, has encouraged its outlets to do better in their local news efforts. "A good many of them have been very receptive to this idea," he said.

But other affiliates have resisted, and, it has been suggested, those are the ones that may be in the more vulnerable positions as far as their relationships with ABC are concerned.

In an interview last month with Broadcasting (Nov. 13), Fred Pierce, president of ABC Television, confirmed that the network was looking for a "synergistic" relationship between its news and affiliate news. He described it as a "mutuality" of interests with the local news franchises.

Although not always the case, ABC has sought out the new affiliates, meeting, as Mr. Beesemyer said, with owners over considerable spans of time. What ABC appears to be looking for are markets where it can enhance its technical stance in an area as well as increase its ratings. Taking a hypothetical situation in a mid-30's market in which the ABC channel 13 affiliate is second in prime time to a low-channel CBS, a poor third in an NBC-led evening news slot and second in daytime, Mr. Beesemyer said an affiliate change "might bear some looking into."

Another observer pointed out that the Indianapolis switch was an especially good move for ABC because it will now be able to increase its coverage to the south, west and east of Indianapolis. On the fringes of the Indianapolis coverage area-- Terre Haute, Ind.; Dayton, Ohio, and Louisville, Ky.--ABC has UHF affiliates.

ABC is also known to have courted a VHF station in Dayton last year. In that, the 46th market, ABC has a UHF outlet competing against two VHF's. ABC lost out in that attempt, but network compensations in the market increased substantially as a result of the try. WHO-TV there, for example, had an increase from $1,931 to $2,494 in its rate from CBS after the raid attempt.

In Charlotte after the wsoc-TV switch, CBS upped its compensation to wbtv(TV) from $2,278 to $2,800 in an effort to keep that station from defecting to NBC.

But network compensation only accounts for 8%-9% of station revenues, Mr. Beesemyer said, and is often not the final determinant of whether a station signs with one network or another. (The obvious exception being affiliates in the very large markets that a network simply could not afford to lose at any price, a CBS official pointed out.)

A major if not overriding factor is ratings and what a network's numbers can mean to a local station's rate card. At KSTP-TV for example, an ABC program with a 15 rating has adjacencies going for $1,000. If the station were carrying an ABC program with a 28 rating, however, Mr. Hubbard could be asking $2,300 for the same spot. Under ABC, he expects his station's revenues to jump 20%.

And for the future? According to Mr. Payne, there's a good chance the ABC bubble may burst in 1980—a heavy news year with a presidential election that is likely to boost CBS considerably and the Olympics that will be carried by NBC. "Add a couple of winning night-time shows," said Mr. Payne, "and the whole thing will change all over again."

Four stations may hang fire awaiting Jones arrival at FCC

Renewals of several outlets could hinge on whether staff can deliver order before White leaves

The FCC commissioners last week spent a day and a half in oral argument and heated debate on the fate of licenses of four stations. When they were finished, on Wednesday, it appeared that the license of one would be denied, while the others would be renewed, if only on a short-term basis in one case. But it may be too soon to say any licensees have escaped the death sentence.

The renewal application that is said to have received a thumbs-down from the commission, in a closed session at which opinion-writing instructions were given to the staff, is that of KIXX(AM) Tucson, Ariz. Its renewal application had been set for hearing on issues of alleged lack of license control which grew out of the staging of a false news event of the kidnapping of a KIXX disc jockey and alleged violations of equal employment opportunity rules.

The commission's vote on instructions to the staff in that case is understood to have been unanimous. But the commissioners were sharply divided on the other two cases, which involved the renewals of wham(Am)-wfhf(mm) Rochester, N.Y., and kggm-tv Albuquerque, N.M., and which date back to petitions to deny filed in the early 1970's. Both cases involve programming and EEO issues. In addition, KGGM-tv faces a question of alleged misrepresentation regarding information in its renewal application, and the Rochester stations, one concerning its ascertainment effort.

The commissioners are understood to have divided 4 to 3 in favor of renewing the licenses of the Rochester stations. The same vote seems to be shaping up in favor of a short-term renewal for KGGM-TV. However, the commissioners decided to delay a vote until the staff had prepared an item.

But since Commissioner Margita White is believed to be part of the majority that also includes Commissioner Robert E. Lee, James H. Quello and Abbott Washburn, the majority cannot be con
sidered solid. Commissioner White, whose term expired on June 30 but who can serve until her successor, Anne P. Jones, is confirmed by the Senate, is expected to leave the commission by mid-January. Thus, if the staff is not reasonably prompt in bringing the draft orders to the commission, Commissioner White might not be on hand—which could leave the deciding vote to Miss Jones.

The debate among the commissioners on the cases produced an incident indicating the limitations that his former association with the Citizens Communications Center impose on Frank Lloyd in his position as administrative assistant to Chairman Charles D. Ferris.

During the oral argument on the Rochester stations, Chairman Ferris agreed with the stations' counsel, Stanley Neustadt, that Mr. Lloyd should not participate in the proceeding since he had been with Citizens when it represented the citizen group that filed against the stations' renewals. And, in the closed meeting following the argument, he did not.

But, during the discussion of the KIXX case, he made what was described as an "emotional" argument on an EEO issue that parallels one in the Rochester case—improvement of EEO performance after designation of renewal for hearing. And when a commissioner asked how he could square his position with what was being proposed in that proceeding, one or two commissioners broke in to say it would not be appropriate for him to respond. That, and a whispered comment to Mr. Lloyd from Deputy General Counsel David Saylor, reportedly ended the matter.

TV stations quit talking, take action on blanket music licenses

All-industry committee files suit, seeks a "clearance at the source" approach that would have nonnetwork producers paying for performance rights and reduce much of a $46-million local burden

A group of television stations filed a class-action suit against the two major music-licensing organizations last week, charging that their blanket licensing policies are monopolistic and anticompetitive.

The suit was filed on behalf of all TV stations except network O & O's by five members of the All Industry Television Stations Music License Committee. Their targets: The American Society of Composers, Authors and Publishers and Broadcast Music Inc. and all of their members and affiliates.

The suing stations asked that, pending outcome of the suit, all stations pay ASCAP and BMI at an interim rate of 20% of their 1976 payments, which they said would put their payments on a par with the networks' That motion alone is expected to take weeks to decide.

In a conference in the chambers of Judge Lee Gagliardi of the U.S. Southern District Court in New York, where the suit was filed, attorneys were said to have agreed Thursday to an extension of current music licenses so there would be no infringements during the litigation. They also agreed in principle on a payment procedure until the 20% motion is argued and decided. Details were withheld pending signature, but informed sources said it was for continuation of payments at the old rate but with ASCAP and BMI holding 20% in escrow.

Some participants suggested that proceedings in the case be deferred pending the U.S. Supreme Court decision, expected next spring, on CBS's at-this-point successful suit for "per use" ASCAP and BMI licenses, since that case raises some of the same basic issues as the new suit. This proposal reportedly was rejected.

What the suit seeks, ultimately, is to do away with present forms of blanket licenses, under which stations pay ASCAP and BMI percentages of station revenues no matter how much or how little ASCAP and BMI music they use and, instead, institute a so-called "clearance at the source" approach.

Under that system, the producers of nonnetwork TV programs would obtain the necessary performance licenses at the time of production. The stations would need no ASCAP or BMI licenses except for music in local origination, and they themselves would arrange for these or use music in the public domain.

In this way, leaders of the group say, stations could save a hefty share of the nearly $50 million they are currently paying annually to ASCAP and BMI—payments that they say have risen by 56% in five years even though in the same 1972-76

ABC-TV has claimed biggest November sweep victory of any network in last five years. Prime time rating averages for combined sweeps of Arbitron and A, C. Nielsen (Nov. 1-29) were 21.5 for ABC, 18.4 for CBS-TV and 17.9 for NBC-TV. ABC said it gained 4% over its November average last year, while CBS dropped 4% and NBC 3%. ABC won 19 nights during sweep, CBS six and NBC four.

U.S. Court of Appeals in Washington has granted FCC rehearing in case in which three-judge panel overturned commission decision dismissing fairness doctrine complaint against CBS. Court held that commission erred in not asking network to respond to complaint by American Security Council Education Foundation that CBS's coverage of national security issues in years 1972-78 was consistently imbalanced. Court scheduled oral argument Dec. 21. Court also has asked for more information in comparative renewal case involving WESH-TV Daytona Beach, Fla., in which FCC is seeking rehearing. Court has asked commission to provide data on number of incumbent licensees that have not been renewed after comparative hearing or after being challenged in noncomparative hearing, since Jan. 1, 1961.

By two to one, Americans favor parental control (63%) over government regulation (33%) on issue of TV advertising to children. By nearly five to one (72% to 15%) they think companies should be allowed to speak out on public issues in their TV advertising, and three-fourths think opposing groups should be allowed to reply—45% say in paid time, 27% in free time. To reply to "false or damaging information" in newscasts, 46% say rebuttal time should be free, 33% say it should be bought. These are among findings from nationwide studies by ORC Public Opinion Index, Opinion Research Corp., Princeton, N.J., reported by Kenneth Schwartz, vice president and managing director, at annual meeting of Association of National Advertisers (also see page 30).

Amway Communications Inc. is expected to be exerting greater influence on operations of Mutual Broadcasting System under new management realignment announced Friday (Dec. 1) and effective immediately. Principal Mutual officers, C. Edward Little, president, Gary Worth and Martin Rubenstein, executive vice presidents, are joining in new executive committee to be chaired by Dr. B. R. (Bud) Schaaafma, vice president for policy/administration of parent Amway Corp., Ada, Mich. Mr. Little will assume responsibilities for sales and "acquisitions and future growth including owned stations." Mr. Worth will oversee technical operations, station relations and new Southwest Radio Network, Dallas. (He is expected to remain in Arlington, Va., however.) Mr. Rubenstein will be in charge of "news, sports, programing, network communications, research and data processing" in addition to his present areas of administration and finance. Dr. Schaaafma, long-time associate of Amway's owners, Jay Van Andel and Richard DeVos, will maintain base in Ada but will be in Arlington "minimum of once a week."
Federal Trade Commission voted 3-0 to appeal disqualification of Chairman Michael Pertschuk from participation in children's advertising rulemaking, Mr. Pertschuk and Robert Pilofsky did not vote. Chairman was removed from proceeding by U.S. District Court Judge Gerhard Gesell, who ruled Mr. Pertschuk had "conclusively prejudged" factual issues (BROADCASTING, Nov. 6). Department of Justice still must approve commission decision to appeal.

People's Republic of China has stopped jamming Voice of America broadcasts, according to VOA Director Peter Straus, who said that "for the first time" VOA "is not being jammed anywhere on this planet." He said it was not clear when PRC stopped jamming broadcasts, but recent increase in volume of listener mail from China indicates that government there is encouraging students to listen to VOA to improve their comprehension of English.

Plans to offer full channel of children's programing to cable systems via satellite are to be announced by Warner Cable this week at Western Cable Television Show Chairman Gustave M. Hauser said it'll be to 14 hours per day, seven days per week, with programing for children from preschoolers through teen-agers, under umbrella title Nickelodeon. He said it'll be offered to all systems that have earth stations to receive it—current potential of about five million homes—with Warner charging operators 10 cents per month per subscriber. It's to start in February, when Warner starts using two RCA satellite transponders to distribute its Star Channel service.

A small herd comes down trail of WHMI decision

FCC grants more relief to stations caught in geographic bind under new ascertainment rules for small-market stations

The FCC last week created seven more "purple cows"—stations exempt from the commission's formal ascertainment requirements. In April, it had exempted WHMI-AM-FM Howell, Mich., in what was described as a one-of-a-kind action—"a purple cow," some called it (BROADCASTING, April 10).

At issue is the experiment the commission began almost three years ago when it exempted stations in markets of less than 10,000 population that are outside any standard metropolitan statistical area (SMSA) from formal ascertainment procedures, although not from the ascertainment requirement itself. The purpose is to test the hypothesis that small-market stations know and can serve their community's needs without having to follow prescribed ascertainment procedures.

And last week, as in April, the commission majority—the vote was 4 to 2—overrode the staff's objections that granting the exemptions would jeopardize the validity of the study the commission plans to make comparing service between small-market stations inside and outside SMSAs.

Commissioner Abbott Washburn, the commissioner most vocal in support of the waiver requests, said exemptions would be "humane." Denying the requests, he said, would be the work of "regulatory robots." Besides the seven petitions, the commission considered a petition for reconsideration of the WHMI-AM-FM action that had been filed by the National Black Media Coalition.

And the question of the coalition's right to standing in the case raised another issue of controversy. General Counsel Robert Bruce held that the coalition had standing because of its concern over the possible impact that the exemption might have on programing for minorities. His recommendation was to deny the seven new petitions and rescind the waiver granted the Howell stations.

The general counsel's position on standing appeared to outrage Commissioner James H. Quello. He said Mr. Bruce's "fabrication of a theory of standing goes in the opposite direction of where we should go." Under that theory, he said, anyone as far away as "Saipan" could participate in the proceeding simply by proclaiming an interest in it.

The stations receiving the exemptions and the SMSAs in which they are located are WHEP(AM) Foley, Ala. (Mobile), WBKY(AM) Booneville, N.Y. (Utica-Rome), WCRF(AM) Bluffton, Ind. (Fort Wayne), KDWT(AM) Stanford, Tex. (Abilene), WBM(AM) Black Mountain, N.C. (Asheville), KDH(AM) Twenty Nine Palms, Calif. (San Bernardino), and WSCP(AM) Sandy Creek-Pulaski, N.Y. (Syracuse).

Study of radio ratings by Arbitron and Committee on Local Television and Radio Audience Measurement concludes that much of fluctuation is caused not only by changes in listening, but by sampling error in ratings themselves. It's enough of problem, says John Diming, research vice president for National Association of Broadcasters (which funded study), that stations should not take any precipitous actions—such as firing announcer—for one bad ratings book. He says sampling error is "fact of life," and can only be improved by vastly increasing sample sizes, expensive proposition.

U.S. officials concerned with planning for World Administrative Radio Conference meet today in effort to settle major issue involving short-wave broadcasting. Frequencies are on government side of spectrum; question is size of increase U.S. should propose, National Telecommunications and Information Administration says increase of 865 kHz is sufficient, considering other needs (including military) for those frequencies. But Board for International Broadcasting (Radio Free Europe, Radio Liberty) is calling for increase of 1965 kHz. Participants in meeting will include Glen O. Robinson, head of WARC delegation; NTIA's Henry Geller, FCC Chairman Charles D. Ferris, and officials of BIB, Department of Defense, Department of Transportation, and State Department. State Department is expected to resolve issue in next two weeks.

Michael R. Hanna, 67, one-time general manager of WCHU/AM Ithaca, N.Y., later broadcast consultant before retirement to Sarasota, Fla., died Nov. 30 in Augusta, Ga., hospital where he had been taken under heart surgery. He is survived by wife and four sons.
Basic issue of authority raised in PSA inquiry

Broadcasters say FCC shouldn't even be considering, much less promulgating, rules in this area; Public Media Center argues that commission has the power to act

Broadcasters, sensing government intrusion into their programming, have told the FCC it has no business regulating public service announcements.

The commission, in response to a petition last year from the Public Media Center, asked for comments on regulating PSA's as to number, duration, content, source and broadcast time. PMC said that guidelines in these areas should be adopted by the commission because they would merely benefit the public with more PSA's from a greater diversity of sources.

Guidelines, PMC said, are not so much "proscriptions against what a licensee should not do, so much as they would be modest prescriptions as to what a licensee should do."

Licensees and their representative organizations, however, thought differently. Adoption of PSA guidelines would be an "inappropriate intrusion into the sensitive area of programing," the National Association of Broadcasters said. Metromedia said even instituting an inquiry in this area "constitutes an insidious pressure for broadcasters to conform to a standard seemingly finding favor with the regulators, which has been held to be violative of First Amendment principles."

The National Radio Broadcasters Association said regulations would be an "unwarranted step toward further regulation of day-to-day programing." CBS said, "It is ironic that at the very time when there is growing concern with overregulation of broadcasting, this commission is now seriously considering imposing more regulations—particularly in an area trenching upon programing judgments and First Amendment interests."

Broadcasters, ABC said, are "concerned and mystified" that the commission would initiate this proceeding now. The FCC rejected PMC's first PSA petition, leaving regulation to the stations. Upon reconsideration, the commission again rejected specifics of the PMC petition, but then asked for comments in a general inquiry.

Metromedia said the inquiry resulted in a "wasteful exercise in time, effort and money, which might have been devoted to more productive purposes in light of the government's failure to address the threshold question of authority." NAB also questioned the FCC's authority in this area, especially in light of the First Amendment, and called the proceeding an "expensive and time-consuming exercise in futility." ABC questioned the "propriety as well as necessity" of the inquiry.

PMC said the commission already has fairness doctrine and prime time access rules, and has already said that the times of day at which PSA's are broadcast are considered at renewal time. So, it "can hardly be asserted that the commission would infringe upon the First Amendment rights of licensees by adopting guidelines to monitor their efforts and performance in this area more effectively," PMC said.

In its original petition, PMC had suggested that the FCC require that stations broadcast three PSA's during two consecutive hours of broadcast service (including prime and drive time), that at least 25% of the PSA's be "local," that no more than 20% a day be from a single entity, that PSA's on controversial subjects be allowed and that stations provide various information to the commission on their PSA's.

In its comments, PMC emphasized it was not requesting these specific regulations, but at least one that would have some similarity. Much of its argument was that the commission had adopted similar regulations in other areas, so it could not be said the commission doesn't have regulatory authority over PSA's. Further, PMC said, many of the PSA's now broadcast are "national" in nature, and are either produced or approved by the Advertising Council, which it said maintained something resembling production control of the PSA's. It is a question, PMC said, of whether broadcasters have "abdicated responsibilities in blanket—even blind—acceptance of Ad Council spots," which they said were "well-polished and noncontroversial."

Among PMC supporters was the United Church of Christ, which said broadcasters prefer "inconsequential service announcements supplied by national packaging services such as the Advertising Council."

These announcements, the church said, "are guaranteed to be innocuous and noncontroversial and to leave the viewers or listeners in a lethargic state."

The Advertising Council said PMC made "false and unfair" allegations, and to infer that the council has some "super influence" over broadcasters is "incorrect and cannot be supported." It is a highly competitive field open to anyone, the council said, and the demands on broadcasters for free time are "enormous and increasing."

United Way and the United Negro College Fund, Inc., both of which work through the Ad Council, were concerned over PMC's suggestion that a percentage of PSA's be local. United Way said any requirement that would necessitate local production or tagging of spots to qualify them as "local" would inevitably lead to increased costs, lower quality and in many cases, lower communication effectiveness.

The suggestion to limit the number of PSA's on behalf of a single entity was "not well considered," United Way said. The Negro College Fund said the Ad Council was its "most trusted adviser in the media field," and that the commission should consider that a "national" organization can have "local" impact.

The FCC inquiry, said NBC, "looks toward impermissible government control of program content and broadcaster prerogatives. The commission should reaffirm that programing decisions must rest solely in the hands of individual licensees."

Top rating for FCC as generator of paperwork

GAO report says commission requires more reporting than any other government agency studied—30 million hours of it, mostly devoted to filling out applications

The General Accounting Office has confirmed long-standing suspicion that too much paperwork burden on business than any other agency of government—most of it in connection with logging.

The GAO, in a report to the Congressional Joint Economic Committee, said that 14 agencies are responsible for 86% of the estimated annual paperwork hours—613 million—on which it has information.

And of the 14, the FCC is number one, responsible for 30 million hours, according to the report. No other department or agency on which GAO has data comes close. But the one imposing the second largest burden is the Department of Commerce, responsible for some seven million paperwork hours.

If agencies clear their requirements with GAO, one is the Internal Revenue Service, which is believed to impose a burden of 613 million hours on businesses and individuals annually.

The report says that most of the paperwork required by the FCC involves filling out applications, and that 52% of the agency's reporting requirements took more than three hours per report.

But it was the appendix breaking out the top five reporting requirements in terms of paperwork hours that reveals the element primarily responsible for the commission's number one ranking. AM and FM logging consumed more than 18 million hours, and television logging more than four million hours.

Other reporting requirements were also more burdensome than those of most other agencies figuring in the GAO report. Applications for permission to build new stations or make major changes in existing ones were said to have required two million hours of paperwork, and applications for authority to operate in the auxiliary radio broadcast service, more than 1,600 hours.

The commission heads another list in the report, too—one reporting the 50 most burdensome business reporting require-
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Source: Sales and Marketing Management's Data Service 1978  Savannah Chamber of Commerce
ments in terms of the time required for each response.

Four of its reports require from 2,000 hours (authority to build a new station or make changes in an existing one) to 5,772 hours (broadcast program logging rules). The others are AM and FM program logging rules (4,380 hours) and cable television relay service station authorization (3,200 hours).

The GAO included two caveats in the report: determining the reasonableness of burden estimates for approved requirements is a difficult job. And the accuracy of the burden estimates provided by the agencies is unknown, and the estimates are the only available measure of the reporting burden.

**Syracuse TV says others are hangin' up on it**

**WIXT files suit against Meredith and Newhouse outlets there, charging them with illegal attempts to block move of transmitter site**

WIXT (TV) Syracuse, N.Y., in effect, a new boy on the block, regards the reception it has been given as unduly hostile and, as a result, has gone to court for help. It has filed suit in U.S. District Court for the northern district of New York, charging its two VHF competitors—Meredith Corp.'s WSYR-TV and Newhouse Broadcasting's WTVH and Newhouse Broadcasting's WSYT-TV—with violations of the antitrust laws, and asking that the defendants be restrained from pursuing the allegedly illegal actions. WIXT is also seeking treble damages, although the amount of alleged damages is not specified.

WIXT, which broadcasts on channel 9, came under new ownership in 1977, when a company operated by the Coca-Cola Bottling Co. of New York and operating under the presidency of Larry Israel, former president of the Washington Post Co., acquired it from the Outlet Co. for $11 million.

WIXT, in its complaint, notes its competitors have radio and television stations as well as publishing interests in other cities. Newhouse, in addition, owns the only morning, afternoon and Sunday newspapers in Syracuse. Their competitive positions, in terms of selling television advertising in Syracuse, are enhanced by those other holdings, WIXT says. But that is not the basis of the complaint.

WIXT alleges that Meredith and Newhouse, “acting independently of each other but in concert with unnamed co-conspirators in Syracuse,” have sought to restrain competition in the sale of advertising time in Syracuse.

The allegation is based on the effort of Meredith and Newhouse to block WIXT's plan to move its transmitter to a site near theirs, in a “de facto antenna farm,” four miles closer to the heavily populated parts of the greater Syracuse area” than WIXT's.

WIXT says that it intends to install “the most modern circularly polarized radiation transmission system” at the new site, and adds that the new equipment, coupled with the relocation, would “significantly improve” reception of its signal “and thereby increase the likelihood” that viewers would watch its programs and commercials, rather than its competitors.

WIXT said it has received the necessary authorization for the antenna tower from the Federal Aviation Administration. But its application for FCC approval to move its site has been blocked by a petition to deny, filed by Meredith. And both defendants, it said, opposed its application to the Onondaga Zoning Board of Appeals for authority to move its transmitter.

WIXT alleges that Meredith and Newhouse encouraged “various unnamed co-conspirators to oppose” the application. The zoning board subsequently rejected the proposal, but WIXT has appealed that action to the state appeals court.

The petition to deny filed with the commission and the position the defendants took before the zoning board, WIXT says, both contained the “sham” allegation that the proposed relocation would cause “observables ghosts” in pictures broadcast by the defendants. It also says that the “unnamed co-conspirators,” in their appearances before the zoning board, made the “sham” arguments that relocation would cause a health hazard by increasing microwave radiation in the area and that the relocation might cause an air-navigation hazard.

The actions of the defendants were said to have extended beyond official bodies. WIXT alleges that Meredith “has advised or is about to advise” ABC, with which WIXT is affiliated, of WIXT's technical difficulties, in an effort to persuade the network to switch its affiliation in Syracuse to Meredith’s WTVH. That station is now a CBS affiliate.

Meredith and Newhouse, WIXT adds, are advising advertisers and agencies in Syracuse and elsewhere WIXT is suffering “technical deficiencies” and will “experience substantial delays or failure,” in overcoming them.

WIXT says the alleged conduct restrains competition in the sale of television advertising time not only in Syracuse but in other communities where the defendants have stations and “tends to preserve defendants' unlawful domination” in those communities.

Representatives of Meredith and Newhouse last week had not yet seen the complaint. But Tom Fisher, general counsel of Meredith, said about the allegations, “Obviously, we didn’t submit false testimony.” A spokesman for Newhouse said that company has not opposed the WIXT application. He noted that Newhouse had not appeared before the FCC and said the company’s participation in the matter has been limited to “a brief statement” before the Zoning Board of Appeals that the burden is on the applicant to demonstrate the relocation would not result in interference to existing facilities.

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- KBBQ(AM)-KBBY(FM) Ventura, Calif.: Sold by Tri-Counties Public Service Inc. to Forrest Broadcasting Co. for $1,200,000. Seller is principally owned by William Rea, president; Marjorie and Annabelle Rea, wife and daughter, respectively, of Mr. Rea; Andy Coriell, station's vice president and general manager, and Mike Thomas, former manager. They have no other broadcast interests. Buyer is owned by Robert A. Forrest, who also owns KDON-AM-FM Salinas and KEZI(FM) San Luis Obispo, both California. KBBQ is on 1590 kHz with 5 kw full time. KBY is on 95.1 mhz with 28 kw and antenna 314 feet above terrain. Broker: Blackburn & Co.

- WORC(FM) Barnstable, Mass.: Positive control of Cape Cod Broadcasting Co., licensee, sold by Richard D. Walsh and eight others to Donald P. Moore and others for $369,000. Selling group, led by Mr. Walsh, owns 56%; it is transferring stock to company president, Mr. Moore, who, after approval, will own 91% of stock (he now owns 39%). Marguerite Cooper will retain 5% interest. Another 4% will be owned by John W. Miller, station manager. Mr. Moore is applicant for new AM at Middleborough, Mass. Neither of other

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Broadcasting Dec 4 1978 28

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- WPFL-TV Philadelphia: Sold by AVC Corp. to Colony Broadcasting Inc. for $10 million plus 10-year consulting and non-competition agreement, contingent upon earnings, that could result in additional $5 million. Seller is hardware and textile manufacturer with no other broadcast interests. Buyer is wholly owned by Providence (R.I.) Journal Co., publisher of Providence Journal-Bulletin, licensee of WCEW(AM)-WPJB-FM Providence and owner of cable TV systems in five states. WPFL-TV is independent on channel 17 with 2,450 kw visual, 368 kw aural and antenna 1,080 feet above average terrain.

- Other station sales announced last week included: WLRD(AM) Springfield, Ill., and WSKY(FM) Stanton, Ky. (see “For the Record,” page 70).

FCC renews U’s with little local programing

Commission OK's renewal though WEZT-TV and WUTR proposed less than 5% guideline; cited are stations' staffing, money problems

Two UHF television stations that failed to meet the percentage guidelines the FCC sets for license renewals were nonetheless renewed by the commission.

The stations—WUTR(TV) Utica, N.Y., and WEZT-TV Burlington, Vt.—had proposed less than the 5% local programing from 6 a.m. to midnight that the commission uses as a standard to determine whether a television license can be renewed by the staff without review by the commissioners.

WUTR, licensed to Roy H. Park Broad-
casting, proposed 3.9%, and WEZF-TV, licensed to International Television Corp., 3.3%.

However, they offered reasons for the limited proposals, which the commission accepted. They said that they suffered from staffing and financial problems.

And the commission, in renewing the licenses, said the proposals were designed to meet ascertained community needs. But it also said that the renewals should not be interpreted as guaranteeing approval of similar proposals in the future.

Canadians get sympathetic hearing on border issue

They appear with U.S. broadcasters before trade representative panel; Americans ask for change in rules or for governmental retaliation

American broadcasters, appealing for a change in Canada’s law denying tax deductions to Canadian businessmen placing ads on U.S. border broadcast stations, faced an outwardly skeptical panel of the President’s special trade representative last week.

The small band, representing a group of 15 U.S. broadcasters who have filed a complaint asking the President to retaliate against Canada, found they spent the major part of their two and a half hours before the panel explaining not what should be done, but rather why anything should be done at all.

Representatives of Canadian broadcasters and cablecasters, who also testified at the day-long hearing Wednesday, expressed happy surprise at the proceedings. Philip Lind, vice president of Rogers Telecommunications Ltd., a Canadian cable company in Toronto, said later that the Canadians had “approached the hearing with a somewhat jaundiced perspective. We’re aware of how these things are orchestrated,” he said. But they were pleased with the panel’s questions and left with the feeling “that there is a good, even chance that the complaint might be dismissed,” Mr. Lind said.

The U.S. broadcasters—Les Arries of WBTV Buffalo, N.Y. (also speaking for the National Association of Broadcasters), Richard Wolfson and David Mintz, of Wometco Enterprises, licensee of KVOS-TV Bellingham, Wash., and Bart S. Fisher of the Washington law firm Patton, Boggs & Blow, argued that the Canadian law denying tax deductions to Canadian businessmen placing ads on U.S. broadcast stations was a violation of U.S. laws or trade agreements.

The Canadian representatives rebutted the U.S. broadcasters’ claims, arguing primarily that the U.S. border stations were never given the right to broadcast to (and hence make money from advertising aimed at) audiences in Canada. They argued that the Americans’ operating costs are lower than for competing Canadian stations, because their regulation is less burdensome.

Representing the Canadians were: J. Roni Mitchell of Moffat Communications Ltd., Winnipeg, Manitoba; Moses Znaimer, CTV Toronto; Donald M. Smith, CHAN-TV Vancouver, B.C.; Edward S. Rogers, Jeremiah Grafein and Philip Lind, all of Rogers Telecommunications.

in 1975 to $9.2 million in 1977. They suggested a negotiated solution to the problem, but urged that if that fails, the U.S. should retaliate against Canada by: (1) prohibiting importation of Canadian films, television shows and records into this country, or (2) making the Automotive Products Agreement between the two countries reciprocal for the United States.

Mr. Fisher said the agreement has benefited Canada with liberal duty-free treatment on imports into the U.S.

During questioning, the panel members of the special trade representative’s panel, led by general counsel Richard R. Rivers, didn’t dispute the broadcasters’ claim that they have been harmed by the Canadian law, but they asked repeatedly for more argument to show how Canada has violated any U.S. laws or trade agreements.

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What does it mean for CATV owners?

How much insulation?

The FCC gets varied responses in its inquiry into trusts and nonvoting stock and how they relate to multiple ownership

The FCC has received a cautious, but mostly negative, response to its proposal to take a harder look at voting trusts and nonvoting stocks as they relate to the multiple ownership rules. In making the proposal, the commission apparently felt existing rules and policy did not adequately cover situations where some parties might be able to influence affairs of broadcast stations. At present, commission rulings on multiple ownership cases involving voting trusts and nonvoting stocks are made on an ad hoc basis, and most broadcasters and others filing comments in the proceeding felt that procedure was adequate.

Several groups, including Capital Cities Communications, Knight-Ridder and Times Mirror (filing jointly) and ABC pointed out the commission proposal was a marked change from past procedures. “The commission has in the past properly emphasized the concept of 'control,' not 'influence,' in the implementation of the multiple ownership rules,” the joint filing said. It is their view that the commis-
sion "has no proper role in regulating influence that does not approach the level of control." Influence, they said, can "spring from an almost limitless variety of sources and is a concept virtually incapable of definition."

ABC said FCC concern with corporate ownership has traditionally been primarily directed to voting interests. Often the idea of trusts and nonvoting stocks is to insulate the owner from operations of the company. ABC said, however, the factor of size of interest may be important, "since it is contrary to common sense to believe that insulation can be effective if the interest is significantly large.

Where interest does not exceed 5% and where there is an express representation that it is for investment purposes only, ABC said, the commission should accept a conventional voting trust arrangement as adequate to insulate the beneficial owner for multiple ownership purposes. A greater than 5% voting trust arrangement should be handled case by case, ABC said, with the proponent "carrying a heavy burden to convince the commission that the trust arrangement is adequate to insulate the beneficial owner.

In this manner the commission will alert the industry that a voting trust arrangement which involves a substantial interest will not be easily approved, while not excluding the possibility of approval for such an arrangement in convincing circumstances, ABC said. Sometimes nonvoting stock can be influential and sometimes not, ABC said. ABC suggested it be examined on its own facts—the larger the interest the more likely the commission will find it that is cognizable.

Capital Cities was stronger in its opposition to tampering with trusts or nonvoting stocks. "We suggest it is...short-sighted to prohibit or limit the use of these devices because their elimination would encourage and perhaps render impossible large-scale transactions designed greatly to further the commission's traditional diversification goals." Moreover, further disagreeing with ABC, Capital Cities said the premise underlying the FCC proposals conflicts with the theory and practice of institutional ownership of broadcast stock, "because it assumes that these nonvoting powers are comparable to voting powers. If the rules are changed in order to embody the influence concept, a significant pool of capital which these investors control will no longer be available to the broadcast industry."

The American Bankers Association and others said trusts were important tools used in the settlement of estates and other circumstances. Prohibiting them from broadcast stock ownership while probably not legal would nonetheless be "dastardly for the broadcasting industry and the national economy."

Any significant changes that would further restrict the ability of institutional investors to invest in broadcast stock would "have a major impact on the ability of broadcasters to raise capital and to maintain the value of their stock in the marketplace," the ABA said.

**Broadcast Advertising**

**Network, program executives united against pressure groups; broadcaster aligns with ANA on clutter issue**

CBS's Jankowski, Lorimer's Rich both decry organized attempts to enlist advertiser assistance in forcing programing change; Westinghouse's Baker, on the other hand, urges advertisers to help clean up clutter, back programing innovation

The American

**Network, program executives united against pressure groups; broadcaster aligns with ANA on clutter issue**

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The country's biggest advertisers were exhorted last week to resist efforts of pressure groups to shape TV programing to suit their own preferences—and at the same time to stand up to the networks in opposing "clutter" and in demanding better programing.

The call for help against pressure groups came from Gene F. Jankowski, president of the CBS/Broadcast Group, and Lee Rich, president of Lorimar Productions. The call for help against the networks came from Win Baker, president of Westinghouse Broadcasting's Television Station Group.

Messrs. Jankowski, Rich and Baker spoke Wednesday at the winup session of the Association of National Advertisers' three-day, 69th annual meeting, held in Scottsdale, Ariz. ANA's 400-plus member companies account for an estimated 75% of all national advertising.

Mr. Baker told the ANA that "I didn't come here today to excoriate the networks for their failings." But, he said, "mainstream advertisers should be concerned with every minute of programing that airs on American television—you make our entire system of commercial broadcasting work—and you can be effective in making it responsible."

He blamed the networks for the growth of clutter, which he said "is a windfall for the networks" and "a disaster for the advertiser," and blamed "some network programmers" for the exploitation of sex that, he said, has replaced "violence" in network schedules.

Mr. Baker cited advertiser resistance to programs offering "gratuitous violence" with helping to end that problem, and said that "I believe you can make the networks more responsive to [the clutter] problem—if anyone can."

Mr. Baker recalled that Westinghouse put the networks on notice early this year that its stations would "cover" with public service or public affairs announcements any network commercials exceeding the levels that existed Jan. 1 (BROADCASTING, Jan. 16). That effort to curb network commercial expansion failed, he said, because each of the networks threatened the Group W stations with loss of the affected program if we carried out our plan.

"We were forced to abandon this attempt at controlling further proliferation when all three networks threatened us with the loss of NFL football. Obviously, we could find no adequate substitute programing...Our acquiescence under pressure notwithstanding, our concern in this area remains undiminished."

In telling the advertisers that he felt the National Association of Broadcasters' recent clutter-control rules are "inadequate," he had an especially receptive audience, since ANA is on record—along with the American Association of Advertising Agencies—with a similar position.

"For my money," he said, "when we talk about program time we should stick with just—that, not the promos, not the voiceovers, not even the credits, just the program itself." In this, too, his position jibes with ANA's. "After all," he said, "your money is at stake here."

Mr. Baker scoffed at the statement by Robert Mulolland, president of NBC-TV, that "the viewing public commands, and the broadcasters obey" (BROADCASTING, Oct. 16).

"I wish Bob's view of the way the system works was a true one," he said, "but it's this kind of talk and this kind of thinking that led Grant Tinker [of MTM Productions] to call the current television season 'the year of the stewardess' [and] 'the worst TV season ever.'"

"Bob Mulolland's statement notwithstanding," he continued, "of course it is
Increase your listener coverage with a Harris AM Transmitter

Harris AM transmitter features that deliver a significant increase in both loudness and listener coverage are:

- Positive peak modulation capability to 130%, PDM or PSM*.
- Continuous high average modulation capability.
- Modulation fidelity which reproduces highly processed audio without distortion or over-modulation problems.

Gain fringe benefits through increased loudness in your present coverage area and larger expansion of your listener area with a Harris AM transmitter.

Write or call Harris Corporation, Broadcast Products Division, Quincy, Illinois 62301.

*Harris developed and patented modulation techniques
the networks’ responsibility to lead the public to new dimensions of programing. John (or Jane) Q. Public never com-
mmanded CBS to gamble some years back with All in the Family or to move 60 Minutes into prime time; NBC wasn’t or-
dered by the public to go with Little House on the Prairie or Holocaust; and the public did not command ABC to try Roots or Family. The networks led the way—and that’s the way it should be.

“The public has never led the way in creating new forms in any entertainment medium.”

Mr. Baker took some comfort from the cancellations of such shows as Flying High and American Girls: “If we have learned anything from the current season, it is that the American public will not buy a steady diet of T&A and that sort of programing. Balance, diversity and imagination are the keys to successful network programing.”

He said he hoped “a more equitable and balanced relationship” between networks and stations will come from the impending FCC investigation, initiated by Westinghouse.

“But a meaningful change will never come unless you also make yourselves heard,” he told the advertisers. “I am not talking about censorship or threats, nor am I suggesting that you get back into the business of producing your own programing. . . . The networks have the potential to give us the type of varied and balanced programing that will succeed with the public. We have the responsibility to help see that they do it.”

As for the future, Mr. Baker offered two choices:

“We can continue as we have done, enchanted by the siren song that says that what we have done in the past is good enough for the future, that we need not improve. If we follow that course, we will continue to encourage our viewers to seek alternatives to commercial television to satisfy their thirst for varied, balanced and better programing.”

“But this need not be the future. If we take matters in hand, and respond to the needs and wants of the public, we can keep commercial television sound and healthy well into the next century, and make it an institution of which we can all be proud.

“You, the advertisers who make the system possible, have a responsibility to help make the system great. Your interests and the public good are intertwined. If commercial television is to have a future, it must respond to the needs of the public. You must see to it that it does.”

CBS’s Mr. Jankowski mentioned clutter only in passing in his prepared speech, concentrating on mutual advertiser and agency interests in opposing pressure groups and regulatory attacks.

He said he deplored efforts of pressure groups to get advertisers to withdraw their support on the mistaken theory that we will cancel a movie or a special or a series because advertisers have withdrawn.

“We will not cave in to such pressure,” he asserted.

“But I would be less than candid,” he added, “if I did not deplore the action of the advertiser in withdrawing almost as much as I deplore the action of the pressure group.”

Mr. Jankowski cited the Federal Trade Commission’s proposals to restrict adver-
tising to the young as “a fight that we’re all in, and on the same side.” He noted, too, that CBS had supported advertisers in some of their earlier fights, and felt it had helped to kill FTC’s proposed ban on pre-

viation and the FCC-FTC move against over-the-counter medical product advertising.

He also offered “a little of the CBS philosophy”:

“The loss of one product category of advertising would not mean the end of broadcasting as we know it. That theory was amply demonstrated when $200 million of cigarette advertising left the air on Jan. 2, 1971.

“I should note, at least parenthetically, that the $200 million—and more—moved to other media, and that cigarette con-

sumption isn’t up, particularly among young people who probably never saw a cigarette commercial on television. So much for social engineering.

“What is at stake here is something bigger, a principle that affects all of us at this meeting. Briefly stated, CBS believes if a product is legally manufactured and legally sold, it should be permitted to be legally (and truthfully) advertised . . .

“If the target yesterday was over-the-counter medical products, and today it’s children’s television advertising, what will be tomorrow’s target?”

“That’s why I say we’re in this together. It may be a symbiotic relationship, but we do need each other, to resolve these mutual concerns.”

Mr. Jankowski also tied the regulatory trends to possible trends in programing.

“If some of the activists, be they private or government, have their way,” he said, “here are some of the potential results: “The removal of some or all advertising support in the children’s area will inevi-

tably impact on both quantity and quality. With a lower financial base, children’s television will not disappear, for example, but the quality of what remains will diminish.

“While the removal of advertising from other broadcast dayparts might not have a similar effect, CBS will continue to resist all efforts to remove truthful product advertising from television.”

The “censorship efforts” of pressure groups, he said, form “a bigger issue.”

“Your removal of the perceived ills of television programs would result,” he said, “in a blandness unknown to any modern medium. I used the term ‘perceived ills’ for that is fundamental to television’s problem of serving a mass audience. To remove all of the content perceived by some to be objectionable would, quite simply, destroy television.”

“I am not denying the situation. Read some of the quarter-million letters we receive each year. Less than 2% refers to that one word so dear to our critics, ‘sexandviolence.’ But that’s a vocal 2%. Or those who object to an occasional damn, the portrayal of a black in a favorable way or an Indian in an unfavorable way. I could go on and on, but I think you understand. But that sort of pressure and creativity is gone.

“The message is clear. There are those who, with the best of intentions, would stifle your ability to advertise as there are those who would censor our programing efforts. We’re fighting those efforts on all fronts. We know that we are not alone.”

Lorimar’s Mr. Rich also called on the advertisers to resist the “protests, threats and blackmail” of pressure groups, citing in particular the activities of the Parent-

Teachers Association and the National Federation for Decency. Otherwise, he asked, “where does it end? Do they next tell you what to feature in your advertis-
ing? Do they tell you how to produce your commercials? Do they tell you how to write your ads?

“The problem is, they can go as far as you allow them to go.”

Once pressure groups succeed, he said, “their appetites grow.”

“These organizations all feel that they are self-protectors of the American public,” he asserted, “and particularly the children of our land. Our children, in order to protect themselves and to learn, must be exposed to the broadest spectrum of knowledge, under the guidance of their

New leaders. Sanford Buchsbaum (l), Revlon Inc’s senior vice president, advertising world-
wide, was elected chairman of the board of the Association of National Advertisers last week at ANA’s 69th annual meeting, held in Scot-
tstade, Ariz. He succeeds Chester R. Green of Kraft Inc.

Donald G. Goldstrom (r), vice president and director of advertising and marketing services, Armstrong Cork Co., was named vice chair-
man, and six new board members were elected. Peter W. Allport was re-elected president.

New directors are John H. Dowd, Hershey Foods Corp’s Hershey Chocolate Co; George P. Hinckley, Travelers Insurance Companies; Howard K. McIntyre, Schering-Plough Corp’s Plough Inc.; Bryan Putman, Hallmark Cards; Thomas T. Ryan, Gillette Co, and E. W. Seay, Westinghouse Electric Corp.

Mr. Buchsbaum, the new chairman, is a past chairman of the ANA television committee and a former member of the board of governors of the International Radio and Television Society.
Is there a Donna in your life?

Not long ago she was a high-school teacher who needed her principal's permission to sing in Las Vegas.

Today Donna Fargo (she of the six gold and platinum records) sings wherever she pleases—and pleases a whole nation of viewers in the process.

Naturally, "The Donna Fargo Show" pleases them the most. For it's this new, half-hour musical series that best showcases the three-dimensional nature of her talent.

The series—now into its second 13 weeks of production—certainly shows her off as the fine contemporary singer she is.

It certainly demonstrates her gifts as a composer. She writes about 80 percent of her own material.

And—finally—it gives full rein to her magic as a major, new television star.

So it's not surprising that "The Donna Fargo Show" is already playing to enthusiastic audiences in 67 markets.

If your market isn't yet among them, you may be overlooking one of the year's most attractive new entertainments.

"The Donna Fargo Show"

An Osmond Television Production
in association with Metromedia Producers Corporation.

METROMEDIA PRODUCERS CORPORATION

485 Lexington Avenue, New York, N.Y. 10017. (212) 682-9100.
Opposing sides overwhelm FTC with comments on children's ads

Industry sticks to its oft-stated arguments that the commission has no business regulating in this area; ACT sends in realms of research to support its case

A landslide of paper descended on the Federal Trade Commission at last week's deadline for filing comments in the children's advertising proceeding. It was much more paper, in fact, than the commission staff could handle and few of the documents filed at deadline had been put on the public record late last week.

The position taken by most broadcasters was summed up by the National Association of Broadcasters, which in its comments said the FTC proposal would "deprive broadcasters, advertisers and viewers of truthful commercial messages, and, in the process, seriously disrupt the workings of the marketplace and hamper the broadcaster in his endeavor to provide quality children's programming." Further, it said, "there is absolutely no justification for establishing the FTC as a combination national nanny and bureaucratic nutritionist."

The advertising industry, which submitted a joint nonlegal document supporting the positive side of advertising to children (BROADCASTING, Nov. 27), continued to emphasize in its formal comments what it called a "biased view" by the commission. The American Advertising Federation said the staff report on children's advertising "is a hopelessly one-sided document which, by both commission and omission, presents a distorted picture of the facts and the law. In our opinion rulemaking should not be conducted in this fashion for to do so creates the insecurity of the administrative process, creates ill will and undermines public and industry confidence."

One of the most active forces on the other side of the picture, Action for Children's Television, urged the commission to adopt trade regulation rules including a ban on all child-directed commercials "when the total viewing audience is composed of 40% or more children." ACT defines a children's program as one having an audience of 40% or more children.

ACT said the FTC should declare television advertising directed to children an unfair and deceptive trade practice because "empirical evidence has demonstrated that children are cognitively incapable of evaluating advertising claims and are thus unjustifiably manipulated and exploited by television advertisements" and because much advertising directed to children "encourages the consumption of products that can have a negative impact on health." ACT said since the "ultimate responsibility for purchase decisions lies with parents, there is no acceptable justification for targeting advertisements to children."

Besides the 200-page bond, ACT filed with the commission several reprints of data from four new ACT-commissioned studies. They purported to show, among other things, that food commercials contradict the dietary goals for the United States issued by a Senate committee on nutrition and that public service announcements and negative parental comment do not adequately counteract the "strong desire for sugary foods which TV commercials create in children."

In contrast to NAB comments which said the industry, mostly through the NAB code, regulates itself, ACT said the industry "has never effectively policed its own practices ... and that self-regulation does not provide adequate remedies to the problems addressed in the rulemaking procedure."

Analysis of child-oriented commercials suggests that children are given "little consumer information, few facts about the price, durability or nutritional value of a given product," ACT said. ACT said further that the proposed regulations are consistent with the First Amendment because it offers no protection for deceptive commercial speech: "Since it has been shown that televised advertisements directed to children are inherently deceptive ... it must be concluded that a ban on children's advertising presents no problems under the First Amendment."

The proposals, ACT said, are "a very modest step. They will not ban sugar; they will not even prohibit the advertisement of sugary foods. They attempt only to prevent children from being excessively exposed to televised ads for sugared foods."

Metromedia said television has been responsive to the needs of children and that the commission cannot prohibit advertising directed to or seen by children "without producing a marked decline in the quantity and quality of children's pro-

Movie-type ratings for television?

Westinghouse's Baker reveals that MPAA system has been urged on NAB by ANA and endorses idea; code official denies consideration

The Association of National Advertisers has proposed that broadcasters set up a program classification system similar to the "G," "PG," "R"—but presumably not the "X"—ratings used by the motion picture industry.

Win Baker, president of Westinghouse Broadcasting's Television Station Group, made that disclosure during a speech at the American Association of Television Advertisers last week (see page 30). He said the proposal was made to the National Association of Broadcasters last July and that it is "still under consideration" there. ANA sources confirmed that such a proposal was made and is still pending.

Mr. Baker praised the ANA for the move. "We at Group W," he said, "heartily endorse any worthwhile attempt to make the NAB more responsive to the needs of the public. We admire the ANA because it has proposed a system of voluntary self-restraint."

"Voluntary, without coercion, and with the best interest of the public in mind, the broadcasters of this nation, under this plan, would undertake to screen their programing and advise the public of how appropriate individual shows might be for them and the members of their families."

Westinghouse is a member of NAB but its TV stations are not subscribers to the NAB TV code, which Westinghouse says is looser than its own standards.

Richard Burch, assistant general manager for the NAB Code Authority, said in New York last week that the idea of such a ratings system has cropped up from time to time in the past, but has never been given serious discussion by NAB or the NAB TV code board. Nor is he aware of any plans to try to develop the suggestion in the future.
FOR BELIEVERS IN COINCIDENCE:

ALL 59 U.S. CLIO AWARD-WINNING TELEVISION COMMERCIALS FOR 1978 ORIGINATED ON FILM.
Among the stand that young children affiliates.

Assuming, Metromedia said, that the commission does come out with a rule on children's advertising, "it should not proceed from a definition of children's programs which is based on audience composition. The existing FCC definition which focuses upon programs designed for children is the only meaningful and sensible definition." Any audience-composition approach would be "unworkable constitutionally vague" and place independent stations at a disadvantage, Metromedia said.

CBS said two strains "clearly emerge" from the FTC's staff report—a concern about children's eating habits and a concern about children's relationships with their parents, both of which "converge into a more deep-seated concern about the influence of television on children's lives."

The company said it shares the concerns of the staff and petitioners about cavities, diabetes, heart disease and hypertension, "but we do not believe that, if children were eating pancakes smothered with maple syrup for breakfast or homemade ice cream after dinner, anyone would rise with righteous indignation to condemn the consumption of sugar or sugared products."

American eating habits are changing, away from home-prepared meals toward "fast food" establishments featuring snack-type foods and sweetened beverages, CBS said. "We do not believe it is the role of this commission to attempt to change or control the preferences and values of the American people. Its mission is to assure the free flow of information about available choices, not to dictate those choices."

Taking advertisements to young children off television will not stop those children from seeing and wanting a variety of things their parents would prefer them not to have. CBS said, and takingable advertisements for sugared products off television will not stop children from eating candy. Television, the company said, should not be used by government for "social engineering. If the government can mandate that nutritional information must be broadcast, it can mandate that other information be broadcast," CBS said.

The Independent Television Stations said the rule would "significantly decrease the amount and quality of children's programing, and would have particularly discriminatory and harmful effects upon independent television stations, which program children's and family-oriented shows as a major part of their efforts to compete with network affiliates."

In another area, NAB said the FTC staff is on "shaky ground at best" in alleging that young children are unable to understand the selling purpose or message of a commercial or that there is no consensus among the scientific community that the products targeted by the staff are special contributors to childhood tooth decay or that products advertised on television to children are highly carcinogenic. NAB said the staff may not be correct in alleging that substantial evidence exists demonstrating correlations between consumption of sugared foods and tooth decay, commercial for sugared foods and tooth decay, or children's television commercials for sugared foods and children's eating habits.

"In sum," NAB said, "there is no evidentiary support for the staff's new image of the FTC as national nanny and national nutritionist rolled up in one."

**Christmas gift for stations in St. Louis: strike at the newspapers**

**Shutdowns there boost spending, particularly by retailers, on radio and television advertising**

The recent New York newspaper strike is being reprised in St. Louis where another pressmen's walkout has blacked out the two major dailies and has pushed television and radio into the limelight as vehicles of news and advertising.

The strike at the St. Louis Post-Dispatch on Nov. 20 also shut down the St. Louis Globe-Democrat, which is printed under contract at the other newspaper's plant. An immediate effect of the labor dispute, according to one St. Louis advertising specialist, was to pour more than $300,000 into other media, principally television and radio.

"That was the first wave," he said last week. "The second wave is expected to begin some time in early December, unless a settlement is reached which seems unlikely at this time."

Television and radio station officials are agreed that the added money in the first two weeks of the strike came principally from old-line retail customers strengthening their schedules. If the strike persists, they said, they expect both established clients and those rarely in broadcast to scramble into television and radio to advertise their merchandise for Christmas shoppers.

As in New York, the St. Louis strike erupted when stations were in substantially strong sales positions. A number of St. Louis stations acknowledged that they have raised rates in conformity with their grid cards for new clients without franchises, but have attempted to hold the line for established customers.

Among retailers cited for their beefed-up advertising on television and radio during the past two weeks were Famous-Barr, Stix-Baer-Fuller, May Co., J.C. Penney, Zaire's, K-Mart, Target Stores and Sears, Roebuck.

The St. Louis pattern thus far differs from New York in that amusement firms have not rushed in to advertise their presentations. One station executive said that "St. Louis is not the tourist attraction that New York is and perhaps the amusement people are holding back until a few weeks before Christmas."

One indication of the heightened TV activity came from Harold E. Procter, vice president and general manager of KPLR-TV, who said the station's TV commercial production business "has at least doubled." (Executives at other TV stations said they were delighted to hear that because an increase in commercial production at the KPLR-TV facilities means advertisers will be placing new business.) Mr. Procter reported that through Christmas, time on KPLR-TV is more than 90% sold out.

Rod Perth, director of sales for KMOX-TV St. Louis, said early reaction to the strike came from regular customers conversant with the television medium but now there are inquiries from other advertisers. He added that KMOX-TV has expanded its 10-10:30 p.m. newscast to one hour (to 11 p.m.). Mr. Perth explained that the news emphasis has been revised to include more county and community news usually found in the newspapers.

Similarly, KSD-TV St. Louis has lengthened its 10-10:30 p.m. news segment to 11 p.m.; has added news inserts throughout the day and has started a one-hour program called Sunday, which will be carried from 11:30 a.m. to 12:30 p.m. on that day. It will feature columnist and writers from the two idol newspapers.

"We've had a spurt in business because of the strike," commented Ray Karpowicz, vice president and general manager of KSD-TV. "This year will be the best we've ever had in retail advertising."

Dick Williams, director of sales for KVITV, said that the station has experienced a "good increase" from regular advertisers and has taken order for new business not generally on the station. He noted that the station is virtually sold out in prime time now and said the strike is not settled within the next week or so, new-to-TV advertisers will be knocking on the door.

From radio station reports, the amount of advertising on that medium has climbed comfortably. Robert Hyland, CBS regional vice president and general manager of the station, said KMOX(AM) already was "practically sold out," but reported the strike has brought an influx of business, mainly from regular advertisers. He said the station is trying to accommodate as many advertisers as possible.

Mr. Hyland pointed out that KMOX has not added to its news coverage because it already provides a heavy dose of news and information. But he said there have been some refinements, with addition of death notices, reading of the comics and an accent on community-oriented developments.

Edward Newsome, general manager of KSD(AM), said increased business has derived primarily from its established retail clients but believes other advertisers will come in as the strike becomes extended. He said the station is "nearly sold
"The kind of news networks don’t supply."
Joe Gries, General Manager, WBRE, Wilkes Barre, Pennsylvania

Like a look at what’s ahead for us in 1979—developments we can expect, trends worth watching—instead of the standard recap of what happened last year. This fascinating look ahead will be part of the Monitor Radio News Service tapes soon. If you act now you can have this and other fresh, vital news features to open the new year.

Monitor meets a need
For more than 240 stations in North America and overseas, the Monitor Radio News Service meets a real need. "It’s like adding three reporters," says an operations manager of a station in California. And in Atlanta, an operations director says the Monitor has "...consistently high quality features...the kind of quality service we’ve been looking for."

Positive audience reaction
Advertisers as well as listeners respond to the Monitor’s fine reputation. A General Sales Manager in Michigan comments, "Out of all the syndicated services to come down the pike, I would say the Monitor’s is by far the most professional, most interesting, and best received we’ve ever run."

As for selling the News Service, this same manager continues, "We’ve had a great deal of success in selling the News Service to a variety of clients. All of them got response...We’re delighted."

Stories range in length from 45 seconds to two minutes, many with actualities. They’re already being used by stations with formats from contemporary to all-news to country, in markets of every size.

Two payment options
Client radio stations have two options for payment: Commercial time for the Monitor or a cash payment.

For more information...
call Dave Dunbar, toll free at 1-800-225-7090.
Outside the contiguous United States or within Massachusetts call collect 617-262-2300. Or return the coupon below.

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Here are the facts you should know
The Radio News Service is part of The Christian Science Monitor—and carries all the credibility and prestige of that award-winning daily world newspaper. Weekly tapes of 20 news and feature stories researched by Monitor correspondents—and adapted for radio by broadcast writers—are sent to client stations throughout the U.S., Canada, and overseas. You’ll hear news analysis, trends, interviews, consumer tips, and stories about education, urban problems, energy solutions, and other topics of strong listener interest.
out,” but insisted that the commercial load of 18 minutes per hour will not be increased. The station has not expanded news coverage, he said, because “our listeners tune in for our music; we feel that if we add news they will tune us out.”

Charles P. Stanley, vice president and general manager of WEEW(AM), anticipates that December will be “the biggest in our history.” He said the station plans to add some commercial positions to accommodate old and new retail clients.

**Liquor-ad laws about to get a going-over**

Forty-year-old regulations of Bureau of Alcohol, Tobacco and Firearms are put up for review

Government rules and regulations on alcoholic beverage advertising have been more or less unchanged since just after Prohibition, more than 40 years ago. But with the advent of television and for other reasons, the Bureau of Alcohol, Tobacco and Firearms decided to take a look at them.

BATF's Robert Maxwell said all federal rules and regulations governing liquor advertising are under review and the public may file comments until Jan. 13. Although comments may be on any aspect of liquor advertising, the bureau has asked specifically about a number of areas, including comparative advertising. Several months ago there was a flare-up of publicity in that area when the Federal Trade Commission asked BATF to amend its regulations to allow more comparative advertising.

At that time, BATF said companies could compare their products against other companies’ products in advertising as long as they did not “disparage” the other products. Now, the bureau has asked for comment on what might constitute “disparagement.” BATF also asked for help in defining “obscene and indecent” advertising and deciding between “mere puffery” and “substantial statement.”

The object, BATF said, is to focus its attention on “false and/or misleading advertising” and eliminate detailed regulatory requirements.

After the public comment period, Mr. Maxwell said the bureau would “almost surely” hold hearings in several parts of the country, possibly as early as March or April of next year. After that, BATF will evaluate written and oral comments and issue a proposed rulemaking. The comment process would then start over.

Mr. Maxwell said he had no idea what direction the bureau would go—whether it would regulate further, deregulate or just tighten up the current regulations it has. In any case, he said it was an “extremely high priority” proceeding.

Other issues the bureau has said should be considered by those filing comments include the ban on the word “pure,” restrictions on advertising using “sex appeal,” and the use of athletes in liquor advertisements. Mr. Maxwell said BATF asked for comments on whether some press releases from liquor companies should be considered as advertising.

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**FTC law judge throws out AMA ban on advertising by physicians**

Ruling says prohibitions were anticompetitive and harmed consumers; case must still go before the full commission

A Federal Trade Commission administrative law judge has ruled that the American Medical Association cannot bar doctors from advertising their services.

The decision was made by Judge Ernest Barnes and has been passed on to the commission. If the commission accepts Mr. Barnes’s ruling, the AMA will probably appeal the decision to the U.S. Court of Appeals.

This initial decision is based on a complaint by the FTC on Dec. 19, 1975, charging the AMA, the Connecticut State Medical Society and the New Haven Medical Association with violating federal antitrust laws.

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**CONTROL 16**

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How? Via 5 exclusive CRT displays you can call up at any time. They show on-air programming, compare time entries (72 at a time), program events (96 at a time), diagnostic logging, and a source assignment table.

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Now in its 3rd year... with 15 brand-new 30-minute episodes

Each episode features some of the world's greatest motor sports competitors... in sports cars, stock cars, drag racers, powerboats, motorcycle or snowmobile racing. A variety of America's best racing action, finest race courses and most important racing events.

Each episode follows the drivers from the hours before the race, through its ultimate conclusion, exploring the human element of this most dangerous and demanding sport through the eyes and actions of its finest competitors. The audience witnesses the hopes, fears, triumphs and disappointments that are part of every race.

THE RACERS is proud to have Curt Gowdy as its host this season. Participating with Curt each week, will be a different expert commentator—a famous race driver, or personality involved in motor sports to join Curt in calling the action.

EVERYONE WINS WITH THE "RACERS" AND "DAYTIME STAR"

Screening cassettes available.

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(212) 246-0107
SRI, the
radio outside the home last week issued its Statistical
research, foreclosed and frustrated competition in the provision of physicians' services throughout the United States and caused substantial
proscriptions to the public." He found that the ethical restrictions on advertising and solicitation seek to prevent any doctor from presenting his name or information about his practice to the public in any way that "sets him apart from other physicians." Through organizations, interrelationships, enforcement of ethics proscriptions and other things, the respondents have "acted in concert to restrain competition among physicians," the judge said.

Still growing strong

Statistical Research Inc., Westfield, N.J., last week issued its fall 1978 RADAR radio usage report, highlighted by additional evidence of growing listenership to FM stations and of increased listening to radio outside the home by employed women.

The study reflects an average of two four-week surveys, conducted by SRI in February-March 1978 and in September-October 1978. The network radio audience reports, showing station clearance of programs and commercials, will be released in January.

The report indicates the weekly reach for total radio among persons 12 years or older is 96%. The weekly reach is 73% for stations affiliated with ABC, CBS, Mutual or NBC. On a projected basis, according to SRI, the weekly audience for the networks is about 130 million persons and for all radio, an estimated 169 million.

Discussing the growth in FM listening, SRI said the FM share has risen from 25% of the national radio audience in 1972 to nearly 50% in 1978.

<table>
<thead>
<tr>
<th>RADAR audience estimates</th>
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<tr>
<td>FM share of total radio usage</td>
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<tr>
<td>Daypart</td>
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<td>24 hour day</td>
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<td>6 a.m. to midnight</td>
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<td>6 a.m. to 10 a.m.</td>
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<td>10 a.m. to 3 p.m.</td>
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<td>3 p.m. to 7 p.m.</td>
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<td>7 p.m. to midnight</td>
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Sweepers over;
the outcome was never in doubt

ABC clinches first place with win in last week; CBS takes second while its `60 Minutes' is distinguished as top-rated show

In the waning days of the November sweep period, ABC-TV all but clinched an easy prime-time ratings victory for the month while CBS-TV held the edge over NBC-TV for second place.

Average ratings through Monday, Nov. 27, gave ABC a 20.8, CBS an 18.3 and NBC a 17.7. Local overnight ratings for Tuesday, Nov. 28 (the final night of Arbitron's sweep measurements) showed ABC trouncing all competing as usual with its powerful series line-up. NBC in turn crushed CBS with a three-hour airing of "Paton." For the close-out of A.C. Nielsen's sweep on Wednesday, NBC placed its come back hopes on a made-for-TV movie, "Someone's Watching Me," with Lauren Hutton. CBS hoped to hold its lead with a Pat Albert cartoon special and the popular theatrical release, "Billy Jack." And ABC planned adding insult to injury with a two-hour episode of Eight is Enough and a Barbara Walters special.

ABC fattened its already bulging margin with a 19.9 average rating for the week of Nov. 20-26. CBS and NBC each finished with an 18.4. Specials still sprinkled the schedules of the last two networks, although less so than in previous sweep weeks. ABC stunted not once and took Tuesday, Wednesday, Thursday, Friday and Saturday nights.

The week's top 13 programs, in fact, were all series, and CBS's `60 Minutes' led the pack—the first time a regularly scheduled news program has achieved that distinction on the week's top 10 list. The program scored a 29.6 rating and a 45 share, five and a half ratings points above its season-to-date average and 16.6 rating points above its lead-in, the CBS Evening News with Morton Dean.

CBS research was still trying last week to find an explanation for the record performance. Against `60 Minutes,' ABC's `Hardy Boys Mysteries' had a typical 13.0 rating, while NBC's `Wolf Disney,' which enjoyed a huge football lead-in, had a slightly lower than usual 17.3. Segments on `60 Minutes' that night dealt with property settlements for cohabitating but unmarried couples, Boston Pops conductor Arthur Fiedler and Communist efforts to revitalize Calcutta, India.

Sixty Minutes' victory carried the shows that followed it, All in the Family and Alice, to the number two and three positions on the week's top 10 list, followed by ABC's Third Company, Laurvne and Shirley, Charlie's Angels and Happy Days.

Multimedia Broadcasting is television and radio in some of the most rapidly expanding midwest and sun-belt markets in the nation. A total communications company with a commitment to excellence, Multimedia continually invests in the latest equipment. Recent purchases include ENG equipment for TV news departments and a maximum-height tower in Cincinnati.

Multimedia Broadcasting produces and syndicates nationally the award-winning DONAHUE and YOUNG PEOPLE'S SPECIALS and, for midwest markets, THE BOB BRAUN SHOW, Cincinnati Reds Baseball and Bengals Football.

Three Multimedia mobile units in Cincinnati round out production activities. They travel throughout the region broadcasting sports events for the major networks and WLWT.
One of the giants in broadcast history, WLWT is setting the pace for broadcasting history of the future. Known as Cincinnati's "5 The Originator," WLWT celebrates its 30th year with a new transmitting tower extending its signal to 350,000 new viewers in a three-state area. Rising 1,788 feet above sea level with 100,000 watts power, this new tower is the highest structure and most modern television transmitting facility in Hamilton County.

Originating the BOB BRAUN SHOW seen live daily in six midwest cities, THE YOUNG PEOPLE'S SPECIALS, CINCINNATI REDS and BENGALS games for multiple markets, it is also headquarters for Multimedia Broadcasting's syndication division. WLWT is synonymous with television in Cincinnati and what broadcasting is all about in the U.S.A. today.

All in the Family and Alice again crushed ABC's Battlestar Galactica, holding it to a 28 share. The top-rated special of the week was NBC's Steve Martin special on Wednesday, which placed 14th on the list with a 36 share.

Among the week's other notable performances:

■ ABC's Tuesday-night blockbuster were held to lower-than-usual averages by NBC's 33-share segment of the mini-series, Greatest Heroes of the Bible, which on the previous night also scored a 33 share, and concluded with a 32 on Wednesday. That combined with ABC's series helped murder CBS's The Pirate, which came in with Tuesday and Wednesday shares of 25 and 24, respectively.

■ Several struggling series continued to struggle. CBS's Paper Chase was the least-watched show of the week with a 16 share on Tuesday; nonetheless, the network announced the program had been renewed. "We feel that Paper Chase is a series of quality and distinction," said Robert Daly, president of CBS Entertainment, "that there is an audience for it and that this series deserves every chance to succeed."

NBC's David Cassidy-Man Undercover was next to last with a 23 share on Thursday, just below that network's Who's Watching the Kids, which had a 22 on Friday. Kids' lead-in, Diff'rent Strokes, pulled a 28 share in its first outing against regular competition, beating ABC's 25-share Donny and Marie but losing to CBS's 32-share Wonder Woman. CBS followed Wonder Woman with a 31-share episode of The Incredible Hulk, but Flying High dropped to a 23 share at 10-11 p.m. NYT.

■ On Sunday, ABC pulled a 30 share with its critically acclaimed TV movie about the child custody battle of a lesbian mother and her "Queens of Love." NBC pulled a 33 share the same night with its disaster epic, "A Fire in the Sky."

America Alive' dies quick death

NBC's try at a new midday format fails in ratings; games brought back

NBC-TV last week canceled its new midday series, American Alive, and went back to the tried and true, game shows.

The experimental, daily program, hosted by Jack Linkletter, is to have its final broadcast on Friday, Jan. 5, 1979. Replacing it will be Jeopardy at 12 noon and 12:30 p.m. NYT (currently scheduled at 10:30-11 a.m.), and a revival entry from Goodson-Todman Productions, Password '79, at 12:30-1 p.m.

Another new game show, Hollywood Secrets, moves into Jeopardy's former time period. A Michael Hill-Bob Eubanks production, Secrets gives contestants the opportunity to "test their knowledge and instincts about some of their favorite celebrities" along with weekly panels of five guest stars. Mr. Eubanks will be host; Allen Ludden resumes his role as host of Password.

America Alive premiered July 24 and has been at or near the bottom of daytime ratings since, averaging a 3.2 rating and 14 share through Nov. 17. The program recently shifted to a guest-star oriented format in an attempt to reverse its fortunes, shortly after Michael Brockman, NBC's vice-president of daytime programs, said it faced cancellation in January ("Closed Circuit," Oct. 9).

Local station, TAT working on TV pilot

WCVB-TV Boston's 'The Baxters' is being readied for national try

One of the major production companies in the country is teaming up with one of the minors, with hopes of turning a local weekend show into a nationally syndicated access program.

Norman Lear's TAT Communications (One Day at a Time, The Jeffersons) last week formalized its involvement with BBI Productions (WCVB-TV Boston) to produce a pilot for a weekly series developed from The Baxters. The co-producers hope to have it ready by the March annual meeting of the National Association of Television Program Executives.

The Baxters was launched a couple of years ago as a five-minute feature on WCVB-TV's New Heaven, New Earth religious program. First a comedy/drama about a family grappling with religious issues, the segment subsequently was developed into a half-hour show going beyond spiritual issues and including audience participation.

Currently, The Baxters (6:30 p.m. Sundays) uses a family to dramatize issues ranging from premarital sex to the Equal Rights Amendment. That's the first live-on-tape 15 minutes or so, with the remainder providing a forum for members of a studio audience to voice their opinions. In certain cases, such as one show dealing with California's tax-cutting Proposition 13, experts are brought in for discussion.

BBI will provide its experience in drawing up the entertainment/public affairs vehicle, with TAT handling the actual production. The seed money for the project also is TAT's.

Similarly, BBI will assist TAT in clearing the program locally. In particular, BBI will service the markets, training stations how to use the studio audience.

According to a BBI spokesman, The Baxters has been averaging a 9 or 10 rating, second in its time period in the Boston market. He characterized the program as having a "very healthy audience," although "not a blockbuster." Credited with developing the program locally was Hubert Jessup, producer, and Bruce Marson, BBI program manager.

So-so ratings for OPT's 'Immigrants'

Sweep-period competition from the networks keeps numbers down

While not providing the same ratings punch of its earlier projects, Operation Prime Time's latest effort, the two-part The Immigrants, appears to have held its own against strong competition from ABC, CBS and NBC.

As the Nielsen overnight ratings for the two two-hour episodes came in, OPT backers were expressing satisfaction in light of the sweep-period programing it faced.

At WPX(TV) New York, the MCA TV/Universal dramatization of the Howard Fast novel came in third, beating only ABC for the first telecasts of part one Nov. 20 and part two Nov. 27. It averaged a 14 rating/20 share and a 14/19 for the respective Monday 8-10 p.m. time periods. Repeats the following Tuesdays earned a 5/8 and a 4/6.

At WGN-TV Chicago, The Immigrants couldn't beat the networks at 8-10 p.m. and took a 15.7/21 for part one Nov. 20 and 11/16 the following day.

At KVU(TV) San Francisco, the Tuesday, Nov. 21, scheduling of part one at 8 p.m. took second, 13.4/21, after ABC (which had Happy Days, Laverne and Shirley, Three's Company and Taxi). The following Tuesday it came in third with a 14.3/22. A Thursday, Nov. 23, repeat
ALL-OFF NETWORK!
JUST RELEASED!
ALREADY
SOLD!

New York, WPIX • Los Angeles, KCOP •
Philadelphia, WTAF-TV • Washington, D.C., WDVM-TV •
Atlanta, WSB-TV • Seattle, KOMO-TV •
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Exceptional Made-For-Television Movies

Someone at the Top of the Stairs
The Next Victim
A Place to Die
The Double Kill
The Eyes Have It
Murder on the Midnight Express
Mirror of Deception
Killer With Two Faces
If It's a Man... Hang Up!
One Deadly Owner
A Killer In Every Corner
Spell of Evil
The Death Policy
Brace Yourself For A Ride Into The Unknown

ONE DEADLY OWNER

DONNA MILLS

ITC Entertainment Presents
A Cecil Clarke Production
Starring
DONNA MILLS
"ONE DEADLY OWNER"
Also Starring
JEREMY BRETTR OBERT MORRIS LAURENCE PAYN

Written by BRIAN CLEMENS Music composed by LAURIE JOHNSO
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All Off-Network

Outstanding "Whodunits" Compelling "Mysteries And Spine-Chilling Dramas

Structured For 90-Minute Time Periods

Comprehensive Promotional Material For Each Movie

Exceptional Made-For-Television Movies

FROM
ITC
ENTERTAINMENT
earned an 8/15; the rerun of part two was scheduled last Thursday.

How KCOP(TV) Los Angeles will fare, in the other market with overnights, remains to be seen. That station has scheduled the OPT project for later.

In at least one market, however, an early report put the OPT venture in first place. An Arbitron coincidental rating taken for WJW-TV Pittsburgh gave The Immigrants a 31/31 for part one, Friday, Nov. 24, from 9-11 p.m., and during the same time period the following day a 33/53.

Ninety-one stations, including 25 independents, comprise the OPT line-up for The Immigrants.

**Paramount gets serious with 'Make Me Laugh'**

Paramount Television, a leader in distribution of off-network series, is branching out into first-run syndication.

Its first project in that area is Make Me Laugh, a daily strip. And the first takers, who also will be investing production money, are the members of the Program Development Group comprising the five Field stations, WPXI(TV) New York and KTLA(TV) Los Angeles.

The series, beginning with an initial 13-week commitment (including four reruns), is a revival of the same game-show concept ABC-TV used for a short-lived series in 1958. For contestants, the object is to keep a straight face longest while comedians perform.

However, it is the comedy, not the contest, that Paramount is banking on to draw viewers. Prize money, for example, is expected to only be $1 per second to a maximum of $180. The new version is set to start in January.

The Program Development Group is understood to be shipping in what is expected to average about $50,000 per week. However, it also is set to take a share of the revenues Paramount earns from selling Make Me Laugh elsewhere.

### Program Briefs

**Worldwide winners.** International Emmy awards were presented to Canadian Broadcasting Corp. and Televisión Radio Omrop Stichting of the Netherlands by International Council of the National Academy of Television Arts and Sciences. CBC won in nonfiction category for Four Women, about breast cancer patients. Dutch group won in fiction category for "The Fly," a drama adapted from a play by Guy de Maupassant.

**Dancing through the skies.** Metromedia Television has scheduled same-day performance, via satellite from London’s Covent Garden, of "Sleeping Beauty" ballet for Dec. 16 at 8 p.m. Dance will be performed by Royal Ballet; host for show will be Mikhail Baryshnikov. Program will be aired on Metromedia’s seven TV's and offered as syndicated fare; 25 stations are among first takers.

### Broadcast Journalism

**Chancellor, Cronkite and Walters play down roles in Mideast talks**

In accepting B'nai B'rith's Humphrey Freedom Prize, they refuse to accept mantle of diplomats and insist they were doing the job of journalists.

Demurrals were mixed with the acceptances last week as John Chancellor of NBC News, Walter Cronkite of CBS News and Barbara Walters of ABC News received the Hubert H. Humphrey Freedom Prize of the Anti-Defamation League of B'nai B'rith at a luncheon ceremony in New York.

They were honored for their satellite TV interviews with Egyptian President Anwar Sadat and Israeli Prime Minister Menachem Begin at the outset of the Middle East "peace initiative" a year ago. Their demurrals came in response to repeated references to their roles in diplomacy. Theatrical and motion picture producer Dore Schary, for example, said in opening the awards ceremony that "broadcast journalism at its best is public diplomacy at its best." and that these three had "accomplished more than all the diplomacy of the last 30 years."

Mr. Chancellor, first up in the alphabetical rotation, said he was "somewhat embarrassed" by such talk. If their interviews helped the cause of peace, he said, that was fine, but "all we were trying to do was do our job."

Mr. Cronkite, up next, went further. "It is not our job to practice diplomacy," he said. "At no point, at any time, no matter how devoted we are to the cause of peace, was it our intention to reach the ends [that we have been credited with]. This was purely a journalistic effort. Our intent was not to further the cause of peace—it was to get the story. We did not indulge in diplomacy. We were indulging only in journalistic enterprise. And it's got to stay that way."

"If we become a part of the story we have lost a part of our credibility."

Miss Walters, too, agreed that "we must all be outside of a story." She also thanked Messrs. Chancellor and Cronkite for what she said was repeated encouragement from each of them as her career was developing.

With their medallions the three winners got equal shares in a check for $10,000—which they said they were donating to the Reporters Committee for Freedom of the Press.

Their contributions to diplomacy were not all they were praised for. Mr. Schary suggested that the three had "influenced more people than the White House, Harvard, Yale and Princeton and possibly the Bible itself."

The Egyptian and Israeli ambassadors to the U.S. were among the guests at the luncheon and spoke briefly in praise of the three correspondents, as did former Secretary of State Henry Kissinger.

Winners of the Humphrey Freedom Prize—which was presented for the first time last year, to the late Senator Humphrey—were chosen by a committee headed by Frank Stanton, chairman of the American Red Cross and former president and later vice chairman of CBS.

### CBS rebuilding morning news show

Schieffer to supplant Threlkeld and Stahl as anchor weekdays; Kuralt will step in on Sundays

Bob Schieffer, CBS News White House correspondent, will take over as anchor of the CBS Morning News next January, with Charles Kuralt ("On the Road") as his Sunday counterpart.

The assignments, announced last week, are part of a restructuring of the CBS

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**Disclaimers.** Broadcast newsmenpersons Barbara Walters, Walter Cronkite and John Chancellor (pictured here with Henry Kissinger) accepted awards from B'nai B'rith last week for their roles in Middle East peacemaking, but were quick to deny they deserved it.
Joystick 5 compressed asynchronous images with NEC's Dynamic Quad Split®

DQS® permits you to actually use five asynchronous sources with dynamic manipulation of the fifth source from an existing signal in the quad split, or as a discrete fifth signal. This configuration permits a far more dynamic visual presentation than four sources, while costing less and permitting duality of use. NEC's market research showed that the majority of stations and production houses considering the use of a compressed quad split function desired the expansion or manipulation of only one frame of the four, one at a time, not four frames simultaneously.

DQS is comprised of two separate NEC FS-15 Frame Synchronizers, a DVP-15 Digital Video Processor, and a DVS-154 Digital Video Compressor. The use of two Frame Synchronizers allows for either combined or separate operation of the system, permitting full-time facility utilization of the equipment, rather than only specialized production use.

DQS Extras:
- Combines the unique asynchronous quartering features of the DVC-154 Digital Video Compressor with the NEC DVE® System.
- The two systems combined in switcher mix/effect amplifiers permit dynamic manipulation (zoom in/out, separate H and V aspect control, etc.) to completely animate a quad split compression.
- Allows for dynamic zooming and positioning of a complete compressed quad-split image with virtually no loss in picture detail due to NEC's unique Spatial Filtering.
- Maximum cost efficiency in that DQS System will operate as two discrete systems when not occupied with complex five input tasks. One system permits four asynchronous quad-splits in fixed quadrants or stand-alone Frame Synchronizer functions. The second system offers the full range of DVE functions, or stand-alone Frame Synchronizer operation.
- All five possible inputs may be equipped with TBC capability and a single Freeze Frame Option will allow the "Freeze" of the entire compressed quad-split.
- Allows for a maximum of smooth, predictable and preset image movements via interface to programmable switchers such as the GVG-1600 Series with E-MEM Options.

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Morning News, which consistently trails NBC and ABC competition, and the launch of a 90-minute Sunday morning news show that will replace two religious shows, Lamp Unto My Feet and Look Up and Live, and Camera Three (BROADCASTING, Sept. 18).

Brought in earlier this year as executive producer of both the re-titled Monday-Friday Morning broadcasts and the new Sunday Morning was Shad Northshield, veteran producer with NBC News.

Lesley Stahl, co-anchor with Richard Threlkeld of the current weekday broadcast, is switching jobs with Mr. Schieffer. Mr. Threlkeld remains, but as a lead-story reporter for Sunday Morning.

According to Mr. Northshield, the changes, which take effect Sunday, Jan. 28, won’t change the show’s all-news format, but will take into account that people “function differently at 7 a.m. than they do at 7 p.m.” Among other things, he said, the broadcasts will be at a “different pace and slightly more repetitious.”

The weekday news program is broadcast at 7-8 a.m. (NYT) and the Sunday edition is scheduled for 10-11:30 a.m. At 7-9 a.m. weekdays, NBC has Today and ABC Good Morning America.

Under the new format, the Washington co-anchor’s desk, Ms. Stahl’s current slot, will be eliminated, although a strong Washington presence “definitely” will continue, Mr. Northshield said.

The New York on-camera area will move from the newsroom to a studio, complete with set and chroma key screen. The backdrop will be plexiglass panels, explained Mr. Northshield, with either symbols or words regarding news stories of the day such as “Mideast” and “Cartes.”

Bob Schieffer will be behind a desk, but not Charles Kuralt. That reflects the more feature-oriented direction that will be taken for Sunday Morning, which will include a review of what has happened in the news and what is expected to happen. Mr. Kuralt will be seated on a high stool in a less formal setting. The plexiglass panels,

Little by little. With the evening TV news ratings race in the same position it’s been in for years—CBS first, NBC second and ABC third—there probably haven’t been all that many jumps for joy at ABC about World News Tonight numbers. But the network does claim to be “encouraged” and likely, over at CBS, there’s concern. For the 20 weeks since the new format replaced the ABC Evening News (July 10-Nov. 24), ABC shows its average rating as having gained 5.9% and its average share 5.3% over the comparable period last year. That’s an 8.9 rating/20 share versus an 8.4/19. CBS, asked to compare its standing over the same periods, reported a 12.1/27 versus a 13.3/25, which translates to an 8.3% drop in ratings and a 6.9% drop in share. NBC claims 11.2/25 versus 11.4/26, smaller declines of 1.7% in ratings and 3.8% in shares.
Reporters’ rights still up in air

Supreme Court refuses to review Farber case; Reporters Committee fears increase in number of subpoenas served on newsman

The question of how much legal protection the First Amendment affords journalists seeking to maintain the confidentiality of sources is yet to receive a final answer. But for now, the answer would appear to be not much.

The Supreme Court last week refused to review the Farber case, in which the New York Times and one of its reporters, Myron Farber, were convicted of criminal and civil contempt for refusing to turn over to a New Jersey state judge Mr. Farber’s notes and other records sought by attorneys for a defendant in a murder trial.

It was a series of stories by Mr. Farber that caused New Jersey authorities to reopen an investigation into the mysterious deaths of 13 patients in a hospital in Oradell, N.J., in the mid-1960’s, and eventually to indict the hospital’s chief of surgery, Dr. Mario Jascalevich, in the deaths of three of them. Dr. Jascalevich, who was accused of injecting the patients with an overdose of curare, a muscle relaxant, was acquitted of murder last month.

But it was the fair-trial, free-press issue that the trial generated that, at least outside New Jersey, came to overshadow the question of Dr. Jascalevich’s guilt or innocence. For upholding what they said was the public interest in the First Amendment guarantee of a free press, Mr. Farber spent a total of 40 days in Bergen county jail and the New York Times paid $285,000 in fines.

During the trial, Dr. Jascalevich’s attorneys sought Mr. Farber’s files, saying they were needed to help prepare the defense of their client. When Mr. Farber and the Times refused, Judge William J. Arnold, who was presiding, ordered the material be supplied to him, so that he could decide what was relevant to the case.

The order was sweeping—it asked for all “documents,” including “statements, pictures, memonandae, recordings and notes of interviews of witnesses.” Again, Mr. Farber and the Times refused. They cited the First Amendment and a New Jersey shield law designed to afford journalists the privilege of protecting confidential sources. They said their position was at least entitled to a hearing.

Mr. Farber was ordered to jail, and the Times fined $5,000 a day, until the disclosure order was obeyed. Criminal contempt convictions were also handed down—six months in jail for Mr. Farber and a $100,000 fine for the Times. However, all penalties ended with the end of the trial.

The state supreme court reviewed the contempt convictions and affirmed them on a 5-to-2 vote. It held that the First Amendment and the shield law must yield to the Sixth Amendment’s guarantee of a fair trial. It also rejected the Times’s argument that it was entitled under the Fifth Amendment guarantee of due process to a hearing on the issues it had raised before the court could impose penalties for noncompliance.

However, the state court also said the shield law would in the future assure reporters of the right to withhold files from a trial judge until a preliminary determination had been made that the material could not be obtained in any other manner and that it was essential to the defense. In the Farber case, it added, those findings were already “abundantly clear” from the facts.
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Tune to this trio of radio specials.
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So, to end 1978 on a high note, add these ratings blockbusters to your schedule now:

1. **BILLBOARD'S YEARBOOK 1978**
   - Take a kaleidoscopic look back at '78—55 hours. Air the year's biggest record hits and recording stars, interviews, news actualities and voice tracks from the top films and TV shows. Available in separate rock, country or MOR versions, this wonderfully varied, fast-paced entertainment special has become an annual event for more than 1,000 stations. Join them in presenting Billboard's salute to 1978. $75.00

2. **SHOW MS!**
   - A dynamic salute to America's leading ladies of music and entertainment. This festival of songs, interviews and behind the scenes glimpses has pulled high ratings on over 200 stations across the country. WTMJ, Milwaukee, describes it as a "Super show" and KALL, Salt Lake City, reports "Response was excellent!" "By the way," adds WHNC in Henderson, N.C. "It was sold out." Available in MOR, Rock and Country versions, each highlighting its own glittering parade of stars in vibrant performances. $100.00

3. **IRVING BERLIN AT 90**
   - The likes of Frank Sinatra, Ella Fitzgerald, Harry Nilsson, Shirley Bassey, Ethel Merman and Willie Nelson salute America's greatest composer. Introduced by entertainer-composer Max Morath, the 2 1/2 hour special highlights the best of Berlin's many decades of Broadway, Hollywood and Hit Parade favorites. "An interesting blend of today's sound with a nostalgia trip," reported KGNC, Amarillo. Telephone response was "overwhelming" in Hartford and "fantastic" in West Palm Beach. $50.00

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I'd like to hear the demo first. Send me one today.

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available to Judge Arnold. The U.S. Supreme Court's refusal to review the case was surprising in at least one respect. It was a decision of the high court in 1972 that led to the enactment of shield laws by a number of states, including New Jersey. In the case six years—Branzburg vs. Hayes—the Supreme Court, on a 5-to-4 vote, held that the First Amendment did not give journalists the right to refuse to testify before grand juries (BROADCASTING, July 3, 1972). However, the court, in the opinion written by Justice Byron White, said states could enact laws according to the privilege of refusing to answer questions in a court proceeding confidential sources of information.

The court, as is customary, did not give its reasons for denying review of the Farber case. All that could be inferred from the brief order was that the minimum of four justices needed to grant review could not be mustered. Among the nine justices, William Brennan, who has disqualified himself from the Farber case matters that reached the court, did not take part in the last decision.

Although the refusal to review merely lets the New Jersey supreme court ruling stand and does not affect the status of shield laws elsewhere, free press advocates are concerned about the message the high court is sending to courts throughout the country.

Jack Landau, director of the Reporters Committee for Freedom of the Press, said: "When the Supreme Court denies review in such a highly publicized case, they are saying they do not see any substantial problem. If there were a gross injustice, they'd take the case. The impact is so well known it will stimulate the issuance of broad subpoenas for documents. "Indeed, he noted several such subpoenas have already been issued—one by a court in California seeking 60 Minutes outtakes from CBS for use in a narcotics case (BROADCASTING, Aug. 14).

The Radio Television News Directors Association also sees the court's refusal to review the case as jeopardizing the protection journalists enjoy under shield laws provided. One possible consequence is that there will be a "plethora of shield law cases in state courts" with a number of conflicting resolutions, said the statement, issued by RTNDA President Paul Davis, of WCIA-TV Champaign, Ill., Another, is that journalism will "grow more timid."

And Arthur Ochs Sulzberger, publisher of the Times, said it is essential that the Supreme Court rule on the issues raised in the Farber case. He also said the reporter had "operated in the best tradition of a free press and the First Amendment when he surfaced information of unexplained deaths. Further, he did his reporting under the full guarantee of a shield law passed by the New Jersey legislature but later ignored by New Jersey judges. It would seem simple logic that before a reporter goes to jail and the Times pays fines there be a hearing to determine whether the shield law, which still stands on the books, is real or made of papier-mache."

**Cablecasting**

### Cable's eyes are on Anaheim

The annual Western Cable Show opens this week with record numbers and a full program on government and business

One of the cable television industry's biggest annual events, the California Cable TV Association's Western Cable Show, will be held in Anaheim, Calif., this week, offering roughly equal portions of business and government affairs.

As of last midweek, more than 1,100 people had registered for the event, which will feature its largest equipment exhibit ever. The exhibitor list shows 92 firms.

The convention is importing a sizable group of congressmen and regulators from Washington. The scheduled speakers include five people who have been closely associated with the Communications Act rewrite, introduced in the House this year: the Communications Subcommittee chairman and rewrite co-author, Lionel Van Deerlin (D-Calif.); subcommittee members Timothy Wirth (D-Colo.), Henry Waxman (D-Calif.) and Martin Russo (D-Mass.), and the subcommittee chief counsel, Harry M. (Chip) Shooshan.

Representative Charles Rose (D-N.C.) will also appear, talking about the House's plans for unprecedented direct television coverage of floor proceedings next year. The broadcast advisory committee Mr. Rose heads had cleared the way for gavel-to-gavel coverage of the proceedings via satellite on cable television. Senator Daniel Inouye (D-Hawaii), a member of the Senate's Communications Subcommittee, and FCC Commissioner Tyronne Brown are also scheduled to speak.

A session with federal, state and local regulators will finish off the program's government side. The business side is highlighted by two sessions on cable and pay cable programming, one with Ted Turner of Atlanta-based Turner Communications, another featuring a long list of programing experts, including Norman Lear of Tandem Productions, which has just agreed to buy Communications Services Inc., a cable MSO (see page 61).

In addition there will be series of financial workshops focusing on accounting standards, cable's urban market and copyright payments. A series of management sessions will look at employment recruiting, employee relations and unions.

At various times, the program for system managers will run technical sessions for cable engineers, including one on cable's relationship with other communications services.

Following are exhibitors at the Western Cable Show, including booth locator numbers in parentheses:

- **Aberdeen Cable TV Supply**
  - 41-43
  - 11505 West Jefferson Place, Culver City, Calif. 90230
  - **Product:** Connectors, passives, transformers, aerial hardware, eight-way ground block, line-man tools and equipment. **Personnel:** George Acker, Bill Krampasky, Mark Engler, Mark Manning, Paul Acker, Ed Bennett, Walt Butor, Milt Young.

- **AEL CATV Communications**
  - 91-92
  - Box 552, Lansdale, Pa. 19446
  - **Product:** Series 80 amplifiers*, pay TV devices*. **Personnel:** R. Bailey, K. Siegel, G. Dietes, W. Stone.

- **Anixter-Pruzan**
  - 29
  - 4711 Golf Road, Skokie, Ill. 60076
  - **Product:** Video equipment, pay TV products*, utility products, antennas from various manufacturers including Sony Systems Wire & Cable, Jerrold Electronics, Raychem and Gilbert. **Personnel:** Herb Pruzan, Bob Behringer, Gordon Halverson, Gene Robinson, John Egan, Steve Monson, Wayne Buretta, Tony Barclay, Matt Pionsky, Ray Larsen, Gary Wilcox, Tom Robinson.

- **A.N.S. Inc.**
  - 148-center lounge
  - 9104 Moss Farm Lane, Dallas 75243
  - **Product:** Satellite transmission of TV to Los Angeles, wgn TV Chicago, wtv New York and movie channel. **Personnel:** William McDonald, Michael Paolini, William Buse, Frank Merklein, Charles Fredericks.

- **Arko Equipment**
  - Outdoor displays
  - 14311 East Proctor Avenue, City of Industry, Calif. 91745
  - **Product:** Aerial bucket trucks. **Personnel:** Joseph A. Koeter, Douglas C. Arnell, Wayne Harris, Larry Borson, Bill Barrett.

- **Associated Press**
  - 108-09
  - 50 Rockefeller Plaza, New York 10020
  - **Product:** NewsCable news service. **Personnel:** Jay Bowles, Henry Heilbrunn, Gene Foste, Mark Thayer, Jim Hood, Chip Harwood.

- **Avantek**
  - 60
  - 3175 Bowers Avenue, Santa Clara, Calif. 95051
  - **Product:** Sweep system, signal level meter, cable quality analyzer. **Personnel:** A. William Le Doux, William F. Epperly, R. C. Mulataya, Don Smith, Jim Lindauer.

- **B&B Towers**
  - Outside exhibit
  - Box A-D, Ajo, Ariz. 85321
  - **Product:** Steel towers. **Personnel:** Greg Biow, Pancho Magleone.

- **Belden Corp.**
  - 110
  - 2000 South Batavia Avenue, Geneva, Ill. 60134
  - **Product:** Various types of cable including fiberoptic. **Personnel:** Chuck Parker, Bill Donahue, Bill Wilmot, Matt Schutz, Dave Rucker, Sam Abrahamy, Mike LaPort, Jack McCarthy, Larrie Rose.

- **Bestvision Home Cinema**
  - 98-99
  - 5540 West Glendale, Suite C-106, Glendale, Ariz. 85301
  - **Product:** Custom programing and marketing
Health care abuses. Profit abuses. Bureaucratic fumblings. These and other attacks leveled at nursing homes have always appeared as front page news.

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

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

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

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

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

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

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

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

The incidents that have stigmatized the entire health care industry are mainly focused on those homes.

But these stories mask the progress of the vast majority of AHCA members who provide a wholesome, enriching environment for their residents. We are constantly improving both the social and physical environment; we are working to build individual dignity to its highest level; we are recruiting more qualified full-time specialists, searching for methods to train and re-train doctors and nurses in geriatric care. The nursing home profession has outgrown the county poor farm.

Certainly the story of progress in health care is just as valid as the story of abuse. Let's report them both.
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   The B.T.A. 101 system was developed by Bonneville International Corporation for their broadcast properties. The design, field testing and workable systems were developed over many years by veteran broadcasters for their own use. The system is currently in operation in Los Angeles, Seattle, Hawaii, San Francisco, Salt Lake City, Kansas City, Chicago, New York and other markets.

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The B.T.A. 101 System could save your television station up to a quarter of a million dollars (as compared to the typical on-line system) over the next five years. If you think we’re kidding, call on our nickel and ask us to prove it. We’d like to send you a printed price comparison.

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Blonder-Tongue Laboratories 120
One Jake Brown Road, Old Bridge, N.J. 08857

Broadband Engineering 149
1555 Cypress Drive, Jupiter, Fla. 33458
Product: Replacement parts for CATV amps and equipment, discrete Mod-Kits for improved amp distortion specifications, hybrid Mod-Kits for up to 35 channel operation in single channel amps without re-spacing housing. Personnel: Fred Rogers, Chuck Wise.

Cabledata 47-53
3200 Arden Way, Sacramento, Calif. 95825
Product: Data processing, including batch, terminal and on-line, back-up system for on-line computers. Personnel: Rodney A. Hansen, Ray Matteson, Doyle Catlett, Vikki Knoche, Barry Hyne, Don Reiman, Marcia Keane, Lynn Seltker.

CabieFacts 7-8
2444 Palumbo Drive, Lexington, Ky. 40509

J. I. Case, Davis Division Outside exhibit
Box 9228, Wichita, Kan. 67277

Catel 31,33
1400 Sterlin Road, Mountain View, Calif. 94043

C-Cor 32, 34
60 Decibel Road, State College, Pa. 16801

CCS Hatfield Communication Products 123-24
Box 14710, Phoenix 85063

Century Ill-Anaconda 104-07
3880 East Eagle Drive, Anaheim, Calif. 92807

Cerro Communication Products 45
Halls Mill Road, Freehold, N.J. 07728

Columbia Pictures Pay Television 35-40
711 Fifth Avenue, New York 10022
Product: Movies, features and specials for pay TV. Personnel: Scott Mogel, Andrea Graff, Bruce Rider, Mary Dowler.

Comm/Scope 26
Route 1, Box 984, Catawba, N.C. 28609

Communications Marketing 56
2326 Tampa Avenue, El Cajon, Calif. 92020
Product: CATV research, marketing and sales promotion services, system audits and delinquent account collection. Personnel: Jim Bloxham, Ronald Lederer, Dr. John Landefeld, Bonnie Saiz, Dennis Thomas, John Reaves, Christine Costa, Al Szabo, Kris Ong.

Compucon 137
13749 Neutron Road, Dallas 75240
Product: Communications engineering services, microwave frequency coordination and satellite earth station placement. Personnel: Jerry Williamson, Bob Shannon, Rick Walker.

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57
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2836 Chain Bridge Road, Oakton, Va. 22124
Product: Satellite earth station placement, frequency coordination and RFI measurements. CARS band microwave frequency assignment, point-to-point microwave frequency coordination, computer systems software development. Personnel: Kurt R. Oliver, Harry L. Stemple.

ComSonics 94
Box 1106, Harrisonburg, Va. 22801
Product: Sniffer RF leakage detection system, automatic channel monitor. Armor surge protection, passive coaxial relay, CATV repair services, CATV system engineering services. Personnel: Carl H. Hensley Jr., Dennis Zimmerman, Glen Shomo.

Comtech Data 93
15207 North 75th Street, Scottsdale, Ariz. 85251

Delta-Benco-Cascade 102-03
124 Belfield Road, Rexdale, Ont. M9W 1G1

Distributed Information Processing 25
200 Park Avenue, New York 10017

Duane Engineering 65,67
Highway 4 South, Emmetsburg, Iowa 50536

E.B. Duval Co. 150
29619 Western Avenue, San Pedro, Calif. 90732

Eagle Comtronics 146
Box 93, Phoenix, N.Y. 13135

Elen Enterprises 122
1740 College Lane South, Wheaton, Ill. 60187

Fort Worth Tower 72
Box 8597, Fort Worth 76112

Gamco Industries 291 Cox Street, Roselle, N.J. 07020

Gardiner Communications 99A
2000 South Post Oak Road, Suite 1490, Houston 77056
Product: $12,000 single channel earth station. Personnel: Wally Briscoe, Bill Kassemos, Cliff Gardiner.

General Cable 78-82
500 West Putnam Avenue, Greenwich, Conn. 06830

General Cable—Apparatus Division 46, 83-84
Box 666, Westminster, Colo. 80030

Gilbert Engineering 4-6
3700 North 36th Avenue, Phoenix 85019

Gil Management Services 30
2025 Gateway Plaza, Suite 210, San Jose, Calif. 95110

GTE Sylvania 70
10841 Pellicano Drive, El Paso 79935

Home Box Office 24
Time & Life Building, 1271 Avenue of the Americas, New York 10020

H. D. Hudson 14
500 North Michigan Avenue, Chicago 60611
Hughes Microwave Communications 68
3100 West Lomita Boulevard, Torrance, Calif. 90059

IBM 140-41
Box 1328, Boca Raton, Fla. 33432

ICC Inc. 155, South lounge
7895 Convoy Court, Suite IXA, San Diego 92111

Intercept Corp. 64A
140 Delawanna Avenue, Clifton, N.J. 07014

International Microwave 59
33 River Road, Cox Cob, Conn. 06807

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2200 Byberry Road, Hatboro, Pa. 19040
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For more information, just contact Times Wire & Cable, Wallingford, CT (800) 243-6904. Or call your nearest Man From Times.
Lindsey Specialty Products 156 South lounge
50 Mary Street, Lindsey, Ont. K9V 4S7
Product: Trunk and distribution amplifiers. Person- nel: John Thomas, Bob O'Hara.

LRC Electronics 64
901 South Avenue, Horseheads, N.Y. 14845

Magnavox CATV Systems 27
133 West Seneca Street, Manlius, N.Y. 13104

MCE Corp. 121
2949 West Osborn Road, Phoenix 85002

MetroData 151
2150 North 107th, Suite 120, Seattle 98133

Microdyne 12
Box 1527, Rockville, Md. 20850

Microwave Associates 144-45
63 Third Avenue, Burlington, Mass.

Mid State Communications 97
174 South First Avenue, Beech Grove, Ind. 46107

MSI Television 142-43
4788 South State Street, Salt Lake City 84107

NCTA Operators Center 26A
918 16th Street, N.W., Washington 20006

Oak Industries 73-77
South Main Street, Crystal Lake, Ill. 60014
Product: 30 channel line tuned converter.

Powervision 60A
550 Peister Street, El Cajon, Calif. 92020
Product: Stand-by power supply systems. Personnel: Donald May, Don Dion, Al Kimball, Merleth Hairup, Bob Garner.

Pyramid Industries 117-18
Box 23169, Phoenix 85063

RCA American Communications 62
201 Centennial Avenue, Piscataway, N.J. 08854

RCA Cablevision Systems 71
7355 Fulton Avenue, North Hollywood, Calif. 91605

Reuters 63
1212 Avenue of the Americas, New York 10036

RMS Electronics 111-14
50 Antin Place, New York 10462

Sator Productions 1
250 West 57th Street, Suite 2105, New York 10019

Sawyer Industries 135-36
5649 Peck Road, Arcadia, Calif. 91006
Product: CATV power supplies. Personnel: Jim Balch, Marie Foster, Jerry Graydon, Paul Nader, Craig Pollara.

Scientific-Atlanta 125-34
3845 Pleasantdale Road, Atlanta 30340
Product: Headend electronics, distribution amps, earth stations, energy management products. Personnel: Jack Kelly, Howard Crispin, Jay Levergood, Ben Forrester, Danny Cornett, Alex Best, Pat Bohana, Barney Geolat, Mike Smith, Tom Smith.

Showtime Entertainment 17-22
1211 Avenue of the Americas, New York 10030
Product: Pay programing services. Personnel: Jeffery Reiss, Jules Haimovitz, John Sie, Daniel Prins, Steve Schulte, Lee Tenenbruso, C. David Balataki, Jim Bailey, Curt Bennett, Betsy Cohn, Pat O’Neil, Reva Meinkner, Terry Walby, Jon Salkin, Jim Hall, Art Gusuow, J. L. Poff, Robert Mason, Dennis Ashcroft, Randy Patterson, Dianna Patterson, Sara Hanks, John Figeora.

Signal Vision 115-16
2301 Moulton Parkway C4a, Laguna Hills, Calif. 92653

Southern Satellite Systems 69A
Box 45684, Tulsa, Okla. 74145

Systems Wire and Cable 57
3500 South 30th Street, Phoenix 85040

TEST Inc. 69
16130 Stagg Street, Van Nus, Calif. 91409

Theta-Com CATV 85-87
Box 27548, Phoenix 85061

Times Wire and Cable 13-16
358 Hall Avenue, Wallingford, Conn. 06492
Product: Fiberoptic cable and components, coaxial trunk, feeder and distribution cable. Personnel: Lawrence DeGeorge, William Lynch, Angus Patterson, Dave Massaglia, Jerry Stovall, Don Keene, Ralph Hilburn, Jim Morton, Frank Hamilton, Dr. Frank Dabby, Bob Hillburn.

TL Systems 119
3001 Redhill Avenue, Esplanade V Suite 207, Costa Mesa, Calif. 92626
Product: TV modulators, demodulators, pro-

**Tocom**

3301 Royalty Row, Irving, Tex. 75062

**Tomco Communications**

1077 Independence Avenue, Mountain View, Calif. 94043
Product: Processors, program event timers, telemetry system. Personnel: Vince R. Borell, Tom Olson.

**Toner Cable Equipment**

989 Horsham Road, Horsham, Pa. 19044

**Tri-Ex Tower**

7182 Rasmusson Avenue, Valencia, Calif. 91377

**Trinity Broadcasting**

2442 Michelle, Tustin, Calif. 92680

**TRW**

14520 Aviation Boulevard, Lawndale, Calif. 90260

**Turner Communications Corp.**

Box 4064, Atlanta 30302

**UA-Columbia Cablevision**

Five Fir Court, Oakland, N.J. 07436

**United Press International**

220 East 42d Street, New York 10017

**Van Ladder**

Box 709, Spencer, Iowa 51301

**Video Data Systems**

40 Oser Avenue, Hauppauge, N.Y. 11787

**Vitek Electronics**

200 Wood Avenue, Middlesex, N.J. 08846

**Warner Cable**

15 Rockefeller Center, New York 10019

**Wavetek Indiana**

66 North First Avenue, Beech Grove, Ind. 46107
Product: Test equipment including sweep signal generators, sweep test kits, display scopes, attenuators. Personnel: Robert L. Welsh, Gary Gentry, Sid Fluck.

**Wipco**

9105 West Hoover, Orange, Calif. 92867

**FCC releases cable employment figures**

Annual accounting shows number of minorities working in industry increasing, but women decreasing

The cable television industry, long criticized for what was said to be a poor record in the employment and promotion of minorities and women, seems to be making progress in one of those categories but losing ground in the other.

The FCC last week released figures showing that females accounted for 29.1% of the cable television work force in 1977, down from the 30% level women had reached in 1976. In 1975, women accounted for 28.4%.

The number of minority employees, men and women, on the other hand, is continuing a slow but steady rise. Where minorities had accounted for 8.6% of the work force in 1975, they were up to 9.3% in 1976 and 10.9% last year.

The story is the same when the study is confined to the top four job categories—officials and managers, professionals, technicians and salespersons. Women accounted for 4.2% of the employees in those slots last year, a decline from 5.5% of the preceding year. In 1975, women accounted for 4.5% of the jobs.

As for minority men and women, they occupied 2.7% of the jobs in the top four categories in 1975, 4% of them in 1976 and 4.8% last year.

The commission, which based its figures on the annual employment forms cable systems file, estimates that over-all industry employment totals 32,000.

In one other breakdown provided by the commission, white women are shown to represent a declining percentage of the work force, while the percentage of minority women is increasing slightly. White women last year accounted for 25.8% of the industry's employees, down from 27.2% in 1976. Minority women last year represented 3.3% of the workers in the industry, up from 2.7% the year before.

**Tandem moves out into ownership of cable systems**

Program firm buys major MSO with over 80,000 subscribers

Tandem Productions Inc., the Norman Lear/Bud Yorkin-owned house responsible for *All in the Family* and *Sanford and Son*, among others, is buying a strong foothold in the cable industry: Communications Services Inc., a multiple system operator based in Junction City, Kan.

For an undisclosed price in a deal expected to be consummated during the first quarter of next year, Tandem will pick up some 82,000 basic cable subscribers and cable passing about 120,000 homes.

The purchase is said to mark Tandem's first major move toward diversification in an area related to, but separate from, its production arm.

Individual CSI systems, each generally a wholly owned subsidiary, span the five states of Kansas, Louisiana, Missouri, Oklahoma and Texas. Franchises currently are held for New Braunfels and Sequim, both Texas.

Operating systems in Kansas serve Grand View, Hutchinson, Junction City, Kansas City, Manhattan, Ogden, Pratt, Salina, South Hutchinson and Winfield; in Louisiana: Bunkie, Lake Charles and Oakdale; in Missouri: Nevada; in Oklahoma: Pawhuska, and in Texas: Beeville, Columbus, Eagle Lake, Gonzales, Lockhart and Yoakum.

Currently, CSI is about 40% owned by Ralph J. Weir, president, and his family; 30% by Robert K. Weary, secretary, and his family; and 10% each by Philip G. Wilcox, vice president and general manager, James D. Sunderland, vice president, and Robert D. Sunderland, director.

Seven systems managed by CSI but owned by its employees are not part of the Tandem deal. Those systems include Arkansas City, Kan., and Newkirk, Okla.

Mr. Wilcox is slated to become president and chief operating officer of the proposed Tandem MSO; Bruce R. Plankinoff, CSI controller, will become executive vice president and chief operating officer. The name Communications Services Inc. is to be retained.

President and chief operating officer of Tandem is Alan Horn; chairman and chief executive officer is Jerry Perenchio.
WARC warm-up cool to idea of sharing spectrum space

Groundwork session in Geneva makes it clear nations have doubts about U.S. proposal but report does not rule out its consideration next year at conference in Geneva

The U.S., in preparing for the 1979 World Administrative Radio Conference, is not getting much support from other nations for its proposition that interservice sharing of frequencies is a desirable and necessary means of conserving spectrum space. The U.S. ran into opposition on that score during a four-week special session, whih ended Nov. 17, that was held in Geneva to prepare the technical basis for WARC. But U.S. officials were pleased to note that the meeting's report does not close the door to the idea; it will be brought up again at WARC.

The report takes note of the sharing that has attracted particular attention in the U.S. — that between UHF television and land mobile on channels 14 through 20 in cities where those channels are not used for television. The report says geographical sharing of assignments is possible where adequate geographical separation between the two services can be maintained.

But it also says that the application of the lessons learned in the U.S. to other countries or regions should be approached "with caution." It points out that there may be differences in the television systems in use and in the planning and operating environments of each service applicable in the country involved, as well as other variations in circumstances.

But the major problem in selling the idea of sharing involves the HF (high frequency shortwave) service (3 to 30 mhz). The U.S. is pressing for sharing HF broadcasting with fixed, or point-to-point services; HF fixed with maritime mobile and HF fixed with land mobile.

Developing nations particularly are opposed to such sharing. Many use HF for internal communications, including telephone service, and few have the sophisticated knowledge and equipment needed to permit services to share frequencies. Even Europe is cool to sharing, principally because of geography — individual nations lack the land mass in which sharing could be accomplished, thus, sharing in Europe would require multilateral agreements.

Nevertheless, U.S. officials who attended the Geneva meeting point out that the report does not rule out sharing. "The meeting was a success in the sense that nothing in the report will damage the U.S. position," said Samuel E. Probst, of the National Telecommunications and Information Administration. "The report can be used as a technical basis for our proposals."

What's more, the U.S. is prepared to sweeten its sharing proposal to make it more acceptable to developing countries. U.S. representatives, in informal talks with officials of those countries, suggested what for a developed nation is a radical departure from traditional procedures as a means of accommodating fixed-service assignments displaced by a reallocation of the spectrum. Under the proposal discussed, countries seeking new fixed-services assignments would be treated equally with countries already occupying those frequencies; each would be obliged to protect the other against interference. Normally, the new assignment must protect the one in place.

"The developed countries will have to swallow hard and accept it," Mr. Probst said. The U.S. is particularly concerned about strengthening its international sharing offer, which, he said, he himself has set that as a goal — and the industrialized nations generally need additional maritime mobile frequencies.

Mr. Probst said representatives of developing countries were encouraging in their reaction to the U.S. idea, which they had not heard before. "Many indicated it would be OK, while others said they wanted to study it some more," he said.

Another sharing issue involves the shortage of frequency space in the fixed service for uplinks to broadcast satellites. The U.S. position is that it is technically feasible to share fixed services with low-power radar, and the technical material the U.S. provided was included in the report.

In other matters of concern to the U.S., the report from the four-week Geneva meeting:
- Said the use of shortwave frequencies would be made more efficient by the conversion of the double sideband to a single-sideband system. A single-sideband system is feasible and would occupy half the space of present systems, the report notes. The U.S. has proposed a long-range plan for conversion from double to single sideband.
- Expessed the view that limits should be placed on the amount of power on which shortwave stations operate. The U.S., concerned with what it calls the "power war" among stations — each increasing power to out-shout a rival — has proposed a 150 kw limit. The Geneva meeting was not ready to agree on that limit — some said 500 kw would be more appropriate; others said setting any particular limit would be premature. But there was agreement on the principle.

Although the meeting was called a "technical" conference, it was not without its political overtones. On the last day of the meeting, Colombia, with some Third World backing, expressed its position that nations have sovereign rights to the space above them, including the space that
 Justice comes out against proposed GE-Hitachi merger

It says if companies go ahead with plan, it will take them to court on antitrust grounds

The Department of Justice has stepped in to block the proposed creation of a joint venture combining the U.S. television set manufacturing business of the General Electric Co. and Hitachi Ltd., of Japan. John H. Shenefield, assistant attorney general in charge of the antitrust division, notified GE last week that the department believes the proposal, if implemented, would be a violation of the antitrust laws and will challenge it in court if the parties seek to consummate the transaction.

The proposal envisions the creation of a new firm, General Television of America Inc., which would acquire all of the assets of GE's television business. GE and Hitachi would each acquire a half interest in the new company and would manage it jointly.

Mr. Shenefield said the department has concluded that the venture would eliminate "significant existing and potential competition" between the two companies in the manufacture and sale of color and black-and-white sets. Hitachi is ranked

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WIFC Wausau, WI
WMTV Madison, WI
WRAU-AM-FM Kaukauna, WI
WCAU-TV Sioux City, IA

KVG-AM-FM Great Bend, KS
WRAU-TV Peoria, IL
KOSA-TV Odessa-Midland, TX
WONS-AM Tallahassee, FL
WBG-AM-FM Tallahassee, FL

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about 12th in sales of television sets in the U.S., Mr. Shenefield said, while GE is among the five leading sellers of sets in the U.S.

The venture would create "the third or fourth leading television producer" in the U.S., Mr. Shenefield said, and would "further increase concentration in the already concentrated domestic color and monochrome television markets."

Furthermore, Mr. Shenefield noted that Hitachi is the "sixth leading producer of television sets" worldwide, enjoys a considerable degree of vertical integration, and was "seriously considering" the construction of a new television plant in the U.S. before it opened its joint-venture talks with GE in mid-1977. "For these and other reasons," Mr. Shenefield said, "Hitachi appears to have the capability and incentive to attempt to increase its share of the U.S. market in the absence of the joint venture."

Mr. Shenefield expressed the department's views in what is known as a business review letter. The procedure permits companies to obtain from the department its view as to whether a proposed merger would be challenged in court as a violation of the antitrust laws.

GE said it was disappointed by the department's decision but said the company would continue "to look at means to increase the volume and profitability of its TV receiver operations." A spokesman said no decision had been made on whether to drop plans for the joint venture.

New bird on the way. RCA Americom, the domestic satellite division of RCA, will announce today (Dec. 4) the upcoming launch of a third Satcom satellite, a source within the corporation said last week. The official announcement will be made at corporate headquarters in New York. The RCA source declined to comment on the specifics of the planned launch or the uses to which the new satellite will be put. He did suggest, however, there may be some shuffling of the present transponder allocations in order to put like services on the same satellite. The source said that industry speculation, for example, that Satcom I was likely to become an all-cable satellite was "somewhat of a target." He added that Americom intended "to serve all" of its present customers under the new arrangement. At present the 48 transponders on the two Satcoms are spread among cable, broadcast and voice and data users.

Western ware. At this week's Western Cable Show in Anaheim, Calif. (see story page 54), the CATV division of Oak Industries will introduce a new 30-channel converter with manual fine tuning. The Moduline Thirty (see picture) sells for $37.50 in lots of 5,000 and is the first in a new series of converters.

The company is billing the new unit as an "economic" converter incorporating "capabilities previously found only in higher priced models." It will be available after Jan. 1.

Feeling chipper. Several manufacturers and engineers seem to agree with the claims of TRW LSI Products in California, which says its monolithic analog-to-digital conversion chip could represent another step in the direction of an all-digital studio. Among the believers is John Lowry, president of Digital Video Systems, who says he's cut costs significantly on such products as time base correctors and frame and field synchronizers by incorporating TRW's eight-bit chips.

Ralph Miller, general manager of TRW, says a $500 chip can replace "black box" module-style converters at about a third their cost. Units squeeze 20,000 components on a quarter-inch-square chip, and TRW can crank out about 100,000 a year, he said. Mr. Miller won't reveal how many have been sold in the six months they've been available, but he says "we're counting on it having quite a strong effect in increasing the digital marketplace" by making equipment more affordable. Coming next: a digital-to-analog companion converter. Coming eventually: lower prices still.

Satellite relations. The governments of the United States and the People's Republic of China (PRC) are close to striking a mind-boggling satellite networking deal for the Asian giant—a voice, video and data communications system that, conservatively, could mean $150 million for American hardware manufacturers alone. The significance of that figure has not been lost on the technological heavyweights—RCA, ITT, Scientific-Atlanta and others—who made a special effort to have the right people at a Washington reception for the Chinese delegation given by the Electronic Industries Association last week.

From the ground up. What the Chinese are up to is the building of a modern domestic communications system employing the absolute latest in satellite and ground station technologies.

Megabucks. As one State Department official suggested, the Chinese may be looking down the road to a system with one receive-only earth station for every 25,000 persons. Most of those are expected to be built by the Chinese, under a U.S. company's license, at a plant in Nanking. But they are also thought to be looking for more than 30 U.S.-built earth stations for the nation's major cities.

It's the future. For less technologically developed countries such as China, Brazil and India, satellites are really the only feasible way to develop communications systems, Len Stone, an ITT official, said. Indonesia has one already, and a Chinese deal for two communications satellites could well mean an opening of the flood gates for U.S. manufacturers.

Timing. Robert Frosh, the administrator of NASA, the primary focus of the diplomatic talks, said last week that the Chinese were, indeed, close to buying a satellite. (Although the PRC has launch capabilities of its own, it is expected that NASA will send the bird aloft. That alone is a $30-million plus operation.) It was also suggested that the PRC may be purchasing an existing satellite—such as a Satcom, Comstar or Westar—rather than having one designed and built solely for them. The 15-member delegation is headed by Jen Hsin-min, director of the China Space Technology Research Institute, who confirmed that the PRC was looking at a "very large" order of American hardware. It's a possibility, he said, that they may be purchasing their earth stations from a number of manufacturers.
The Broadcasting
Playlist Dec 4

Contemporary

Last This Title □ Artist Label
week week
1 1 MacArthur Park □ Donna Summer Columbia
2 2 Don’t Bring Me Flowers □ Streisand/Diamond Columbia
3 3 My Life □ Billy Joel Columbia
4 4 I Just Wanna Stop □ Gino Vannelli A&M
5 5 You Needed Me □ Anne Murray Capitol
6 6 How Much I Feel □ Ambrosia Warner Bros.
7 7 Sharing the Night Together □ Dr. Hook Capitol
8 8 Too Much Heaven □ Bee Gees RSO
9 9 I Love the Night Life □ Alicia Bridges Polydor
10 10 Hot Child in the City □ Nick Gilder Chrysalis
11 11 Double Vision □ Foreigner Atlantic
12 12 YMCA □ Village People Casablanca
13 13 Ready to Take a Chance Again □ Barry Manilow Arista
14 14 Instant Replay □ Dan Hartman Blue Sky
15 15 Le Freak □ Chic Atlantic
16 16 Strange Way □ Firefall Atlantic
17 17 We’ve Got Tonight □ Bob Seger Capitol
18 18 Time Passages □ Al Stewart A&M
19 19 I’m Every Woman □ Chaka Khan Warner Bros.
20 20 Kiss You All Over □ Exile Warner Bros.
21 21 Hold the Line □ Toto Columbia
22 22 (Our Love) Don’t Throw It All Away □ Andy Gibb RSO
23 23 Ooh Baby, Baby □ Linda Ronstadt Asylum
24 24 Sweet Life □ Paul Davis Bang
25 25 September □ Earth, Wind & Fire Columbia
26 26 Alive Again □ Chicago Columbia
27 27 Bicycle Race/Pat Bottomed Girl □ Queen Elektra
28 28 Change of Heart □ Eric Carmen A&M
29 29 New York Groove □ Ace Frehley Casablanca
30 30 You Never Done It Like That □ Captain and Tennille A&M
31 31 Fire □ Pointer Sisters Planet
32 32 Get Off Your Ass □ TK
33 33 Whenever I Call You “Friend” □ Kenny Loggins Columbia
34 34 Promises □ Eric Clapton RSO
35 35 Lotta Love □ Nicolette Larson Warner Bros.
36 36 Remembering □ Little River Band Harvest
37 37 How You Gonna See Me Now □ Alice Cooper Warner Bros.
38 38 The Power of Gold □ Fogelberg & Wilks CBS
39 39 Straight On □ Heart Portrait
40 40 Dance (Disco Heat) □ Sylvester Fantasy
41 41 Don’t Want to Live Without It □ Pablo Cruise A&M
42 42 Every 1’s a Winner □ Hot Chocolate Infinity
43 43 Part Time Love □ Elton John MCA
44 44 One Nation Under a Groove □ Funkadelic Warner Bros.
45 45 Skattered Rolls □ Rolling Stones Rolling Stones
46 46 Macho Man □ Village People Casablanca
47 47 A Little More Love □ Olivia Newton-John MCA
48 48 The Gambler □ Kenny Rogers United Artists
49 49 Boogie Oogie Oogie □ A Taste of Honey Capitol
50 50 Blue Collar Man □ Styx A&M

Last This Title □ Artist Label
week week
4 1 The Gambler □ Kenny Rogers United Artists
3 2 Don’t You Think That Outlaw Bit □ W. Jennings RCA
17 3 3 Friend, Lover, Wife □ Johnny Paycheck Epic
4 4 On My Knees □ Charlie Rich Epic
2 5 Burgers & Fries □ Charley Pride RCA
15 5 6 Rhythm of the Rain □ Jacky Ward Mercury
5 7 I Just Want to Love You □ Eddie Rabbit Elektra
13 8 Sleep Tight, Goodnight □ Bobby Bare Columbia
9 9 The Ball and the Beaver □ Haggard/Williams MCA
10 10 That’s What You Do To Me □ Charly McClain Epic
11 11 Had In □ Outta Tommy Overstreet ABC
12 12 Two Lonely People □ Moe Bandy Columbia
13 13 Can You Fool □ Glen Campbell Capitol
9 14 Break My Mind □ Vern Gosdin Elektra
6 15 Sweet Desire □ Kendall Ovation
14 16 Sleeping Single in a Double Bed □ Barbara Mandrell RCA
7 17 What Have You Got to Lose □ Tom T. Hall RCA
16 18 Little Things Mean a Lot □ Margo Smith Warner Bros.
19 19 Lady Lay Down □ John Conlee ABC
18 20 Tulsa Time □ Don Williams ABC
21 21 You’ve Still Got a Place in My Heart □ Con Hunley WB
23 22 Cryin’ Again □ Oak Ridge Boys ABC
24 23 Ain’t No California □ Mel Tillis MCA
25 24 All of Me □ Willie Nelson Columbia
25 25 Let’s Take the Long Way Around the World □ R. Milsap RCA

Old slow hand’s back. It’s been a while since Eric Clapton has matched the success of Lay Down Sally (RSO), which peaked on “Playlist” at five last April. The follow-up single, Wonderful Tonight, reached only 38 in July. But his latest single, Promises, from the new Backless LP is showing promise. This week’s biggest add, it enters the chart at 34. Steve Kingston of WREX Annapolis, Md., calls it “a good image record ... definitely mass appeal.” However, many programmers are not so optimistic. Echoing the opinion of others, Mark Elliott of WKICI Cincinnati says “it’s a big album, but not a big single. Given his popularity and the album sales, I’m going with it.”

Country crossover. Kenny Rogers’ latest single, The Gambler (United Artists), grabs the number one spot on the country “Playlist” this week and enters the contemporary chart at 48 as well. The ballad has made a smooth cross-over of such stations as KTOM Houston, WPHI Philadelphia, WZCT Atlanta, WJAC Nashville and WPSY Charlotte, N.C. And programmers are excited about it. Wex’s Scott Slade, for one, says: “It’s a great record. It has hooks that appeal to teens as well as go old country fan without country irritants.” Under the wire, Ian Matthews just misses “Playlist” at 52 with Shake It (Mushroom). Jim Golden of WSGV Nashville, Fla., affirms: “It’s going to be hit. It’s easy-to-listen-to, commercial top40.” Ed Alexander of KRTM Tucson, Ariz., calls it “a really neat song, really relatable with a great beat ... a nice, happy song.” Coming up, Nigel Olsson’s Dancin’ Shoes (Bang) is “going to be a hit” says Kenny Jackson of WSWA Guntersville, Ala. The title notwithstanding, “it’s not disco,” he says, “It’s real pop, with a full sound.”

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


Daniel K. Griffin, director of operations, WOR(AM) New York, joins WNYF(FM) there as general manager.

Ray Yorke, former general manager of Taft Broadcasting’s WNYF(FM) Tampa, Fla., named to same post at NBC’s WKNY(FM) Washington. Frank Scott, formerly general manager of both WKNY and WRC(AM) Washington, retains latter post. Replacing Mr. Yorke at WNYF is Steve Lapa, former station manager of Taft’s WKNY(FM) Buffalo, N.Y.

William R. Adams, general manager, WNYF-TV Pooia, Ill., named VP.

Ev Wren, head of his own radio production and consulting business, joins LAKX(AM) Denver as general manager. Jim Tesson, station manager, KPKL(FM) Denver, named general manager. Both stations are owned by McCoy Broadcasting Co.

Robert H. Elliott, general manager, WMEW(AM)-WMEF(FM) Fort Wayne, Ind., named VP of group owner, Federated Media.

Rich Hull, farm director of WIBW-AM-FM-TV Topeka, Kan., appointed general manager of KOBX(AM) Springfield, Mo. (stations are owned by Stauffer Communications Inc.).

Dan Miller, operations director and air personality, KORK(AM) Billings, Mont., appointed general manager.

William Jenkins, general manager, WCTI-TV New Bern, N.C., named VP of licensee, Malrite of North Carolina Inc. Bob Wolfe, promotion manager, WCIATV Champaign, Ill., joins WCTI-TV as program and operations manager.


Sidney Spielvogel, senior commercial policy editor, broadcast standards department, NBC, New York, named commercial policy manager in that unit.

Stephen J. Solomon, director, personnel, New York, ABC Inc., named VP, corporate personnel relations.

Richard D. Rosen, supervisor on tax staff of Ernst & Ernst, Providence, R.I., joins Outlet Co. there as corporate tax manager.

George E. Castrucci, finance vice president, Taft Broadcasting Co., Cincinnati, promoted to executive VP, finance and corporate staff, with additional responsibilities for all corporate staff functions.

John Janas, assistant to president of Rollins Inc., Atlanta, who recently assumed responsibility for company’s media group (Broadcasting, Nov. 20), appointed VP.

John D. Varnier, senior VP-media director, Campbell-Ewald, Detroit, named station manager, WQTC-AM-FM-TV Quincy, Ill.

Colleen Flynn, account executive, WQTC-FM Two Rivers, Wis., named station manager of co-owned WRTA(AM) there.

Howard Lowe, operations manager, noncommercial KVEITV Sacramento, Calif., named director of broadcasting, Karl Renwanz, operations supervisor, named manager of operations and engineering.

Patrick Nolan, broadcast producer, TR Productions, Boston, joins WQTV Boston as director of operations and production.

Rob Edwards, operations and program manager, KOST(FM) Los Angeles, joins KBRT(AM)-KBIG(FM) there as operations supervisor.

Frederic Gold, assistant director of marketing and research, WNEW-TV New York, joins Association of Independent Television Stations, New York, as research manager.

Officers elected by Greater Chicago Radio Broadcasters Association for 1978-79: Jim Barker, WPFR(FM), president; Harvey Pearlman, WMEF(FM), VP; Lois Greedell, WBBM-FM secretary-treasurer.

League cites McGannon. Donald H. McGannon, chairman and chief executive officer of Westinghouse Broadcasting Co., received the National Urban League’s 1978 Equal Opportunity Day award for his “leadership in the movement for equal opportunity and corporate social responsibility within the broadcasting industry.” From left to right: James E. Burke, chairman of Johnson & Johnson; Mr. McGannon; Vernon Jordan, president of NUL; Coy G. Eklund, chairman of NUL, and James Linen, former chairman of NUL. Mr. McGannon has been a trustee of NUL for the past 10 years.
New officers, North Carolina Association of Broadcasters: Eugene Bohi, WGHP-TV High Point, president; Dan Hall, WGBA-AM Greensboro, president-elect; James Goodnow, WRAK-TV Raleigh, vice-president; H. Wharton Winstead, WXXI-AM-FM Rochester, radio and Jack Barnes, WBAI-AM-FM Burlington, secretary-treasurer.

Broadcast Advertising

Frank D. Donino, executive VP of Local Communications Inc., subsidiary of Interpublic Group of Companies, and Stephen L. Leff, executive VP of Interpub Television, syndication arm of McCann-Erickson, named executive VP's of McCann, based in New York.

Mike Slosberg, senior VP and associate creative director, Young & Rubicam, New York, named executive VP and general manager of Wunderman, Rochester & Kline, Inc., New York. Wunderman is Y&R affiliate.


Jean Mandell, associate media director, Waring & La Rosa, New York, named VP.

E. James Charlesworth, field account director on McDonald's account, Needham, Harper & Steers, Chicago, elected senior VP. Walter M. Perls, group creative director in Chicago office, also elected senior VP.

Kenneth A. Klein, manager, corporate communications, Marsh & McLennan, New York, joins Ries Cappello Cowell, New York, as account supervisor.


William Bowden, associate creative director, Cook, Riefl, Spann & Weiser, Columbia, S.C., named creative director.

Stanley Livingston, owner of Tulsa, Okla., design firm, joins Stephens & Associates there as art director.

Anne Kennedy Griffin, product manager, marketing, Leeming/Packin division of Pfizer Inc., New York, joins DKG Advertising there as associate market research director.

Esther C. Polk, senior media buyer, Elkan Advertising, Philadelphia, joins Sumner & Berry Advertising, Dallas, as media director.

Peggy Tiner, account executive, WDCY-AM Minneapolis-St. Paul, joins Grey Advertising there as media supervisor.

Terence G. Parmelee, management supervisor, Meldrum & Fewsmith, Cleveland, assumes additional responsibilities as executive VP working in long-range agency planning and development.


David Ottey, VP television and radio production, Wells, Rich, Greene, New York, joins Kenyon & Eckhardt there as VP-associate creative director of television production.

Frank Vernon, VP-group supervisor, Cunningham & Walsh, New York, named VP-management supervisor.

Susan Lipman, from Doyle Dane Bernbach, New York, joins Air Time there as media buyer.

Catherine Ann Stowe, from KBVE-AM-KTLS-FM Oklahoma City, joins GKD Advertising there as media director.

Lila Moon, from sales group of Saginaw (Mich.) Valley News, joins Parker. Wilcox, Fairchild & Campbell Advertising there as account executive.

John Latus, account supervisor, Hoefer, Dieterich & Brown, San Francisco, named VP.

Don Patrick, VP-marketing, Gallagher Group, New York, joins Paula Green Advertising there in same capacity.

William Herrfeldt, account supervisor, Needham, Harper & Steers, Chicago, named VP.

George R. Wolfson, VP and general manager of Los Angeles office Blair Radio, named VP and general manager of representative firm in New York, replacing John N. Boden, who becomes president of Blair Radio, effective Jan. 1 [Broadcasting, Nov. 27]. Replacing Mr. Wolfson as manager in Los Angeles is Francis C. Wilkinson, account executive there. Gabriel P. Dyke, VP and manager of Detroit office of Blair Television, assumes additional responsibilities as VP of Blair's Cleveland office. Paul (Ted) Pearson, VP-sales, Detroit, named VP and sales manager there, reporting to Mr. Dyke. Byron Elton, graduate, Brigham Young University, Provo, Utah, named account executive in Blair's Los Angeles office. Dave Rosenweig, account executive, Mometria TV Sales, New York, joins Blair's marketing division ABC sales team, New York, as account executive. Jane Dowden, account executive, NBC sales team in Chicago office of Blair, transferred to Boston office as account executive. Gary Shackelford, also member of NBC sales team in Chicago, transferred to Jacksonville, Fla., office as account executive.

Marshall Lichstraft, assistant sales manager, Blue sales team, Kaiz American Television, New York, appointed Atlanta sales manager for

Kaz, Judy Strumom, account executive, Blair Television, New York, and Domenick Tambone, account executive, Avery Knodel, New York, join Blue sales team of Kaiz in New York. Alison Moore, sales assistant there, named market research specialist on Kaiz marketing division's television sales research staff.


Thomas Scott, film editor, WCPD-TV Cincinnati, joins Adam Young, New York, as research analyst. Laurie Harper, sales assistant, Tele-Rep, New York, joins Adam Young, New York, as sales trainee.

Jerry Solomon, account executive, Eastern division, ABC-TV, New York, named to newly created post of director of marketing for network.

Jack O'Hern, national sales manager, WAGA-TV Atlanta, named general sales manager.

Roger E. Hilkert, retail sales manager, WBBM-AM-Chicago, joins WTOPI-M Washington as general sales manager.

James Macfarlan, account executive, WARDTV Providence, R.I., appointed national sales manager.

Georgia Hess, national sales manager, KPAM-AM-FM Portland, Ore., appointed general sales manager.

Larry Fischer, account executive, WHAN-M New York, joins WNBC-AM there as local sales manager.

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Ken Bauder, local sales manager, WSPA-TV Montgomery, Ala., joins co-owned WSAT-TV New Orleans in same capacity.

Craig Harper, account executive and co-op coordinator, WZFM(M) Memphis, named local sales manager.

Sadie Adwon, account executive, KTUL-TV Tulsa, Okla., named regional sales manager.

Richmond Bancroft, account executive, WZLAF(M) Richmond, Va., appointed sales manager.


John VonRueden, general manager, KXMB-TV Bismarck, N.D., appointed regional sales manager of Western Dakota 4X TV Network, Bismarck.

Jan Kapic, sales manager for Los Angeles office of Harrington, Richter & Parsons, joins KTHFM(FM) there as account executive.

Jeannie Murphy, from insurance company in Lincolnwood, Ill., joins WRAU-TV Peoria, Ill., as local account executive.

O.C. Budge, from KUTV(TV) Salt Lake City, joins sales staff of KXTV there.

Jay Tschirner, president of Sales Systems Inc., Kansas City, Mo., joins WLOHFM New York as sales representative.

Big year for big D. The Lou Dorfman “Gastrotypographicalassemblage” that adorns the 20th floor cafeteria at CBS’s New York headquarters has been reproduced at that city’s Cooper-Hewitt Museum as an outstanding example of 20th century design. It is a 35-foot collage of kitchen objects and wood cut-outs spelling 235 gastronomical words. Additionally, Mr Dorfman (pictured), the senior vice president and creative director of advertising and design for the CBS/Broadcast Group, has been awarded the 1978 medal of the American Institute of Graphic Arts, and has been named co-chairman of the 29th International Design Conference in Aspen, Colo., June 17-22, 1979. Former CBS Vice Chairman Frank Stanton, presenting the AIGA award, said of him: “Whether it is a television studio set, a matchbook cover, a book, a booklet, a cafeteria wall, a paper cup, an annual report or an annual meeting, Lou has done it and done it with taste and style and integrity.”

Programing

Charles Gerber, station manager of NBC-owned KNBC-TV Los Angeles, named to new post of VP, program development, NBC Television Stations Division, based in Hollywood.

George Paris, director of daytime and syndicated program development, 20th Century-Fox, Beverly Hills, Calif., named VP of daytime and syndicated programs.

Valerie Rowley, general manager, ITC of Canada Ltd., Toronto-based subsidiary of ITC Entertainment, named VP and general manager there.

James P. Marrinan, director of finance and administration, Viacom-owned Suffolk (N.Y.) Cablevision, named director, international sales administration, Viacom Enterprises, New York.


Daniel Simon, vice president, TRG Communications, Los Angeles, named head of licensing and merchandising department, Lorimar Productions, Burbank, Calif.

Liv Wright, in pay television department of United Artists, New York, and Mark Friedman, director of marketing for Worldvision Enterprises, New York, named sales managers for UA pay television.

Virginia Hegge, assistant to producer on various made-for-TV movies at Universal Television, Los Angeles, named executive assistant to Tom Tannenbaum, executive VP of Columbia Pictures Television, Burbank, Calif.


David Bieber, program manager, WUTV Detroit, joins WXYZ TV there as director of programming. Alan Frank, program manager, WXYZ TV Baltimore, succeeds Mr. Bieber at WDIV.

News and Public Affairs


She knows the talent better than anyone in the business."

She's Sherilee Barish.
And television news people are her specialty.
Call her.

Broadcast Personnel, Inc.,
527 Madison Avenue, New York 10022
(212) 355-2672
*The Wall Street Journal. 1977
CBS News, Radio, assumes new planning and development duties in that position.

Larry Kane, anchor, WABC-TV New York, joins WCAL-TV Philadelphia in same capacity.

Armand (Sonny) Asselin, news director, WARR(AM) Providence, R.I., joins co-owned WTOP(AM) Washington in same capacity.

Kevin Kelly, anchor and reporter, WWPITV Springfield, Mass., named assistant news director.


Nancy Sanders, acting assignment editor, WBB-TV Buffalo, N.Y., named assignment editor.

Charlie Beckner, chief photographer, KGUN-TV Tucson, Ariz., named news assignments editor.

Ross Yockey, independent documentary writer and producer, joins WWST-TV New Orleans as managing editor. Sam Ellis, news director and chief photographer, KTSU-TV Shreveport, La., joins WDSU-TV as chief photographer in news department.

David Nimmer, managing editor, Minneapolis Star, joins WCCO-TV there as reporter and writer, effective in March of 1979.

David Woodward, in news department of KSTP-TV St. Paul, named all-night reporter and producer.

Jerry Hayes, from news department of WTVF(TV) Nashville, joins WAFF-TV Huntsville, Ala., as weekend anchor and weekday reporter.

Pat Nilsen, from news department of KFMB-AM-FM San Diego, joins WAFF as weekend assignment editor and weekday reporter.

Scott Monahan, news director and newscaster, KTCK(AM) Denver, joins news staff of KRDO-TV Colorado Springs.

Cindy Grucius, reporter, WSB-TV Richmond, Va., joins WBAL-TV Baltimore as weekday weather reporter.

Promotion and PR

Bruce A. Weiner, director of promotion and information services for CBS-owned WCAL-TV Philadelphia, named director of affiliate advertising and promotion, CBS Entertainment, New York. He succeeds Alex Kennedy, named executive editor, press information, CBS Entertainment. Mr. Kennedy replaced Harry V. Corcoran, who reached mandatory retirement age of 65 on Nov. 30. (New retirement law, raising minimum mandatory retirement age to 70, becomes effective Jan. 1).

Gerald J. Voros, executive VP and corporate director of public relations, Ketchum, MacLeod & Grove, Pittsburgh, appointed president and chief executive officer of company's newly formed unit, Ketchum, MacLeod & Grove Public Relations. Paul Alvarez and Jacob Engle, senior VP's in Los Angeles and Pittsburgh public relations of Ketchum, respectively, named executive VP's of new unit, both based in Pittsburgh. David Drobis, senior VP, San Francisco, named executive VP there. Kay Cushing, general manager of Pittsburgh Ballet Theater, joins Ketchum, MacLeod & Grove Public Relations there as account supervisor.

Janet S. Fuhrman, director of public relations for Philadelphia Convention and Visitors Bureau, joins KYW-TV there as information services manager.

Cable

Monroe M. Rifkin, chairman and president of American Television & Communications Corp., New York, named VP of Time Inc. ATC is recently merged, wholly owned subsidiary of Time.

Nile McDonald, city manager of Urbandale, Iowa, joins Hawkeye Cablevision, Des Moines, Iowa, as executive VP.

Peter Clegg, from State Street Bank and Trust Co., Boston, joins Acton Corp., Acton, Mass., as assistant to company's president, Samuel Phillips.

Broadcast Technology


Jason Farrow, marketing communications manager, Harman Kardon, White Plains, N.Y., maker of stereo components, named manager for high fidelity and digital audio products for Sony Corp of America, New York. Rosemarie Monaco, advertising manager, business products division, Sony Industries, appointed director of advertising and sales promotion for

A Series of 13 Radio Programs

Special Significance

SPOTLIGHT: PSYCHOLOGY—13 fast-paced and exciting quarter-hour radio features of useful and interesting information.

This series, created by the American Psychological Association (APA) and coproduced with the Broadcasting Foundation of America (BFA), is a "first" in its effort to enhance public awareness of recent developments in the science and practice of psychology and of the potential impact of research findings on the daily lives of us all.

Many of the nation's leading psychologists comment in brief and cogent remarks on such persistent problems as pain, aging, dieting, parent-child relations, divorce, death and love. Actualities, music and effects enliven these programs.

SPOTLIGHT PSYCHOLOGY, a project of the APA with a membership of 46,000 psychologists provides a rare opportunity for your station to broadcast the latest on the complicated, often misunderstood, concepts of psychology.

Look at the topics included in this series.

Picking Up the Pieces: Divorce
Death American Style
Pain: A Four Letter Word
Food For Thought (Obesity)
Psychotherapy: What It's All About
The Psychology of City Life
Institutions: Greying with Age?
We Can Work It Out
(Quality of Work Life)

From Labor to Labor:
Working Families
From Energy to Edibles:
The Consumer Psyche
Children: No Deposit, No Return
The Creative Connection
"How Do I Love Thee?"

SPOTLIGHT: PSYCHOLOGY is available now. Order the complete series of 13 quarter-hour radio programs from BFA, 52 Vanderbilt Avenue, New York, New York 10017, for the minimal fee of $65, on a tape-return basis. If you prefer to retain tapes for future airing, the charge is $90. You may air these programs as many times as desired. A demonstration tape will be sent upon request.

To receive your 13 tapes of this highly-recommended series, return the order form below.

Yes, please send the 13-part radio series, SPOTLIGHT: PSYCHOLOGY.

Broadcasting Foundation of America
52 Vanderbilt Avenue, Suite 1810
New York, New York 10017

Station ___________________________ Address ___________________________

Station ___________________________ Address ___________________________

Authorized by ___________________________

Position ___________________________

Our $ ___________ payment is enclosed.

□ $65 (Tapes to be Returned) □ $90 (Tapes Retained)

□ Please send demonstration tape.
Sony video products division.

Holly Holmes, chief installer, Jefferson Data Systems, Charlotte, N.C., named installations manager.


John Whitaker, in management post in engineering section of GTE Lenkurt, Albuquerque, N.M., appointed manager of manufacturing engineering.

Allied Fields

Jerald L. Jacobs, deputy chief of FCC's Cable Television Bureau, Washington, named acting chief of Broadcast Facilities Division. He succeeds David S. Landis who retired Nov. 3 after 30 years with commission.

Meredith L. Manni, film and video tape coordinator, NBC, New York, joins Arbitron television advertiser-agency sales, New York, as sales service representative.

David Teitler, graduate, Albany (N.Y.) State University, joins Starch INRA Hooper, Mamaroneck, N.Y., as research account executive in charge of Hooper Rating Service.

Rick Levy, chief engineer, WSNR(AM)-WLYN(FM) Lynn, Mass., joins Graham Junior College, Boston, as director of engineering.

Deaths

J. Davis Danforth, 75, retired executive VP of BDDO, New York, died of heart attack in Gulf Stream, Fla., on Nov. 25. He was past chairman of American Association of Advertising Agencies. Surviving is his wife, Ethel.

Raymond E. Davis, 47, president of Firsticable Communications Inc., multiple system operator in Oregon, Ill., died Oct. 25 in light plane crash near Ashton, Ill. He had been active in cable industry since 1964 holding sales positions with Jerrold Electronics, Kaiser CATV and ThetaCom division of Hughes Aircraft until 1976 when he co-founded Firsticable, which operates four systems. Survivors include his wife, Pearl, and five children.

Richard Kelton, 38, television actor, died Nov. 27 of heart attack on Phipps Ranch near Denver while he was working in episode of NBC-TV's miniseries, Centennial. He also appeared in Gunsmoke, The Waltons, Charlie's Angels and Quark. Survivors include his wife, Eileen, and one son.

Lyle C. Chase, 47, unit manager and coordinator for ABC-TV New York, died Nov. 21 at Montrose Veterans hospital, Peekskill, N.Y., of cancer. Earlier in his career, he was producer-director for noncommercial WNET(TV) New York, WNYIT(TV) Syracuse, N.Y. (now WIXT(TV)) and WNET Evansville, Ind. He won Emmy award in 1972 for his work on Great American Dream Machine, PBS series produced by WNET. Survivors include his wife, Betty, and four daughters.

Walter John McGraw II, 59, writer, director and producer for radio, died Nov. 18 at New York hospital. In 1940's and 1950's, Mr. McGraw wrote and directed documentaries for CBS and NBC. More recently he had worked as freelance writer. Survivors include his wife, Suzanne DePinya, and two children by former marriages.

John Creutz, 70, retired radio engineer for Rixon Electronics, Silver Spring, Md., died of heart attack Nov. 21 at nursing home in Hurley, Wis. Mr. Creutz was VP of Rixon, firm specializing in data communications and radio equipment. Rixon was subsidiary of Page Communications Engineers until 1957, and he had been VP of Page also. At one time, Mr. Creutz was part owner of WFMX(FM) Daytona Beach, Fla.; and WMLX(AM) Melbourne, Fla. In 1947, he was one of founders of radio engineering consulting firm, Page-Creutz, Garrison and Waldschmidt. Surviving are his wife, Ardell, and two sons.

For the Record

As compiled by BROADCASTING based on filings, authorizations, petitions and other actions announced by the FCC during the period Nov. 20 through Nov. 24.


New Stations

TV actions


FM start

—KCKS Concordia, Kan.—Authorized program operation on 95.3 mhz, ERP: 3 kw, HAAT: 160 ft. Action Oct. 27.

FM licenses

—Broadcast Bureau granted following licenses covering new stations:

—*KECF(FM) El Cerrito, Calif. (BLED-1800); KRJB(FM) Monte Rio, Calif. (BLH-7812); WDMQ-FM Douglas, Ga. (BLH-7830); *WJPU(FM) Fort Wayne, Ind. (BLED-1798); *WWDV(FM) Muncie, Ind. (BLED-1797); KEZS(FM) Liberal, Kan. (BLH-7822); *KRPC(FM) Owatonna, Minn. (BLED-1799); WKNZ(FM) Collins, Miss. (BLH-780803AA); KLDFN(FM) Eldon, Mo. (BLH-7817); *WNAA(FM) Greensboro, N.C. (BLED-1796); WABN-FM Waynesburg, Pa. (BLH-7815); *KACC(FM) Alvin, Tex. (BLED-780828AA).

Ownership Changes

Applications

—WAIT(AM) Chicago (820 khz, 5 kw-D)—Seeks assignment of license from WAIT Radio to Century Chicago Broadcasting Ltd. Seller is owned principally by

EDWIN TORNBERG & COMPANY, INC.

Negotiators For The Purchase And Sale Of Radio And TV Stations • CATV Appraisers • Financial Advisors

5530 Wisconsin Avenue, Washington, D.C. 20015 301—652-3766

Broadcasting Dec. 4, 1978
### Summary of Broadcasting

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

**Licensed Or air STA**

| Commercial AM | 4,479 | 38 | 4,538 | 39 | 4,577 |
| Commercial FM | 5,006 | 59 | 5,064 | 140 | 3,206 |
| Educational TV | 6,018 | 35 | 8,972 | 86 | 1,053 |
| Total Radio | 8,440 | 70 | 13,597 | 259 | 8,836 |
| Commercial TV | 724 | 1 | 728 | 57 | 785 |
| UHF | 513 | 11 | 524 | 50 | 262 |
| Educational TV | 84 | 3 | 122 | 8 | 268 |
| VHF | 152 | 1 | 158 | 4 | 162 |
| Total TV | 968 | 15 | 983 | 65 | 1,053 |
| FM Translators | 243 | 0 | 243 | 72 | 215 |
| TV Translators | 3,542 | 0 | 3,542 | 459 | 4,001 |
| UHF | 1,266 | 0 | 1,266 | 354 | 1,260 |
| VHF | 2,416 | 0 | 2,416 | 197 | 2,613 |

*Special temporary authorization

Includes off-air licenses

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Robert G. Liggett (50.25% before; none after) to Allan C. Gray and others (49.75% before; 100% after). Consideration: $210,050 plus $5,000 bonus and $1,000 covenant not to compete. Principals: Mr. Liggett is granting himself from corporations and selling his shares to other holders. Mr. Gray and nine others are presently minority stockholders of station. Group is composed of local businesses. Ann. Nov. 17.

- **WOWN-AM-FM** Woonsocket, R.I. (AM: 1240 kHz, 1 kW-D; 250-WN; FM: 106.3 kHz, 1 kW—D)—Seeks transfer of control of Woonsocket Broadcasting Co. from trustees to Susan and Nancy Hudson, and Drew and Merret Palmer from oneself to the The Evening Call Publishing Co. which is being reorganized to pass control to children of original owners. The company is owned by various trustees of Buel W. Hudson (Esther P. Hudson, Carl W. Christiansen, and Rhode Island Hospital National Bank) (50%) and trustees of Living Trust of Andrew Palmer (Andrew Palmer, his sons, Drew and Merret, Carl W. Christiansen (50%). Transfer is to Nancy and Susan Hudson (25% each). Drew (33-1/3%) and Merret (16-2/3)% Palmer. In this way, each family retains 50% control. Ann. Nov. 27.

- **KANN-AM** Ogden, Utah-KILA (FM) Henderson, Nev. (AM: 1090 kHz, 1 kW-D; FM: 95.5 MHz, 1 kW)—Seeks transfer of control of Faith Communications Corp from original trustees to new board of trustees. Consideration: none. Non-profit, non-stock religious organization is establishing new board of trustees. Jack G. French, president and general manager, will continue a chief operating officer. Ann. Nov. 17.

**Actions**

- **KABM-FM** Merced, Calif. (101.5 MHz, 50 kW)—Broadcast Bureau granted transfer of control of Central Valley Broadcasting Co. from three member board of directors to four member board. Original board of non-profit licensee included Ken Holgate, Bob McMullen and Cletand Noren. On April 16, 1976, Jack Caswells replaced Cletand Noren, and on June 21, 1976, Dewey Larson joined board. Mr. Larson is plant manager for manufacturer in Turlock, Calif. (BTC-8759). Action Nov. 29.

- **WBHF-FM** Fitchburg, Mass.—Broadcast Bureau granted involuntary transfer of control of Frier Broadcasting Co. from Alina S. Frier to W. Newton Shaddren, Sr. and Trust Company Bank, executors of estate of Alina S. Frier; condition: BTC781010EA. Action Nov. 21.


- **WCAC-WMW-AM** Columbus, Miss.—Broadcast Bureau granted license of assignment of license from James W. Eatherton to Broadcast Associates Inc for $25,000. Seller: Mr. Eatherton is sole owner and has no other broadcasting interests. Buyer: owned by Robert S. Caldwell Jr. (51%) and Joseph E. Davis (49%). Mr. Caldwell owns furniture store and has banking interests in Columbus. Mr. Davis is president of WMB(C)(AM)-WJWF(FM) Columbus (BAL-780170S, BAPF-78017EE). Action Nov. 21.

- **KZEL-FM** Eugene, Ore. (96.1 MHz, 100 kW)—Broadcast Bureau granted involuntary sale and transfer of license from WM (51% owned by James W. Wait) to Jayar Communications Co. (none before; 95% after). Consideration: $244,900 plus assumption of $350,000 in liabilities and $10,000 per year consultancy agreement for three years. Seller is owned by Jay West (67.4%) and others. Buyer is principally owned by Pearl L. Goodman (25%), Pamela R. Lewis (25%) and Jeanette T. Brophy (12.5%). (BTC-7801831EC). Action Nov. 22.

- **WPHL-TV** Philadelphia, Pa. (ch. 17)—Broadcast Bureau granted assignment of license from AVC Corp. to CH Group Inc. for $10 million, plus $700,000 for consultancy and $300,000 for agreement not to compete. Seller is hardware and textile manufacturer with no other broadcasting interests. Buyer is wholly owned by Provident (R.I.) Journal Co., publisher of Providence Journal-Bulletin, licensee of WEAN(W)-WPIT-FM Providence and owner of cable TV systems in 5 states. Action Nov. 16.


- **KQDF-FM** Ogden, Utah—Broadcast Bureau granted voluntary assignment of license from The Wasatch Broadcasting Partnership to Robert C. Mohr and Doris C. McIntyre, executors of estate of Frank C. McIntyre; condition: (BAL-78101813EH). Action Nov. 21.

- **WDEVAM** Waterbury, Vt. (550 kHz, 5 kW-D, 1 kW-N)—Broadcast Bureau granted transfer of control of Radio Vermont Inc. from Lloyd E. Squier (65% before: 41.7% after) to Kenley Squier and Craig Parker (35% before: 58.3% after). Consideration: $46,909. Principals: Lloyd Squier is transferring control of stations to his son Kenley Squier (75% interest before transfer and 43.3% after) and Mr. Parker (minority before; 15% after). Kenley Squier owns TV production firm in Waterbury, is general manager of Waterbury News and owns 33% of WPIT-FM Stowe. Mr. Parker owns furniture and funeral business in Waterbury (BTC-7807097EA). Action Nov. 21.

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### Facilities Changes

- **TV station**
  - **KTLC-TV** Austin, Tex.—Granted authority to operate by, remote control. Action Nov. 1.

- **AM applications**
  - **WOOP** Danville, Ky.—Seeks mod. of CP to change TL: three miles northeast of city and 0.4 mile south of State Route 34, Danville, Ky. (BMP-14573). Action Nov. 13.
  - **KVRB** Meford, Ore.—Seeks CP to change TL. Ann. Nov. 9.

- **AM actions**
  - **KCPM** Brush, Colo.—Granted CP to increase critical hours to 2.5 hours. Action October 24.
  - **KQIN** Buriel, Wash.—Returned as unacceptable for filing application for CP to change frequency and increase power. Action Oct. 11.

### Designated for hearing


- **WIZR-AM-FM** Johnstown, N.Y. (Street Broadcasting Corp.)—Renewed Proceeding: (BC Doc. 78-335-334)—Acting Chief AlJ Lenore G. Ehrig designated Al J. Daniel M. Head presiding judge; scheduled prehearing conference for Dec. 19 and hearing for...


Procedural rulings


Palm Springs, Calif. (Gray-Schwartz Broadcasting, et al.) FM proceeding: (BC Docs. 78-104-106)—ALJ James K. Cullen Jr. granted joint petition by Gray-Schwartz and KPSI Radio Corp. and approved agreement; dismissed with prejudice application of Gray-Schwartz; dismissed as moot petition by KPSI to enlarge issues; and retained in hearing status applications of KPSI and Western minister Broadcasting Corp. Action Nov. 9.

KDRG(AM) Deer Lodge, Mont. (Deer Lodge Broadcasting Inc.) Renewal Proceeding: (Doc. 21398)—ALJ Daniel M. Head extended to Nov. 27 time for filing proposed findings and to Dec. 18 time for filing reply findings. Action Nov. 1.

WAEO(TV) Rhinelander, Wis. (Northland Television Inc.) TV renewal proceeding: (Doc. 21266)—Office of Opinions and Review granted request by Broadcast Bureau and extended to Nov. 15 time to respond to second petition for special relief by Northland. Action Nov. 3.

Initial decisions

Bardstown, Ky.—ALJ Lenore G. Ehrig authorized reimbursement of $12,000 in expenses to Earle Lamar Clark, pursuant to an agreement with Nelson County Broadcasting Company Inc., for withdrawal of Clark’s compelling application for new FM station there. Action Nov. 7.

WHGR(AM) Houghton Lake, Mich.—ALJ John H. Conlin granted renewal application to Sparks Broadcast- ing Co. Renewal application was set for hearing to determine whether WHGR engaged in fraudulent billing practices and whether it had violated technical and engineering rules. Action Nov. 15.

FCC decisions

San Francisco—FCC has renewed license of Bay Area Broadcasting Company, licensee of KOIT(FM) San Francisco. In denying application, it denied objections to renewal filed by Community Coalition for Media Change there, that claimed KOIT discriminates against blacks in employment, has inadequate affirmative action program and fails to program for needs of community. Action Nov. 14.

Hartford, Conn.—FCC upheld staff action granting Classical Radio for Connecticut Inc. and WTCF-FM Hartford renewal proceeding. FCC affirms the Commission action program and finds that certain procedural violations of Ninth Circuit were not prejudicial to WTCF-FM during its license term. Action Dec. 27.


Actions

Prescott, Ariz.—Broadcast Bureau assigned 103.9 mhz to community as its second FM. Action resulted from petition by Southwest Broadcasting Co., licensee of KYCA(AM) there. Action Nov. 21.

Greenboro, Ga.—Broadcast Bureau assigned 103.9 mhz to community as its first FM. Action Nov. 7.

Dubach, La.—Broadcast Bureau proposed assigning 97.7 mhz to community as its first FM. Action was in response to petition by Joseph P. Robillard. Comments are due Jan. 8, replies Jan. 29. Action Nov. 7.

Grand Rapids and Hibbing, Minn.—Broadcast Bureau proposed four alternate plans for FM assignments for those communities: (1) assign 93.5 mhz and 101.7 mhz as second FM for Grand Rapids and Hibbing, respectively; (2) assign 98.3 mhz and 101.7 mhz as second FM for Grand Rapids and Hibbing, respectively; (3) substitute 96.9 mhz for 96.7 mhz at Grand Rapids and assign 104.3 mhz there as second FM, and substitute 93.9 mhz for 106.3 mhz at Hibbing and assign 104.1 mhz as its second FM; (4) assign 98.3 mhz to Grand Rapids as second FM, substitute 93.9 mhz for 106.3 mhz at Hibbing and assign 104.1 mhz there as its second FM. Comments are due Jan. 22, and replies Jan. 22. Action Nov. 7.

Romona-Los Saez, Tex.—Broadcast Bureau proposed assigning 104.9 mhz to community as its first FM. Action was in response to petition by Tele View Inc., to delete 97.7 mhz from Rio Grande City, Tex., and assign it to Romona-Los Saez. Bureau said it would instead consider assigning 104.9 mhz to latter. Comments are due Jan. 9, replies Jan. 29. Action Nov. 7.

Translators

Applications


Pahump North, Nev.—Communications Engineering Inc. seeks five VHF TV translators, chs. 7, 6, 9, 11, 13 (all TPO: 10 w, HAAT: 40 ft.) to rebroadcast KVVU-AM Anderson, Nev., KSNV, KLAS, KROK and KSHO, all Las Vegas, respectively (BPT-TV-7810012C-7810012B-7810012D-7810012E-7810012F) Action Nov. 15.

Denning, Wash.—TV District No. 1 seeks three new VHF transmitters, chs. 3 (TPO: 1 w, HAAT: 100 ft.), 10 (TPO: 1 w, HAAT: 95 ft.) and 12 (TPO: 1 w, HAAT: 90 ft.) to rebroadcast KIRP-TV, KOMO-TV and KING-TV, all Seattle, respectively. Action Nov. 22.

Allocations

Pettions


Playa Del Rey, Calif., Thomas B. and Margreette T. Friedman—Seeks amendment of table of assignments to assign 101.3 mhz to Los Osos-Baywood Park, Calif. (RM-3321). Action Nov. 3.

Allocations

Cable

Service Registrations

The following operators of CATV systems have filed service registrations:

Warner Cable of Marionette/Menominee, for Peshtigo, Wis. (W1018I) new system.

Cable TV of Jena, for Jena, La. (LA0130) new system.

Cable TV of Bridgeport, for Runaway, Tex. (TX0496s) new system.

Barry Jack, for Playa Del Rey, Calif. (CA0774) new system.

Elitenvic CATV Associates, for Woodridge, N.Y. (NY0440) add signals.

Crossville Cable Television Inc., for Crossville, Ala. (AL0163) new system.

Cable systems of Texas Inc., for Sommerlott, Tex. (TX0495s) new system.

Barry Jack, for Westichester, Calif. (CA0775) new system.


Cable Television Co., for Young Beach, N.C. (NC0112) new system.


Community Cablevision Inc., for Woodstock, Ill. (IL0287) new system.

Mansfeld Cablevision Inc., for Mansfeld, La. (LA0034) add signal.

Bantco Inc., for Brookeside, Ohio (OH0016) add signal.

Bantco Inc., for Bridgeport, Ohio (OH0015) add signal.

Bantco Inc., for Colerain, Ohio (OH0017) add signal.

Bantco Inc., for Pease, Ohio (OH0018) add signal.

Ind Co. TV Cable TV, for Morefield, Ark. (AR0153) new system.

Ind Co. TV Cable TV, for Sulphur Rock, Ark. (AR0154) new system.

Ind Co. TV Cable TV, for Quall Valley, Ark. (AR0155) new system.

Ind Co. TV Cable TV, for Gap Road, Ark. (AR0156) new system.

Ind Co. TV Cable TV, for Independence, Ark. (AR0157-AR0160) new systems.

Ind Co. TV Cable TV, for Pfeiffer, Ark. (AR0158) new system.

Ind Co. TV Cable TV, for Weavers Chapel, Ark. (AR0159) new system.
Where Things Stand

Continued from page 14

was contrary to several previous appeals court decisions and expectation is that Supreme Court will ultimately decide issue. Several citizen groups are appealing commission's position (Broadcasting, Sept. 13, 1976).

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

Minority ownership. Carter administration has announced wide-ranging push to increase participation of minorities in radio and TV station ownership (Broadcasting, April 24). FCC has adopted policies aimed at assuring minorities path to ownership (Broadcasting, May 22). And Small Business Administration has changed its policy to allow for loans for purchase of broadcast stations and cable systems, also seen as means of boosting minority ownership. Representative (and broadcaster) Cecil Hefel (D-Hawaii) introduced legislation in last Congress to allow for subject to new minority loan program. FCC has new minority interests for purchase of broadcast or cable properties. Bill also incorporates NAB's tax-certificate proposal (Broadcasting, Dec. 5, 1977). And, NAB and National Radio Broadcasters Association have also taken initiatives in this area: NRRA establishing program for members to help minorities learn station operation, NASA setting up task force to find funds to back new minority broadcast enterprises. Group consisting mostly of blacks has filed for what will be first minority-controlled VHF in continental U.S., WHEC-TV Rochester, N.Y. (Broadcasting, Aug. 20); another all-black firm is seeking VHF WKEO-TV Rhinelander, Wis. (Broadcasting, Sept. 25).

Music licenses. All-Industry Radio Music License Committee and American Society of Composers, Authors and Publishers have called for new license fee, new approval, on new licenses for radio stations' use of ASCAP music, retroactive to March 1, 1977, and extending through Dec. 31, 1982, and expected
to save broadcasters $6.5 million to $8 million over full term (BROADCASTING, Aug. 21, 28). Committee's negotiations for new Broadcast Music Inc. licenses are temporarily in abeyance. In TV, Supreme Court committee has filed suit against ASCAP and BMI and their issuance of blanket licenses (see story, this issue). Broadcasters have also conferred informally with Justice Department, which is partly to consent degree governing ASCAP's operations. Network TV, Supreme Court has agreed to review appeals court decision siding with CBS in its demand for "per use" licenses as alternative to current blanket licenses (BROADCASTING, Oct. 6).

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


Noncommercial broadcasting rules. FCC has instituted rulemaking and inquiry designed to bring regulatory policies for public broadcasting up to date (BROADCASTING, June 12). Inquiry is aimed at helping commission determine standards for who can be noncommercial licensee. Rulemaking proposals concern underwriting announcements and solicitation of funds, changes in FM table of allocations for educational assignments and extension to noncommercial licensees of limits on ownership applicable only to commercial licensees. Some comments have already been filed by public radio-TV groups (BROADCASTING, Nov. 27).

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

Pay cable; pay TV. U.S. Court of Appeals in Washington has overturned FCC rules designed to protect broadcasters against siphoning off of their programming (BROADCASTING, March 28, 1977) and Supreme Court has refused FCC request for review. FCC's authority to preempt pay-cable rate regulation has been upheld by U.S. Court of Appeals in New York (BROADCASTING, April 10). As industry, pay TV companies claimed 1.2 million subscribers on 440 systems in 1977. Pay subscribers represent about 15% of cable universe and produce $9 million in revenue monthly. There are three over-air pay TV stations currently telecasting: WVTG-TV Newark, N.J., WASC-TV Corona, Calif., and WKNV-TV Los Angeles (BROADCASTING, July 31).

Payola. FCC investigation into pay-offs to station disk jockeys is currently behind closed doors. Last year, in federal convictions on multicontrol payola charges, U.S. Appeals Court in Philadelphia has remanded case to district court, however, for new trial on count relating to alleged payola (BROADCASTING, Aug. 29, 1977).

Performer royalties. Representative Robert Kastenmeier's (D-Wis.) Judiciary Subcommittee on Courts, Civil Liberties and the Administration of Justice held two hearings on Representave George Danielson's (D-Calif.) legislation to create performer royalties, which broadcasters and other users of recorded music would have to pay record performers and manufacturers (BROADCASTING, April 3 and May 29). Although bill went no further before adjournment of Congress, it is expected to come up again in next Congress. Senate, meantime, has showed no interest in bill in last two years.

Public broadcasting. Congress passed new legislation this year authorizing increased federal funds for Corporation for Public Broadcasting through 1983 and making them easier to win through matching grant system (BROADCASTING, Oct. 9). Bill also contains incentives for more money to go to program production, especially for public, independent, and to public radio. Public broadcasting is also treated in Communications Act rewrite, which proposes elimination of CPB, creation of Public Telecommunications Programming Endowment to support public radio and TV programming. Proposed allocation of funds would authorize Public Telecommunications Program Endowment to be empowered to fund public telecommunications and interconnection facilities.

Shield legislation. Supreme Court's ruling in Stanford Daily case (which holds that police need only search warrant to search newsrooms and private homes and offices, even if occupants are not suspected of crimes) and failure of Senator Howard M. Metzenbaum (D-Ohio) and Representative Virginia Foxx (for refusal to turn over notes to New Jersey court), spurred bills in Congress this year to protect press. After Stanford Daily decision, House Government Operations Committee held hearings and issued report endorsing legislation to restrict police to subpoenas for obtaining information from third parties; subpoenas, unlike search warrants, can be contested in court. Senate Subcommittee on the Constitution held hearings on similar legislation (BROADCASTING, Aug. 28), to be resumed next year. Committee report to House has since been released. Representative Philip Crane (R-Ill.) introduced bill to prohibit use of search warrants or subpoenas against news media, including broadcasters (BROADCASTING, Aug. 28). Supreme Court has refused to review Farber case (see story, this issue).

TV violence and sex. Following hearings before Senate Communications Subcommittee and report by House Communications Subcommittee on TV violence last year, there was renewed interest in issue of both video and televised violence. But controversy, which seems to have shifted from violence to sex on TV, is still heated in private sector, where most outspoken agitator for more family programming has been national Parent Teachers Association. PTA has produced program rating guide scoring prime-time programming it thinks is offensive to children, has announced new program to create school curriculum to teach young people how to watch TV critically and says it will petition to deny license renewals of networks whose programming it finds that don't cut back on sex and violence. PTA also enlisted Sears, Roebuck in calling "summit" meeting of major advertisers on issue; project drew cautious reactions (BROADCASTING, June 6). Meanwhile, University of Pennsylvania's George Gerbner's annual TV violence "index" found declining volume of hard-action programming (BROADCASTING, April 3).

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

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

WARC. U.S. and 152 other member nations of International Telecommunication Union are in what technicians and officials involved regard as "summit" meeting called by "summit" meeting called by Vernon A. Hollings (D-S.C.) and subcommittee chairman Ernest Hollings (D-S.C.) and subcommittee chairman Harrison Schmitt (R-N.M.) who have charged that it is ill-prepared for 1979 conference (BROADCASTING, June 26). Mr. Robinson until next April will give only part time to WARC as he completes faculty commitment at University of Virginia Law School's "Closed Circuit" (July 31).

WESH. FCC renewal of license for Wesh-TV Daytona Beach, Fla., and denial could be appealed by Cable Florida Enterprises has been remanded by U.S. Court of Appeals in Washington (BROADCASTING, Oct. 2). Court decision effectively throws into disarray commission's policy on comparative renewals, and commission will ask for rehearing by full appeals court at that time. But WESH's appeal decision has seriously weakened their positions at license renewal time, have had summit meeting on issue (BROADCASTING, Oct. 23) and will pursue judicial and legislative remedies.
HELP WANTED MANAGEMENT

General Manager: West Coast high-powered FM station in small/medium market. Base plus sales and profit incentives. Growth potential to other larger stations in two-station group. EOE. Reply Box Q-75.

Want More? If you are currently a salesperson, Sales Manager, or Manager and are on "the-street" type, we can offer the position of Manager and ownership without any cash investment in medium N.E. Station. Box Q-81.

Sales Manager for FM adult rocker. Motivate young staff. Live in the great Northwest and enjoy nearby college town atmosphere. Contact: Brad Luck, KUYJ, 743 Main Street, Lebanon, OR 97355.


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.

Springfield, Illinois' fastest-growing radio station grows again! We need a dynamic salesperson with creative writing/campaign development capabilities. Experience a plus. Call Jim Lundgren at WMAY, 217-629-7077, EOE.

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.

Madison, WI. Excellent career opportunity for bright young problem-solver strong on creativity with ability to write and sell imaginative campaigns. Thirteen stations, including a number of smaller stations. Excellent opportunity. Send resume or call for interview. 1-2 years experience and outstanding record. Our people earn far more and Madison living is superior. All management personnel are Stockholders drawn from within our group. WISM, Madison, WI 53701 Mid-West Family Station (EEO).

Experienced salesperson to assume responsibility for established second studio location. Minimum announcing, TV spotting, good benefits. Four year's experience. Wisconsin location—Resume to Box Q-58.

Fast-Growing California AM in dynamic SF Bay Area market looking for experienced salesperson capable of billing six figures. Daytimer now, Full-time in December. Write, KWUN, Concord, CA 94520.

Help Wanted: Sales Manager—KKBC FM, Reno, Nevada. Must be knowledgeable of FCC, Rules—must be able to motivate and train sales department EOE.—MM Salary, auto allowance and commission.

Sales Position for aggressive street fighter. Sales Management for the right person, the person selected should make $25,000 plus in the first year. If you feel that you have the drive and job and market you want to offer unlimited growth potential in Pennsylvania Market. Send resumes to Box P-6.

Join the sales experts in growing San Francisco Bay area market. Earn big bucks if you can hack it. Learn how the equipment works, how to penetrate, product winning spec copy, and close short and long term contracts, on both retail and agency level. If you're 100 percent sales radio, with plenty of drive, and want to be a true professional radio salesperson, send us your resume. MMF/EOE. Box Q-132.

HELP WANTED ANNONCERS

WFLC-FM/Indianapolis accepting applications for future on-air positions. Applicants must have at least one year of experience on air or large market. Station seeks experienced announcer for 2:00-5:00 shift. Excellent compensation. Send resume to: 5820 W. 86th St., Indianapolis, IN 46268, EOE/FFM.

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 Rizzuto, WKLW, 1185 New Main, Providence, RI 02904 EOE.


St. Cloud MN seeking announcers and newscasters for January 1st start. Send resume to: Justin or Pat Kelly, KCLG, Box 1458, St. Cloud, MN 56301.

WSTU in Beautiful Stuart, Florida, is seeking an experienced MOR Contemporary Announcer to join in a successful, growing organization. Good Facilities, professional staff, Send tape, resume to Ron Beckey, General Manager, WSTU, Stuart, FL 33494, EEO.

KEWI needs the best morning personality available. Must be able to relate to adults, and have a sense of humor. Send resume with pay rate to: KKEWI, PO. BOX 434, Aurora, OH 44202.

Announcer needed for AM/FM in Florida. 90's, playing format. Experience and references a must. Contact John Rumler, President, WAXC, Box 108, Elmira, NY 14902.


Northern California—Leader and/or experienced Account Executive. Excellent opportunity for growth under progressive management. Training provided. G. Schelter, 704-832-5432. Evenings.

HELP WANTED TECHNICAL

Experienced Chief Engineer wanted for Eastern New York AM/FM, group-owned operation. Career opportunity. Prospective chief engineer must have a working knowledge of station operations. We feel that pride is as important as position. All benefits plus van. New transmitters for AM/FM. Experience in FM engineering to take full responsibility for your station. We're looking for a working with a small town or big town operation, this could be your career opportunity. Box Q-3.

Major Midwest Station is seeking an Assistant Chief Engineer. This position requires a First Class License, a strong background in transmitter and Studio Maintenance experience, and administrative abilities. Equal Opportunity Employer. Male or Female. Send replies in confidence to: Box Q-21.

If you are now an assistant and think you're ready to take charge 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, WJOM/WHMI, Ironwood, MI 906-392-2411.

Are you sick and tired of being No. 2 and no place to go to take the next step to success in the future? If this is your situation, a Small Market Group operating in Colorado, Arizona and very soon, California needs a Chief Engineer for a 5 KW AM and a brand new Automated 100 KW FM. The right person will be given direction on transmitter, automation, FCC rules, and FCC Rules and Regulations. A super future is available for the right person. Are you the one we need? Send your letter and personal information to: Mr. D, 2715 Camino Valle Verde, Tucson, AZ 85715 or call 602-458-4313.

Religious FM Southern California needs studio/automation engineer. Latest equipment. Some Board. No air Box Q-57.

Palm Springs, California has an immediate opening for a Chief for directional AM/FM automated. Send resume and salary requirements to Joe Tootelot, KDES, 821 N. Palm Canyon Drive, Palm Springs, CA 92262—An Equal Opportunity Employer.

WSB, Atlanta, has an immediate opening for an experienced AM/FM engineer. Must have working knowledge of the technical performance of WSB-FM. A good technical background and experience with FM processors, transmitters, and automation systems are required. Very modern and pleasant working conditions. Please send resume to Bob Robuck, WSB, 1601 West Peachtree Street, N.E., Atlanta, GA 30309 or call 404-890-7369, Equal Opportunity Employer.


HELP WANTED TECHNICAL CONTINUED

All-Media City expanding communications program seeking qualified applicants for positions in Electronic Equipment Maintenance. Requires 2nd class FCC license and 3 years minimum experience, including 1 year of managing modern 2-way radios. $15K-Excellent benefits. Send resume to: Civil Service Commission of Baltimore, 111 N. Calvert Street, Baltimore, MD 21202.

Chief Engineer for public 24.5 kW Stereo FM in Southern California. Approximately $14,000 first year plus full family benefit package. Minimum of three years broadcast experience in design, installation, repair and maintenance of equipment. Letters of intent and applications must be postmarked by 8 December 1978. For more information and applications contact Winston W. Cari, Personnel Offices KVIC-TV/FM, San Bernardino Community College District, 631 South Mount Vernon Avenue, San Bernardino, CA 92410. 714-888-6511. Ext. 105. EOE.

Midwest Medium Market. Full charge chief engineer, MOR, SKW-1KW, 3 lower nite directional, EOE. Send resume and current salary to Box Q-119.


Announcer-Engineer wanted for gospel FM in Southeastern Virginia. WGTN, PO. Drawer 370, Richland, VA 24461.

Billings, Montana needs a First Class Engineer for 5000 watt AM Directional System. Construction on FM should start this spring. Work for Montana's leading radio station. Write or call Dan Miller, KOOK Radio 406-248-7827. PO. Box 1276.

HELP WANTED NEWS


A Black Network is expanding and seeking qualified broadcast journalists for its news and sports department. Newspeople, sportscasters, and editors are needed. Please send resumes with references to Box Q-48.

Number One News/Talk and Information Florida's Suncoast. Reporter/Anchor, general assignment with strong local news background. Also very good commercial production a must. Tape/resume/salary to Jack Frank, Operations Manager, WOSA Newsradio-1220, Box 7700 Sarasota, FL 34237, Job Open Now.

KEWI seeks a morning newscaster to join our award winning news team. Constitutional style is necessary. Send tape, resume and reasons why we should hire you to Mike Manns, Box 346, Topka, KS 66605. You may call 913-273-2122. An equal opportunity employer, M/F.

WIRE, Indianapolis looking for evening-anchor-reporter. Must be strong sounding hard-working profes- sional for an aggressive news operation. E.O.E. Tape and resume to News Director, WIRE, 4560 Knollton Road, Indianapolis, IN 46208.

News Director with experience or schooling to gather, write, deliver. Females encouraged. Rush tape and resume to WWJM, Box 507, New Lexington, OH, 43764.

Immediate Opening for news director. Strong on human interest and actualities. MOR format & sports. Midwest, 5,000 watts. E.O.E. Call 812-425-2221.

Immediate opening for reporter in a town where a lot of news happens. Tape and resume to: Rick Cohler, KASX, Box 728, Ames, IA 50010.

NEWS PERSONS for WSSRADIO, WDGSS, Louisville, KY. Phone for application forms. 812-948-WGDS. EEO.

Clear Channel AM/100KW FM needs NewsPerson to report and inform in Northern Iowa and Lower Min- nesota. Want a reporter, not just a newscaster. Jim For- mely, News Director, KQWX, Box 1446, Mason City, IA 50461, 515-423-8534.

Newsperson for top local news operation in Mid- west university city. Send tape, resume, writing sam- ples to Tom Krynski, KFRO, Columbus, MS 63021.

HELP WANTED, PRODUCTION OTHERS

One of the Top Ten Black Stations in the Midwest has a growth opportunity for a Program Director. Applic- ations are invited for top position in five year management experience. Ability to motivate creative people is a must plus good administrative skills. Send tape and resume to: Gordon Zlot, 6097 N. Indiana Ave, Chicago, IL 60631.

One of the Top Ten Black Stations in the Midwest has a growth opportunity for a Program Director. Must be a creative leader; strong in pro- motion ability. Tape and resume to: G.M. 2070 North Pelot, 32501. EEO.

Production Genius needed by one of Northern California's top beautiful music stations. Must have mature voice and be capable of creating, scripting and producing imaginative radio campaigns. Ideal living and working conditions with top compensation and benefits. Send production demo and detailed resume to Gordon Zlot, KZST, Box 2755, Santa Rosa, CA 95405. EEO.

Outstanding opportunity for creative and enthusiastic Program Director. Should have full know- ledge of FCC regulations, and be able to supervise an- nouncing staff. Competitive salary and benefits. Sta- tion located in New Mexico. Call manager 505-863-4444.

Top-40 Program Director needed in Vacation Land Mountains. Lakeside, Top of the mountain station in five year second market. Must know the role of personality, top-40, radio in a medium market. Successful 5000 watt growth oriented station with Beautiful Music FM. Current program manager is available but will be stable, good on air personality. Starting 11,500 - 13,500, Resume, philoso- phy tape: Ron Frizzell, WLM, Box 929, Lewiston, ME 04240. We are an Equal Opportunity Employer.

Experienced Program Director. 12-15 thousand per year plus commission, program staff. Air shift. Com- petitive 30 thousand Midwest, Box Q-121.

9B/WONE Dayton has opening for program director with administrative abilities, handling an excellent crew of people. Top benefits with highly regarded EEO Group One Broadcasting. Send full tape, resume, and all particulars to Don Kiddwell, General Manager, WONE, 11 South Wilkinson Street, Dayton, OH 45402.

Program Directors for news-talk stations are needed at WOAJ Radio San Antonio and KXXX Radio Tulsa. Extensive experience required and supervisory experience in any format required. Send tape, resume, and 500-word minimum paper on philosophy of talk radio to John W Barge, Vice President, Clear Channel Communications, Inc. 1031 Navarro, San An- tonio, TX 78205. EEO/MF.

Top Rates AMer in Virginia's Shenandoah Valley 12 station market seeks experienced Production/On-Air Personality for immediate opening. Will pay top dollar for right talent. Send resume to Tom Knoll, Operations Manager, PO. Box 2189, Staunton, VA 24401 or call 703-866-2378.

No. 1 station in Jackson, TN has immediate opening for Program Director. Prior PD experience desirable. Excellent opportunity to build toward becoming a PD in a major market. Send resume and air check to Station Managers, WDXI 1310 Radio, 1 Radio Park, Jackson, TN 38301. No phone calls. EOE.

SITUATIONS WANTED MANAGEMENT

Management and Sales twenty-five years with the industry deeply involved sales the fields of program- ming, news development personnel, employee benefit plan, programming, talent negotiations, finance and acquisition of radio and CATV AMFM available now. Reply in confi- dence. Box Q-2.

General Manager who can prove it, winner, track record, super heavy background in programming, sales, administration, management, FCC radio credentials, searching stable permanent position, credentials speak for themselves. Reply in confidence. Box Q-64.

Experienced G.M.- Effective, creative administrator, accomplished at meeting ambitious sales and pro- gramming objectives. Box Q-73.


13 years experience, 11 years with present com- pany. Vice-President of Programming, GM, sales and program management. Box Q-97.

Want to make money? Enthusiastic sales manager with strong programming and promotion background ready to manage your small to medium market station. Community involved family man prefers South or Mid- west but will consider all. Box Q-123.

Black Station Manager 7 years of successful medium market manager's experience. Heavy sells, pro- gramming, administration. Excellent references. Box O-133.


SITUATIONS WANTED SALES

Experienced, hardworking account executive seeks sales or sales managers position, 1st phone, prefer Colorado or Idaho area. Box Q-137.

General Manager/GSM available. Excellent track record, Strong administrative, leadership and agency experience. Sales oriented. Seeks affiliation with stable company for financial growth. Box Q-142.

SITUATIONS WANTED ANNOUNCERS

Soul Personality Seeking to relocate to either North Carolina, South Carolina or Virginia area. 919- 483-6530.

Young Air Personality with 3rd Endorsed. Some ex- perience. Top 40 format preferred. Will relocate anywhere immediately. Tape and resume upon request. Call 312-767-7868 anytime or write Ed Dudiak, 8000 So. Pulaski, Chicago, IL 60625.

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, 215-825-3088 or 215-922-2530.

Broadcasters with "Background." Former Disco DJ Host-Manager-Entertainers Now thoroughly broad- cast-trained black performer with 3rd Endorsed. Ex- perience, nice delivery. Also sales oriented. Contact Jerome Tate at 215—849-4153 or 215—922-2797.

1st Phone—26 year old married male seeking em- ployment with all rock station. Currently employed. 5 years experience, good team member, willing to learn more. Midwest Markets. Tapes available. Box Q-60.

Looking for good solid station on East Coast; Top PD or News/Production. All in medium market radio for fifteen years … write Box Q-93.

Experienced Announcer copywriter available now. Am personality orientated but not a screamer. Will relocate. If you want a stable, "team" member I think I can help. Box Q-100.

Creative, Reliable, 4 year Radio Pro seeks positive career move. Ken 914-856-6757.
Situations Wanted Announcers Continued

Small Market MD/PD. 1st Phone. Seeking announcer, good voice, good writer, Excellent production and speech. Barry Scott Raines, 20-43 Elk Drive, Far Rockaway, NY 11691.

Young experienced announcer looking to move back home to the East or New England. For cassette air check write Barry Heikstra, Box 700, Jena, LA 71342.

Excellent Sports Play-By-Play. Fluid, graphic, friendly UCLA and USC experience all sports. FCC. 1st. Contact Allan Eiconin, 213-785-0774 or 283-231.

Top Grade Commercial Announcer. 25 yrs. of programming experience is bonus to employer. Looking for permanent job for voice—booth work, Beautiful Music, etc. 15,000 minimum. Call Lee Wilder, 401-849-7973 or 18 Shields St, Newport, RI 02840.

3rd End. Looking for all night shift at Automated FM. 3 yrs exp. Call Joe Norman 319-381-0072.

If you’re a PD, in small-town U.S.A. who ‘busts experience to get the best out of your broadcast staff, I’m professionally trained, ready with tape, resume, and positive attitude. Call Angelo, 609-784-8462 or 215-922-2797.

One of a kind—young inflation-fighting Broadcaster, Newscaster, DJ (and former) accountant. Consider the multitude of pay-off savings! Box Q-128.

Situations Wanted Technical


Chief engineer seeks position in Southeast. Excellent references. Good on-air work, too. 304-252-0956 or Box 1731, Beckley, WV 25501.

Young chief engineer available. Career oriented. Currently employed, five years experience, two as chief, knows latest technology. Box N-182.

Engineer: Quality oriented, experienced chief seeks position. Box Q-110.

Situations Wanted News

Newsperson experienced in gathering, writing, editing, knowledge of public affairs. Pleasant voice, good with tape. First phone. Prefer Southeast, Box P-111.

West or Florida only… wanted by newsmen, 4 years experience, MSJ, currently ND. Box Q-11.

Top Newscaster in medium Northeast market wants to move up. Proven ratings leader, skilled reporters, writer and editor. Ten years experience, journalism degree. Box Q-62.

Ambitious, career minded Broadcasting School. College Grad seeking full time work, Presently working part-time. Want to get to a station and settle in. Prefer experience to get the best out of your broadcast staff. I’m professionally trained, ready with tape, resume’ call Chad Groening 513-233-4870.

We’re not Bruce and Christie Jennis, but they aren’t solid journalists. This husband-wife team capable writes, reports, interviews. Husband in radio, wife in media relations. Prefer radio-TV combos in medium Midwest markets. Dislike Wheatles. Box Q-129.

Baseball PBP Young, 27, experienced, enthusiastic Sportscaster looking for Baseball PBP for 1979 season. Current Radio Sports Director—University PBP M.S. Communications, Box Q-138.

Sports PBP Experience in baseball, basketball, Good Interviews, I’m looking for that move up. Prefer Midwest Box Q-138.

Willing to work hard for first break. UNC graduate, BA broadcasting journalism. Stringer experience. Will relocate. For tape and resume contact Charles Freiman, 1404 Hillwood Court, Charlotte NC 28210. 704-525-1477.

Reporter-Law. If significant stories aren’t getting adequate attention, consider this: I’m a 30 year old attorney (L) who wants to cover all areas of law-related to entertainment. New York TV station. Please send resume, letter for all viewing, to 1506 Carrs Nest Road, Bronxville, NY 10708 914-337-4204.

Experienced (18 months) black female broadcaster, 28, 3rd endorsed, will relocate anywhere. Call Beryl Jackson, 215-887-6844 or 215-922-2797.

Situations Wanted Programming, Production, Others

Well experienced TD 40 PD ready now. Learned from the best. Box Q-47.


TELEVISION

Help Wanted Management

General Sales Manager capable of directing a strong Western Network Affiliate. Good Salary plus profit sharing. Excellent opportunity. Must be well versed in living conditions in an ideal climate. A real challenge for a sales person. Station enjoys prestige, good rates and strong share in the market. Resume to Box Q-37.

Promotion Manager. Must have strong promotion record, professional communication skills, research training and ability to handle general management responsibilities. Resume and salary Equal Opportunity Employer. Box Q-91.

General Sales Manager—Excellent opportunity for experienced sales person on creative leadership, innovative, pricing, and inventory knowledge and control. Equal opportunity employer. Send complete resume including salary history to Box Q-92.

Director, Operations… For Major Midwestern Network-Owned Station. Excellent career opportunity. Must have experience managing operations and labor relations. Engineering background preferable but not necessary. College degree required. Send resume with salary history to RO Box 3428, Chicago, IL 60654.

Manager National Operations. Growing television facility is in need of a Manager for National Operations to co-ordinate activities of national program production and operations. Experience working closely with business office and vendors as well as project producers and unit managers. Requires degree, or experience, plus ability to manage two to three years experience as unit manager for national program projects, or related job experience at a major TV production facility local station or network. Salary mid-twenties. Send resume with salary history to Personnel, RO Box 610001, Miami, FL 33161.

Help Wanted Sales

Account Executive: Midwest UHF TV station looking for aggressive self starting account executive with a hard hitting background in local and agency selling. Established list with super growth potential. Available the first of the year. We are an Equal Opportunity Employer. Send resume to Box Q-111.

Television Account Executive. A group-owned television station within the top 20 markets needs an experienced salesperson to handle existing account list. Experience and minimum of 3 years selling television time. Outstanding growth potential for a self-motivated broadcast-minded salesperson. Send resume to Broadcasting, Box Q-114.

WTVP-TV Harrisburg, PA is seeking a national sales representative. Must be well versed in call configuration. Must be strong in sales, traffic management. Complete details including salary, first letter to RS, Abbott, Manager, Box 2775, Harrisburg, PA 17105. An Equal Opportunity Employer.

Help Wanted Technical

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

Engineer with ability and knowledge to maintain radio and television broadcast equipment. First Class FCC license required. All new radio and television broadcast equipment. Experienced RF technician, late model year old Harris Gates transmitter run by remote control. Some TV switching required. Wayne Pash, Techn Di KLOE-AM-GFC, Goodland, KS 67735. RO Box 569, PH 913-899-2321.

Immediate Opening for First Phone Technician who likes a heavy maintenance schedule on studio cameras, ENG cameras, video tape, both quad and high speed. Knowledge of digital systems is a must. We’re doing big things at WSBE-TV; Wilkes-Barre and we need good technical help and will pay for it. Contact Charles Baltimore at 717-823-3101.

TV Maintenance Supervisor, major market ABC affiliate is looking to hire a qualified and capable of supervising eight-person maintenance crew. ENG, ACR-25’s, automated switching, Harris transmitter, generally mixed plant. Degree preferred, minimum of 5-10 years experience desired. Substantial supervisory experience required. Salary negotiable. Equal Opportunity Employer. Reply Box Q-56.

Upstate New York medium market UHF has immediate opening for first phone switcher. Excellent entry level opportunity with expanding group. Call John Herrick, 607-739-3636.


Controlroom Engineer—1st Phone required, prefer some experience, will consider beginners. Send resume to: Robert Hardie, KAMR-TV, Box 751, Amarillo, TX 79191.

Microwave/Maintenance Engineer: Responsible for microwave and translator sites, assisting with studio and transmitter maintenance. Basic digital knowledge required. Send resume to Box 10,000, Reno, NV 89510, 702-788-8880. E.O.E.

WESH-TV, Orlando, Florida is accepting applications for FCC First Class licensed television and maintenance operators. One position in operations, the other in maintenance. Call Nite Hunt or Dan Long 305-845-2222, or send resume to WESH-TV, PO Box 7689, Orlando, FL 32804. E.O.E.

Maintenance Chief for VHF television station in Southern Maine. Applicants must have a practical knowledge of repair of quad, helical tape equipment, mobile camera, remote control equipment. Must also be able to supervise the Technical Department. For more information send resume to Box P-29.

Master Control Operator: Responsible for set up and operation of all master control equipment for on air and monitoring. Excellent knowledge of control and transmitter. KOLO-TV, Box 10,000 Reno, NV 89510, 702-788-8880. E.O.E.

Electronics Technician. We are seeking an experienced electronics technician who has demonstrated exceptional talent in all TV operations. Applicants should possess superior skills covering air and production switching, videotape editing and operation, lighting and camera control with strong maintenance capabilities on the above equipment. A thorough knowledge of current solid state electronics is essential as well as an understanding of Audio and Radio Telephone Line. Pay scale will be commensurate with experience. References required. An Equal Opportunity Employer, MIE Box Q-116.

Technical experienced video/audio technician to supervise technical operation of large multi-studio production facility in Southeast. Must be experienced in set up and operation of color cameras, film chains, VTR, mult-track audio equipment. Supervisory ability important. Must be able to develop and supervise 10 holidays, free hospitalization plan. An Equal Opportunity Employer. Send detailed resume to Box Q-118.

Technical TV Maintenance Technician experienced with color studio production equipment, including studio and helical VIPS, Studio and ENG cameras, editing systems. Many benefits including 3 week paid vacation plus 10 holidays, free hospitalization insurance. Large TV production facility in Southeast. An Equal Opportunity Employer. Box Q-117.
HELP WANTED TECHNICAL CONTINUED

Switcher/Engineer—First Class License, experience necessary. Quad and 34" equipped, NBC affiliate. Call Larry Young, Chief Engineer, WMSE-TV, Box 1340, Panama City, FL 32401, phone 904-786-2313.

Master Control Switcher for heavy production, quality oriented ABC affiliate. Must be responsible for on-air production, technical equipment, and on-air image of the station. Willing to train ex-radio people or newly licensed persons. FCC 1st mobile license required. Send resume to Personnel, WKN-TV, 2101 South, Decatur, IL 62521-0000.

Broadcast TV Engineers with experience in television studio and control room remote and audio-visual audio and video cable systems. TV and video cable systems. Send resume and salary requirements to WENF-TV, Engineer Department, PO Box 1283, Buffalo, NY 14240. An Equal Opportunity Employer.

Television Technician—Person wanted for operations and maintenance functions related to television studio and closed circuit system. A.A.S. in electronics and 1 year of practical experience. Apply immediately. Strong Digital background preferred. Immediate vacancy in position of Engineer/Operator exists. Outstanding benefit program includes company paid retirement plan and health insurance. Send resume to Personnel, WILX-TV, 789-1100. EOE.

Video Engineer/Technician: Experienced in maintenance of Professional Video Studio Equipment. Quad and Helical VTR's, Projectors, Telecine, Chinnor, and Scanlan, VP & GM. & Coming, WECA-TV, Box 10027, Tallahassee, FL 32302, Equal Opportunity/Affirmative Action Employer.

Chief Photographer—A substantial background in television news reporting is required. Must be experienced in all phases of writing, editing, producing and shooting photojournalism. Electronic news gathering, writing, editing, etc. Heavy emphasis on reporting and writing. No previous broadcast experience can be accepted. Send complete resume and video cassette tape to: News Director, WTVT, PO Box 2009, Durham, NC 27702. EOE.

Photographer—if you’re creative, like working with a mix of ENG, live shots and film, if you understand telematics, & the advantages of video, if you want to work for a station that knows good photographers are rare as diamonds, write us! Medium market: Midwest VHF; EOE. Box Q-99.

Executive Producer: To produce 6 and 10 o’clock newscaster to produce supper time and general news. Medium market station in Sunbelt. College degree and two years television experience needed. Salary in the 20’s. An EEOC Employer. Send resume to Box Q-98.


Meteorologist: Wanted by Midwest ABC affiliate whose credentials regarding weather are the finest. Must be extremely accurate with TV background. No beginning. Send resume to WTVT-TV, 3800 Shady Run Rd., Youngstown, OH 44502. An EOE.

Sports Anchor for progressive news organization. TV experience required. Send video tape, resume and salary requirements to Eric Rabe, News Director, WTJZ-TV, 5000 Sixth Avenue, Altona, PA 19803.

Reporter for Florida top 40V’s VHF Must have minimum of one year experience, preferably with live ENG. First letter should include salary expectations. EOE. Box Q-126.

Midwest Station Needs General Assignment Reporter. Must be experienced and able to fill anchorman newscast. Send resumewriting samples to: Box Q-130. Equal Opportunity Employer.

Combination reporter/photographers skilful in shooting and editing film and tape. Journalism/Communications degrees or comparable experience necessary. Equal Opportunity/Equal Pay. Send resume with color TV station, resume and photo to Box Q-134.

Television news photographer for Florida top 40V’s affiliate. Must have two years experience on film and ENG Experience with live ENG preferred. Salary expectation included in initial letter. Please include resume and photo. EOE. Respond News Director, PO Box 1833, Orlando, FL 32802.


Our Sports Director just signed with a Top 50 market TV station! He had no previous TV experience before joining us, but his knowledge of sports was exceptional. He learned quickly, we should hire him. We can read and pronounce names like a pro, had good on-camera appearance and eye contact, worked long hours, shot ENG and edited film. Let us know if you have a superior top performer in every respect. Can you fill his shoes? You’ll anchor sports at 6 for hour long newscast and again at 1 P.M., and work extra for some specials and NHRA events too. We’re located in prestigious state University and Florida A&M. High interest in sports year round. Cassette tape and resume to Tom Scanlan, VP & GM, WECA-TV, Box 12017, Tallahassee, FL 32302. Equal Opportunity/Affirmative Action Employer.

No new station position available. We need experienced reporters and photographers. Send resume to Tom Scanlan, VP & General Manager, Fox Television Station, 10027 First Avenue, Tallahassee, FL 32302. Equal Opportunity/Affirmative Action Employer.

Chief Engineer: For prestigious deep South news operation. Demonstrated ENG, Film, organization and leadership abilities required. Resume to Box Q-81, EOE.

Reporter—Must be experienced in beat reporting, preferably hard news. Must be aggressive and productive. Must be able to work with a group-oriented affiliate in major Sunbelt market. Box Q-33.

Chief Photographer for prestigious deep South news operation. Demonstrated ENG, Film, organization and leadership abilities required. Resume to Box Q-81, EOE.

S.E. Minnesota Television Station needs sportscaster for early/late newscasts. Prefer experienced reporter with Journalism Degree, capable of handling Film, ENG. Send resume, writing samples to News Director, KTTC-TV, 601 First Avenue NW, Rochester, MN 55901. Equal Opportunity Employer.

Anchor/Reporter/Weathercaster needed for expanding ABC affiliate. Tapes and resumes to Don Stuebs, KSHO-TV, 3355 Valley View Blvd, Las Vegas, NV 89102.

Jacksonville, Florida just lured our weather reporter away to Tallahassee! Need person to deliver daily weather report at 6 and 11 PM, as well as handle stand-up commercials, both afternoon and evening. Excellent benefit package. Good speaking and reading ability, ability to be ad-lib, and work well with people. Please include resume and color photo. Send resumes to Box 10027, Tallahassee, FL 32302, Equal Opportunity/Affirmative Action Employer.

Weather/Anchor—Leading East Coast Independent seeks vibrant weather/anchor. Must be experienced in ENG, with 2 years of full-time experience. Will include spot reports on current weather, occasional presentations, interviews. Send resume to Personnel Director, WSM, Inc., Box 100, Nashville, TN 37202. An Equal Opportunity Employer.

HELP WANTED PROGRAMMING, PRODUCTION, OTHERS

Producer for weekend newscasts at prestigious deep South station. Must have writing experience and some producing experience. Please include resume and writing samples. EOE. Resume to Box Q-50.

TV Technician for commercial production unit. San Diego affiliate. Experience in mini-cam, film photography, editing, lighting and maintenance. Minimum 5 years experience. TV Program Director, Box 80688, San Diego, CA 92138. An EOE.

Director of Programming Position Available. The Iowa Public Broadcasting Network is seeking qualified candidates for the position of Director of Programming. IPBN operates an eight-station network with major production facilities and program staff headquartered at KDIN-TV, Des Moines. Director of Programming is responsible for overall management, and maintains a quality programming schedule. Management responsibilities include planning, development, production, acquisition, scheduling, and ascription. Position requires demonstrated administrative skills in budgeting, public contact, program development, grantmanship, FCC rules, management principles, and supervision of a large and diversified staff. For position description and requirements, contact: Rod Thole, Executive Director, IPBN, PO Box 1758, Des Moines, IA 50306. Applications close January 31, 1978. An Equal Opportunity Employer.

Production Manager for aggressive, heavy production, quality oriented ABC affiliate. Essentials: Long hours, hard work, ability to follow through and manage people. Must have highest standards for himself/herself, and staff for the station’s production. Must be able to effectively schedule people, equip, and staff equipment. Must also be able to work well with clients and sales staff. Complete resume to Tom Scanlan, VP & GM, WECA-TV, Box 10027, Tallahassee, FL 32302. Equal Opportunity/Affirmative Action Employer.

Art Director—Broadcast experience required. Well versed in art design for on-air promotion, print-layout design, and radio promotions. Should have knowledge including budget controls helpful. Resumes only to: Art Moore, 4100 City Line Avenue, Philadelphia PA 19131. An Equal Opportunity Employer.
SITUATIONS WANTED MANAGEMENT

General Manager with outstanding credentials! Television 22 years; Radio 12 years; Management 18 years. Now 48. Thoroughly experienced all aspects: ownership, administration, sales, programming, film, buying, news, promotion, community involvement, etc. Quality leader in industry Very competitive! Produced spectacular sales and profits, plus prestige. Achieved revitalization/revival. Produces outstanding standing ratings, sales, profits and prestige! Box Q-113.

SITUATIONS WANTED TECHNICAL

First phone, some experience, over 1700 hours of electronics training, single, 25 years, mature, available immediately as "trainee"—Anthony Pinesich, 2604 East York Street, Philadelphia, PA 19125, 215-423-8952 or 215-922-2530.

HELP WANTED TECHNICAL

**HELP WANTED TECHNICAL**

News People Notice. Experienced reporter-producer with a fresh approach to a story or a show wants to move up to a larger northeast market. Box Q-79.

Hardworking female reporter, BA Broadcast/Film. Experienced in looking for a professional minor market news assignment. 205-455-2488.

Female Weekend Anchor/Reporter in Top 30 wants to move up. Warm, creative, personable, and very professional. Box Q-112.

Assignment Editor, Black reporter, BA, 8 years experience in TV. Can work with both ENG and film. Organized, and knows how to work with people. Have supervised a staff of twenty two. Box Q-124.

Radio Reporter Seeks switch to TV Would prefer off-camera work. Excellent reporting and writing ability. Rick Lippincott 201-832-2701.

News Director/Anchor for small market network affiliate ready for anchor/reporter job in Top 50 market. Call: Matthew 315-797-5220.

SITUATIONS WANTED PRODUCTION, PRODUCTION, OTHERS

Women love me! Handsome talkmagazine pro, 3 years, delaying female demographics. Interviews, experiences from politics and personalities to PTA. Box Q-54.

Associate Producer of magazine program in Top 40 market while student intern. Seeking entry level position in small/midmarket media. ENG experience. Excellent researcher and writer. Steve White 251-637-1451.


Producer—Director/Production Specialist desperately needs responsible position with outstanding organization. 7 years professional stereoliner experience. Graham Brinton, 215—664-3346.

ALLIED FIELDS

HELP WANTED TECHNICAL

**HELP WANTED TECHNICAL**

**Media Engineering Supervisor**—The University of Michigan is seeking qualified candidates to supervise the operation and maintenance of technical equipment for the School of Dentistry telecommunications facility. Must be up to date on BGC, film editors in all formats and 16mm and PC-70 color cameras. BS in Engineering or equivalent combination of education and experience. Possession of FCC first class radio-telephone operating license preferred. Experience in production, lighting, staging and supervising. Limited computer maintenance experience required. Send resume to: University of Michigan, Office of Professional and Administrative Staff Services, 1020 LSA Building. Ann Arbor, MI 48109. A non-discriminatory, affirmative action employer.

Washington, D.C. TV and Radio financial management consulting firm needs experienced TV and radio producer/engineer to assist with developing new business. Interviews and employment test in house library of manufacturers catalogs and price data. This is a detail desk job in pleasant surroundings plus office hours. Will be working with other engineers and with clients at stations. Fine progressive company in its 32nd year. Call John Bowman, Frazes, Gross & Clay, Inc. 202—986-2282.

**HELP WANTED PROGRAMPING, PRODUCTION, OTHERS**

Media Production Manager—The University of Michigan is seeking qualified candidates to manage production and scheduling activities for the TV unit of the School of Dentistry. Develop new instructional materials and complete assignment to TV production services. Degrees in Communications or related field required. Masters degree desirable. Considerable experience in writing, producing and directing media presentations necessary. Please send resume to: University of Michigan, Office of Professional and Administrative Staff Services, 1020 LSA Building. Ann Arbor, MI 48109. A non-discriminatory, affirmative action employer.

**HELP WANTED INSTRUCTION**

Stephen College, Columbia, Missouri 65215. New Communications Department has 4 tenure-track positions available: Positions demand strong commitment to liberal arts/career-based philosophy of education. Minimum B.S., M.S. in Communications or related field required, Masters degree desirable. Considerable experience in writing, producing and directing media presentations necessary. Please send resume to: The University of Michigan, Office of Professional and Administrative Staff Services, 1020 LSA Building. Ann Arbor, MI 48109. A non-discriminatory, affirmative action employer.

**WANTED TO BUY EQUIPMENT**


Paul Schafer Wants to buy Schafer 800 Automation System, Late Model AM and FM Transmitters all sizes. Call 714-454-154 or write Schafer International, 5801 Soledad Mountain Rd., La Jolla, CA 92037.

**FOR SALE EQUIPMENT**

**FOR SALE EQUIPMENT**


For Sale: TR-22 VTR, TR-4 VTR, and 3 C-280 color cameras. Contact Al Evans, WKXN-TV, Detroit, MI 313-355-2901.

Low Priced Broadcast Department ex muslim priests stock on Harris, Ampex, Scully and others offered at 40% and 60% off Harris list price. Write for free list or call for availability at 217—822-8200, ext. 3500 or 3502. Harris Broadcast Products Division, Service Parts Department, PO. Box 4290, Quincy, IL 62301.

Electronic Equipment Below Retail. Call or write for quote. Box 2308, Seventy West Burlington Place, Chicago, IL 60614-9410.

For Sale: Gates Stereo Statesman Board; 5 Channel Gates Induction screens included. Fair condition. 817—776-3900.


IGM Automation Equipment: IGM 500 Control Computer, 64 Channel, 64 Channel, 488BPM, Metrolith Logbook, equipment rack. Sold as package. All in mint condition, Steve Fedri, K99 Radio, 408—727-7211. Make offer.

TV Transmitter (Tuned to Channel 12). RCA CTA-125C with sideband tones, 125 watts and complete simple include tubes. Met "proof" specifications when de-activated. Where is, as is, negotiable. Contact Dick Payne, 205—281-2900.

The University of Texas at Austin Department of Journalism seeks an assistant professor for its Broadcast Department. Ph.D. preferred; significant professional experience and evidence of scholarly work required. This individual will teach undergraduate radio and television newsgathering, writing and production courses and will participate in graduate programs. Salary will be commensurate with qualifications. The University of Texas is an Equal Opportunity, Affirmative Action employer. Send letter of application and resume by January 15, 1979 to: Dr. Al Anderson, Broadcast News Search, Department of Journalism, The University of Texas, Austin, TX 78712.

Faculty position in Broadcast Journalism available Fall 1979. Must be tenurable now or near future. Requires extensive news experience and demonstrable ability to teach underpad radio and television journalism through published research and criticism. Ph.D. or demonstrated equivalent. Write William Ames, School of Communications, University of Washington, Seattle, WA 98195. Deadline: February 1, 1979. The University of Washington is an equal opportunity, affirmative action employer.
Please send me...

**Broadcasting**
the newsweekly of broadcasting and allied arts

- □ 3 years $90 □ 2 years $65 □ 1 year $35
  (Canadian and international subscribers add $12/year)
- □ 1979 Cable Sourcebook $20.00
  (If payment with order, $15.00)
- □ 1978 Yearbook $37.50
  (If payment with order, $32.50)
- □ Payment enclosed
- □ Bill me

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Name: two initials and last name

Company Name

Address

City State Zip code

Home? □ Yes □ No

Type of Business

Title/Position

Are you or your firm engaged in cable TV operations □ Yes □ No

Signature (required)
Broadcasting
The newsweekly of broadcasting and allied arts

1735 DeSales Street, N.W.,
Washington, D.C. 20036
FOR SALE EQUIPMENT CONTINUED

Beautiful Music Service. Over 500-10" reels with tones. $5 per reel, $2000 takes all, Steel 10/4" reels with tape-$10. WITCH 1-715-524-2194.

Ikegami HL-77 batteries (2) and charger supplied with the camera. In good condition. Best offer takes all. Contact Dennis Dunbar at 413-781-2801.


Ramko Consoles Stereo—Used only one year. 8 channel main and 5 channel production board. Current price new is $3800. Cash price $3000. For details call David Green, Broadcast Consultants Corporation 703-777-8660.

PC-70 Camera, complete with Cam Head, HS Houston Fearless Pedestal and camera cable. Monitoring Package not included. $10,000 or best offer. For information call Jim Martens, WGEM, Quincy.

PC-90 Camera—Complete (2) 16 mm projectors.

Ramko Consoles Stereo—Used only one year. 8 channel main and 5 channel production board. Current price new is $3800. Cash price $3000. For details call David Green, Broadcast Consultants Corporation 703-777-8660.

PC-70 Camera, complete with Cam Head, HS Houston Fearless Pedestal and camera cable. Monitoring Package not included. $10,000 or best offer. For information call Jim Martens, WGEM, Quincy.

Ramko Consoles Stereo—Used only one year. 8 channel main and 5 channel production board. Current price new is $3800. Cash price $3000. For details call David Green, Broadcast Consultants Corporation 703-777-8660.

HP Spectrum Analyzer 8518B51, Exc. Cond. Currently calibrated. $4000.00 Call 213-541-7379.

COMEDY

Free sample of radio's most popular humor service! O'LINERS, 365-C West Bullard, Filer, Idaho 93704.

GUARANTEED FUNNIEST! Hundreds renewed! Freebie! Contemporary Comedy, 5604-B Twinling, Dallas, TX 75227.

Not Comedy—Total personality service for Top 40, MOR, AOR. Sample: GALAXY, Box 98024-B, Atlanta, GA 30359 (phone 404-231-9884).

"The Radio Personality!" Topical humor, bi-weekly. Free sample. 1509 Country Club Court; Franklin, TN 37064.

Complete show material. Page for every day, 55 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 deals, write or phone: Television & Radio Features, inc., 166 E. Superior St. Chicago, IL 60611, call collect 312-944-3700.


Attention Jocks! Archies 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, 906 N.W. 105th St., Suite 106, Oklahoma City, OK 73114.


INSTRUCTION

1st class FCC, 6 wks., $450 or money back guarantee, VA appvd. NAT Inst. Communications, 111478 Oxnard St., N. Hollywood CA 91606.

OMEGA STATE INSTITUTE training for FCC First Class licenses, color TV production, announcing and radio production. Effective placement assistance, too. 237 East Grand, Chicago, 312-321-9400.


REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin January 2 and February 19. Student rooms at each school.

REI 61 N. Pineapple Ave, Sarasota, FL 33577, 813-955-8922.

REI 2402 Tidewater Trail, Fredericksburg, VA, 22401.

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

Cassette recorded First phone preparation at home plus one week personal instruction in Boston, Atlanta, Seattle, Detroit, Philadelphia. Our twentieth year teaching FCC license courses. Bob Johnson Radio License Training, 1201 Ninth, Manhattan Beach, CA 90266 213-379-4481.

Help Wanted Announcers

Midwest MOR

Looking for the right Mid-Day Entertainer. Must be strong on production. Great opportunity for the right person—M-F - Equal Opportunity Employer.

Box Q-90.

RETAIL SALES ACCOUNT EXECUTIVE CHICAGO

Our retail sales department offers an excellent opportunity for a person with media sales experience to coordinate major advertising programs for retailers making use of co-op funds and exciting promotions. The ideal candidate will have media sales background with a full understanding of radio, TV and newspaper advertising.

If you are seeking a career with individual growth potential within a major media organization coupled with both creative and monetary rewards this position could be for you. We offer an excellent salary plus commission, incentive and a full range of company benefits.

Please send resume including salary history and requirements to:

Cheryl Goepfert
Retail Sales Manager
WMAQ/NBC Radio
Merchandise Mart
Chicago, Illinois 60654

an equal opportunity employer m/f

HELP WANTED SALES

ACCOUNT EXECUTIVE

Move up to a major market, major facility, and major list! WLKW AM & FM, No. 1 in Providence, has an Account Executive opening now!! Send resume ASAP to Pete Vincelette. EOE.

HELP WANTED SALES CONTINUED

MORNING DRIVE NEWSPERSON

If you've had at least 2-3 years air experience in a contemporary format, and can relate to the 18-34 lifestyle, you may be the person we're looking for to join our solid team of pro's. A natural, up and one to one approach is what we're looking for...if you've got it, send it on a tape, along with a resume and salary requirements to:

Gary Berkowitz, Program Manager
929PRO-FM
1502 Wampumag Trail
East Providence, Rhode Island 02915
(401) 433-4200.

WP/PRO-FM is an Equal Opportunity Employer

Advertising Dec 4 1978 81
Help Wanted Programing, Production, Others

MAJOR MARKET
NEWS TALK/INFORMATION
We want to hear from you if you are a solid, well grounded professional News Director, Newperson, Talk Host, Program Director or Assnt PD, with News/Talk experience. Sell yourself with resume, tape, etc. Your material will be treated confidentially, but will not be returned. Reply to: C. Hudson, 2020 LeDroit Dr., So. Pasadena, CA 91030.

Help Wanted Technical

SONO-MAG CORPORATION (SMC)
world's largest manufacturer of broadcast automation systems has opening in its Customer Service Department, for a Field Service Engineer.
Successful candidate should have a First Phone and two or more years experience with broadcast stations and automation equipment along with a background in digital electronics. This outgoing individual would be required to relocate to Bloomington, Illinois. Travel required throughout the US while supervising the installations of SMC systems.
Send resume to: Mr. Gordon Stark, Manager, Customer Service Dept.
SONO-MAG CORPORATION
1005 W. Washington Street
Bloomington, Illinois 61701

SMC is an equal Opportunity employer.

Situations Wanted Management

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 different formats. I am a professional looking for a professional broadcasting company. Reply in confidence to Box Q-11.

Help Wanted Programing, Production, Others Continued

TELEVISION
Help Wanted Programing, Production, Others

Ready to take the next step, General Manager of AM/FM nearly a decade, management experience in all phases, all responsibilities.

THE RECORD:

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CAN I HELP YOU?
WHAT AM I WORTH?
Box Q-127.

TV PROGRAM EXECUTIVE
Experienced TV Program Manager for midwest station. Must be able to quality for advancement to top management position. Strong background in production, film buying, FCC rules, research, and administration. There is a future in this solid veteran broadcast group for the right person. An Equal Opportunity Employer.
A once in a lifetime opportunity. Send resume and salary requirements to Box Q-13.

CO·HOST

WDVM TV Washington, DC wants the best on-air talent in the country to co-host P.M. Magazine.
It's all ENG, all on location, all entertainment. This could be the most demanding, most challenging, most satisfying show you will ever do.
You must have on-air experience... You must be able to produce and project informative, entertaining and absorbing features... And above all, your style and smile must win us over.
Send your tape and resume to: Melanie S. Donahoe, Producer WDVM TV 4001 Brandywine Street, NW Washington, DC 20016
An Equal Opportunity Employer
Help Wanted Programing, Production, Others Continued

BROADCAST EXPERIENCED
Production and Engineering Personnel Needed

We are a long established Washington, D.C. radio-television recording studio significantly expanding our operation. We are looking for dedicated, quality conscious professionals with a minimum of five years broadcast experience for positions in operations, camera, audio, maintenance, etc. Excellent career opportunity with best equipment for the right people. Our product distribution is coast-to-coast. Send resume in confidence to Box Q-139.

Help Wanted Management

ADVERTISING AND PROMOTION DIRECTOR

KTVU, a San Francisco Market Television station is seeking an Advertising & Promotion Director to head a five-person department. Must show demonstrated ability in all areas of TV promotion. Creative and administrative ability a must. Send resumes to: Personnel, KTVU, 1 Jack London Sq., Oakland, CA 94607. Cox Broadcasting, An Equal Opportunity Employer. M/F.

Help Wanted Technical

PART-TIME VTR ENGINEERS
(ALL MARKETS)

Major National CCTV Co., has openings for Part-Time VTR maintenance engineers. Must have Hands-On experience with 3/4-inch equipment & possess or have access to test equipment. Good Pay & Fringe Benefits! Also interested in Microwave engineers. All replies held in confidence—Send resume to:

Bob Skidmore
First Cine-Tel Communications Corp.
1616 Walnut Street
Phil., PA 19103

Help Wanted Technical Continued

FLORIDA LIVING
R & D positions now open for Analog and/or Digital Engineers. Video experience desirable. Excellent career growth and job satisfaction. Contact Dale Buzan, Vital Industries, Inc., 3700 NE 53rd Avenue, Gainesville, FL 32601. Tel: (904)-378-1581.

VITAL HAS A FUTURE FOR YOU


WTVG Television is now in the planning stages for a major facility expansion. Applications are being accepted for the following newly created Engineering staff positions:

Maintenance Supervisor

Applicants must possess:
Supervisory experience
RCA VTR and camera maintenance experience
First class license

Technical Operators, full-time
Technical Operators, part-time
Transmitter Technicians

Related experience and first class radiotelephone license required.

Contact Immediately:
Chief Engineer
WTVG
P.O. Box 296
West Orange, N.J. 07052
An Equal Opportunity Employer
A Wometco Station

Maintenance Technician/Engineer

Experience with IVC 9000's, Ampex Quad, Analog & Digital Engineers. Video experience valuable. Career opportunity for individual with broad experience in maintenance planning and supervision. Salary commensurate with experience. Send full details in confidence to President, Dolphin Productions, 140 East 80th Street, New York, NY 10021.

Help Wanted News

TV NEWS ANCHOR

for Central Virginia's No. 1 news team. Must be qualified reporter with minimum 3 years anchor experience. Send (no phone calls) resume with salary history and tape to: Bill Jobes, News Director, WTVR TV, 3301 W Broad St., Richmond, VA 23226. E.O.E.

Radio Programming

SHERLOCK HOLMES
Radio Mystery Series IS BACK ON THE AIR!

CHARLES MICHELSON, Inc.
2550 Wilshire Blvd., Beverly Hills, Ca. 90212 - (213) 396-4696

CHRISTMAS MUSIC FOR AUTOMATION

Call immediately for FREE INFO 714/785-4567
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Riverside CA 92505

LUM and ABNER
5 - 15 MINUTE PROGRAMS WEEKLY
Program Distributors
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Jonesboro, Arkansas 72401
Phone: 501 - 972-5884

ATTENTION: TV PRODUCTION DIRECTORS

EXCESSIVE BLANKING WIDTHS A PROBLEM?
(Password Notice FCC78-423)

DON'T THROW AWAY THAT VALUABLE VIDEO! WE CAN, USING DIGITAL VIDEO EXPANSION, RETURN YOUR VIDEO TO FCC SPECS. WE WILL DELIVER VIDEO STARTING ON LINE 19 AND 11.0 MICRO SECONDS HORIZONTAL BLANKING. IMMEDIATE TURN-AROUND AVAILABLE!

FOR MORE INFORMATION CALL:
CHARLES BALTIMORE
(717) 823-3101
WBRE TV
WILKES-BARRE, PA.
The City of Hallandale, Florida (Pop. 42,375) requests proposals for a multiple channel, cable television system. Proposals received until February 1, 1979. Specifications are available from the Director of Central Services, City of Hallandale, City Hall, 308 S. Dixie Highway, Hallandale, FL 33009.

**Select Media Brokers**

N.C. daytimer adjacent to metro market, terms.

N.C. daytimer, terms.

Daytimer, Washington State, terms.

Pennsylvania Daytimer, Metro Market.

**PO Box 5**

Albany, Georgia 31702

(912) 883-4908

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**For Sale Stations**

**Plain Small**

AM $180K $46K

**W Small**

AM $215K 29K

**WW Suburban**

AM/FM $800K $300K

**W Metrol**

AM/FM $567K Terms

**MW Major**

AM/FM $27,74M $521K

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**COLLEGETOWN AM**... Fulltimer. Only AM in attractive northeast college community. Over 30 successful years profiting absentee owners. This is a fine unit operation in a good market area. Asking price is $650,000 with 29% down and payout over several years to qualifying buyer. Real estate is included. Contact Keith Horton, Jr. at Elmira office for details.

**THE KEITH W. HORTON CO., INC.**

Post Office Box 948 - Elmira, NY 14902 - (607) 733-7138

**BROKERS & CONSULTANTS TO THE COMMUNICATIONS INDUSTRY.**

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**H.B. La Rue, Media Broker**

**RADIO-TV-CATV-APPRASIALS**

**West Coast:**

44 Montgomery Street, 5th Floor, San Francisco, California 94104 415/673-4474

**East Coast:**

210 East 53rd Street, Suite 5D-New York, N.Y. 10022

212/288-0737

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**Single market—Southwest Class A FM. Real estate and fully equipped. Excellent opportunity for future growth with owner-operator. Priced $200,000—Terms.**

Norman Fischer & Co.

Box 5308

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**Virginia Highlands:**

Day/CL 4 AM; CLA FM. Good market, great potential; only station in county, $285,000 cash and terms; send financial qualification principals only. Reply Box Q-115.

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Day/CL 4 AM; CLA FM. Good market, great potential; only station in county, $285,000 cash and terms; send financial qualification principals only. Reply Box Q-115.

---

**LARSON/WALKER & COMPANY**

Brokers, Consultants & Appraisers

213/828-0365

202/233-1553

Suite 214

Suite 417

11681 San Vicente Blvd.

1730 Rhode Island Ave.

Los Angeles, CA, 90049

Washington, D.C. 20036

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**BROADCASTING’S CLASSIFIED RATES**

Payable in advance. Checks or money order only.

When placing an ad, indicate the EXACT category desired: Television, Radio, Cable or Allied Fields. Help Wanted or Situations Wanted: Management, Sales, etc. If this information is omitted, we will determine the appropriate category according to the copy. No make goods will be run if all information is not included.

Deadline is Monday for the following Monday’s issue. Orders and/or cancellations must be submitted in writing. (No telephone orders and/or cancellations will be accepted).

Replies to any with Blind Box numbers should be addressed to (Box number) c/o BROADCASTING, 1735 DeSales St. N.W., Washington, D.C. 20036. Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films or VTR’s to be forwarded to broadcast stations. Audio tapes, video tapes, transcriptions, films, etc., are not forwards, and are returned to the sender.

Rates: Classified listings (non-display) Help Wanted: 70c per word. $10.00 weekly minimum. Situations Wanted: (personal ads) 50c 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: $50.00 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 $50m, COD, PD, etc., count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.
### Electronics/Manufacturing

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<th>Stock symbol</th>
<th>Closing Exch. Nov 29</th>
<th>Closing Tues. Nov 21</th>
<th>Net change in week</th>
<th>% change in week</th>
<th>High</th>
<th>Low</th>
<th>Approx. shares out (000)</th>
<th>Total market capitalization (000)</th>
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**TOTAL** 986,635 34,710,260

**GRAND TOTAL** 1,906,953 57,438,963

### Standard & Poor's 400 Industrials Average

<table>
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<tr>
<th>Average</th>
<th>104.29 105.50 -1.21</th>
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- A-American Stock Exchange
- M-Midwest Stock Exchange
- N-New York Stock Exchange
- O-over the counter (bid price shown)
- P-Pacific Stock Exchange


Yearly high-lows are drawn from trading days reported by broadcasting. Actual figures may vary slightly.

*Stock did not trade on Wednesday, closing price shown is last traded price.

**No PE ratio is compiled, company had no listed net loss.

**PE ratios are based on earnings per-share figures for the last 12 months as published by Standard & Poor's Corp. or as obtained through Broadcasting's own research. Earnings figures are exclusive of extraordinary gains or losses.
Helping Sony's East meet
the West of the U.S.
broadcasting engineer

How did a self-effacing engineer who
started his career at a Picayune, Miss.,
radio station end up heading the U.S.
broadcast equipment division of a giant
Japanese conglomerate? And what does
a man whose roots are in Midland, Tex.,
do in the modern office building where
Sony of America is headquartered, just
off New York's Fifth Avenue and high
above Central Park?

Arnold Taylor, vice president and gen-
eral manager of Sony Broadcast, probably
wouldn't put it quite this way, but it seems
a large part of his job is to bring an Ameri-
can touch to that foreign company's mar-
teting efforts here—to help shrink the
distance between Tokyo and, say, Toledo.

"Primarily, I think Sony was looking for
someone who had enough knowledge in
broadcasting to come in and run the
broadcast operation in a fashion that
broadcasters could understand, and for
someone who could understand broad-
casters," is the way Mr. Taylor describes it.
Characteristically, he tags on at the end of
the explanation, "I don't know how you
put that into words without it sounding
pompous."

Mr. Taylor needn't worry about sound-
ing pompous. He's the type that, when
asked what his greatest talent is, will
answer, "Gee, I never thought about it
in those terms." He is instead a quiet man,
careful of what he says to strangers ("I
don't want to offend anybody," he says
during in an interview, glancing at the tape
recorder), who at the same time seems
to enjoy informal jawboning. In short, he
prefers the easy-going approach.

"I'm one of those people who happens
to believe that the reason I work is to sup-
port my family," he says. "That doesn't
mean I don't like my job; I couldn't live
without working, and I like to very much.
But I believe in keeping a balance—be-
cause if I'm happy at home, I'm happy at
work. If I'm unhappy at home, it
diminishes my attention at work."

Since joining Sony from Ampex earlier
this year, Mr. Taylor has devoted much
of his attention to getting the company's
sales operation moving at full force. Be-
cause Sony is just now getting many of its
broadcast products into production, Mr.
Taylor says that last year was Sony's "first
significant organized entry into the
marketplace, and this year was the first really
concerted effort, because we have the
products available. Even though we've been
in [the U.S. broadcast] business three
years, if all you're selling is U-matic,
you're pretty limited. But if you continue
to develop one-inch [video recording] ma-
chines, for example, and then computer
editing systems and cameras [and time
base correctors and time code generators],
it makes you a major contender."

In fact, Sony's emphasis during the last
few years on the development of new
broadcast products—notably, the one-inch
recorders—has left it with the reputation
among many as the "butterfly of the in-
dustry," as one engineer put it, being more
interested in testing new technologies on
the broadcast market than in backing them
up for the long haul.

Mr. Taylor, if pressed, will acknowledge
that Sony has had some back-up problems
in the past. But he says that the establish-
ment of the company's broadcast arm as a
division of the company has given it the
independence necessary to tackle such
problems. This area has been high on his
list of priorities. Since taking over, he's
strengthened the company's on-site repair
capabilities, added a 24-hour customer hot
line, spun off the replacement parts opera-
tion into an independent group with its
own computer system and expanded the
service force to employ, at this point, 39
engineers.

Like Mr. Taylor himself, the engineers
were chosen for their knowledge of the
business their customers are in. "Essen-
tially what I've done," Mr. Taylor says, "is
to get people from the industry into key
support positions throughout our division,
so we know what the requirements are for
support and so we have the people who are
capable of providing it. I think that's one
of the key areas for us. I could have 25
people out there who are not from our in-
dustry and not be able to give the kind of
support that comes from half a dozen peo-
ple who are knowledgeable, both about
the products and what is required. So our major
effort has been in that direction."

Mr. Taylor has been in the business long
enough to have learned something about
what its needs are. He caught the
electronics bug early by visiting an uncle
who was chief engineer for a radio station.
In high school he dated a girl whose father
owned a radio and phonograph repair shop,
and ended up working for him. Later he
worked in one of the first TV repair shops in
Texas, and finally dropped out of his
engineering studies to get into the real thing
at WJW(AM) Picayune, Miss. His duties
there included filling in for the two an-
ouncers on their days off, but by the time
he left the Southeastern Signal Corps at
Fort Gordon, Ga., he was chief of mainte-
nance for its 11-channel closed-circuit TV
system.

He rose through the sales ranks at
Ampex, and during his tenure as product
manager there ("a very crucial position," said
one engineer), oversaw the develop-
ment and marketing of such products as
quadraphonic video recording heads, the
AVR-1 and AVR-3 two-inch quadraphonic
VTR, the EDM-1 computer editing system
and the ACR-25 two-inch video
cassette recorders. As senior product man-
ger, he took charge of all product man-
agement for two-inch VTR's, broadcast
cameras and editing systems, he said.

So how is Mr. Taylor doing in his new
job? Well, his work space at Sony—more a
cubicle than an office—seems more fitting
to his style than to his responsibilities: He
says Sony Broadcast's gross sales this year
stand at just under $30 million, at least
two-and-a-half times what they were in
1977.

But one of his major customers, Julius
Barnathan, president of ABC's broadcast
operations and engineering division, gives
Mr. Taylor high marks. "He's excellent," Mr.
Barnathan said. "He's a man of his
word, and he understands your problems
and tries to deal with them. He makes it
easier to do business with Sony."
No friends in court

The U.S. Supreme Court’s refusal to review the Myron Farber case provides a bleak ending to a courageous stand that Mr. Farber and his employer, the New York Times, took on a matter of principle affecting all journalists. Mr. Farber has spent 40 days in jail, and the Times has spent more than half a million dollars in fines and legal fees, all apparently to no avail. Reporters now stand stripped of defense against inspection of their most private records.

The lower courts have asserted that when a journalist’s First Amendment rights conflict with a criminal defendant’s Sixth Amendment rights to a fair trial, the First Amendment loses. Another provision of the Bill of Rights also took a beating in the court that sentenced Mr. Farber to a jail term that could have run to six months and fined his paper a total of $285,000. It is the Eighth Amendment which still reads: “Excessive bail shall not be required, nor excessive fines imposed, nor cruel and unusual punishments inflicted.”

The Supreme Court that rejected the Farber case last week is the same court that earlier this year, in the Stanford Daily case, enormously expanded police power to search for criminal evidence believed to be in the possession of innocent third parties. (Broadcasting, June 5). In that case, the court stretched the Fourth Amendment, which prohibits “unreasonable searches and seizures,” to approve official ransacking of any premises including newsrooms.

The Burger court is giving news media little choice but to turn to Congress for a restoration of rights that we thought had been conferred by constitutional amendment back in 1791.

A settlement

The resolution that UNESCO adopted two weeks ago on the role and responsibility of news media suffers variously from ambiguity, vagueness and a literary disorder best described as terminal bureaucratic-ese. It is, however, less defective than the draft that it replaced and a considerable improvement over the original that the Soviet Union introduced back in 1970. There may be something to be said for the slow gestation of international compromises.

At least the final document omitted references to government controls that were approvingly included in earlier versions. To that extent, the U.S. and other Western nations that support journalistic freedom may justifiably say that their view prevailed at the Paris meeting. It is, however, excessive to claim, as did John Reinhardt, director of the International Communication Agency and head of the U.S. delegation to this UNESCO conference, that the compromise resolution was a “triumph of goodwill.” George Beebe, on leave as associate publisher of the Miami Herald to head the World Press Freedom Committee, which has monitored the UNESCO deliberations, was closer to the mark in saying of the resolution: “We do not consider this a victory.”

We have no doubt that Mr. Beebe is troubled by the basic “declaration on fundamental principles concerning the contribution of the mass media to strengthening peace and international understanding, to the promotion of human rights and to countering racism, apartheid and incitement to war.”

That, we would agree with Mr. Beebe, is a seductive corruption of the true mission of the print and broadcast press. However desirable peace, international understanding and human rights, and however abhorrent racism, apartheid and incitement to war, the journalistic mission is neither to promote nor to suppress. It is to illuminate.

Similarly, the role of government—any government—in its relation to the press is neither to promote nor to suppress, according to the principles that the U.S. is obligated by its Constitution to defend. The role of government is benign; to do nothing to abridge the freedom of speech or of the press.

Strict constitutionalists would say that the U.S. was probably wrong to endorse the charter that established UNESCO a generation or two and several wars ago. The charter states in its second paragraph that UNESCO will strive to “promote the free flow of ideas by word and image.”

Change “promote” to “pass no law or take no act abridging,” and the UNESCO charter would come closer to the American ideal. Still, the language of the charter is not only clearer but also more tuned to journalistic principles than that of the resolution that UNESCO has now passed. The 146 UNESCO nations could have saved a lot of time and travel expense by sticking with the simple statement of the charter.

Next round

The difficulties encountered by UNESCO in reaching a compromise on a resolution concerning world news coverage may be expected to be magnified when approximately the same cast of nations assembles for the World Administrative Radio Conference of 1979. At WARC ’79, the stakes will be higher.

The UNESCO resolution has no force of law. Individual nations may go on indulging in abuses of journalistic freedom without meaningful sanction from outside. At WARC, however, things will be different. There, the paths of transmission for a multitude of communications services, of which journalism is one small part, will be divided internationally.

At the Paris conference of UNESCO, the Soviet bloc and the Third World could afford to attend the end to vote for the compromise resolution in the knowledge it posed no threat to their systems. They will be less disposed to settle for frequency distributions that they think deprive them and favor the West.

WARC ’79 will test the negotiating stamina and sophistication of the U.S. delegation, which, we trust, will be more worldly than the delegation that appraised the UNESCO resolution as a triumph of goodwill. At WARC the play will be for keeps, with winners winning and losers truly losing.
WSB is a Winner

For an unprecedented 13th consecutive year, WSB Radio has won the Associated Press Pacemaker Award for the best Class-A News Operation in Georgia. During the past year, the News Voice of the South also has received:
- AP Awards for Editorials, Sports Reporting, Feature Stories, Public Affairs and Documentaries.
- United Press International Awards for Editorials and News Programs.
- WSB Radio also picked up another Freedoms Foundation Award, the top Abe Lincoln Award and dozens of other plaques, trophies and citations for news and public affairs. Year after Year, WSB Radio is a winner!

WSB Radio also picked up another Freedoms Foundation Award, the top Abe Lincoln Award and dozens of other plaques, trophies and citations for news and public affairs. Year after Year, WSB Radio is a winner!

WSB Radio
Radio 750

Cox radio stations are represented by The Christal Company.

WSB TV-AM-FM
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WHO TV-AM-FM
Dayton

WSOC TV-AM-FM
Charlotte

WIC-TV
Pittsburgh

KVU-TV
San Francisco

WOD, WAIA-FM
Miami

KFI, KOST-FM
Los Angeles

WUF-FM
Baltimore

WWSH-FM
Philadelphia

Smiles of Success. News Director Bob Ketchersid hangs another Pacemaker, as WSB Vice President and General Manager Elmo Ellis beams.
STEREO CONSOLE
ON AIR CONTROL — CHUM, TORONTO
ONE OF FOUR NEW CHUM STUDIOS INSTALLED THIS YEAR UNDER THE DIRECTION OF GEORGE JONES, DIRECTOR OF ENGINEERING FOR CHUM GROUP RADIO

In 1958 CHUM installed the first of the McCurdy SS4000 Package Console Facilities. After twenty years of continuous operation the original package was replaced by this customized SS8600 System.

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