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November sweep results in the top 100

# Broadcasting Jan 8

the newsweekly of broadcasting and allied arts

Our 48th Year 1979

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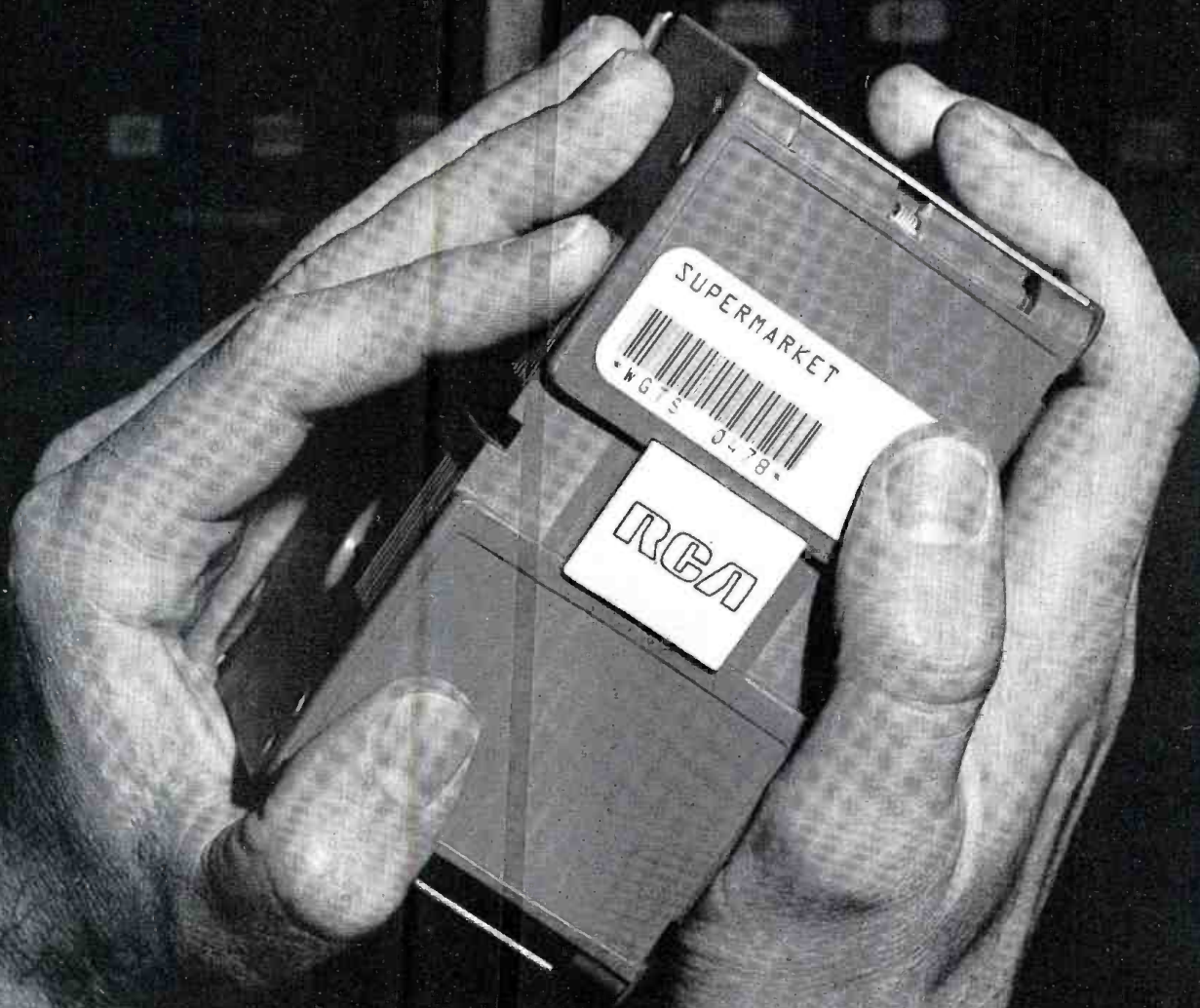
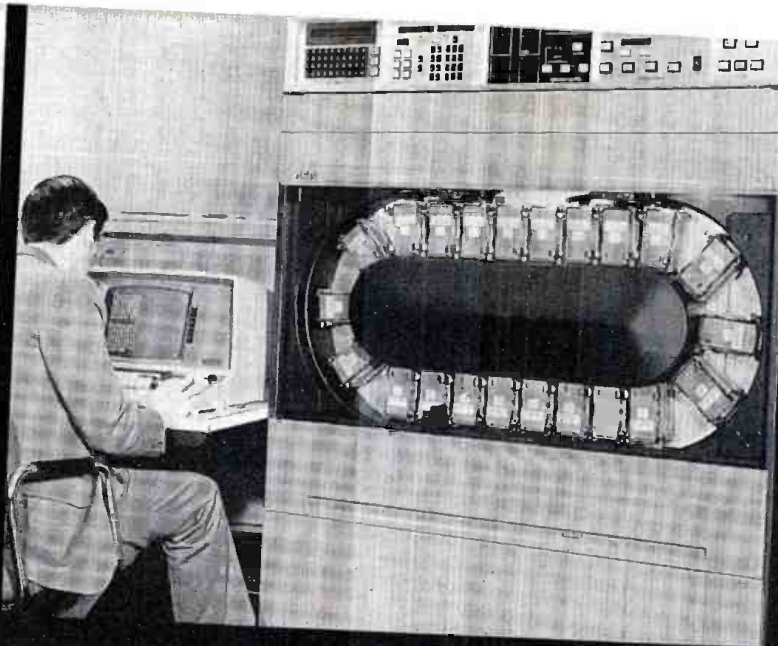
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# The Week in Brief

**ABC-TV KEEPS MOMENTUM** □ Ratings for the fourth quarter document that network's dominance in prime time and daytime. CBS-TV and NBC-TV find some solace in their gains in other dayparts. **PAGE 20.**

**SITTING ON THEIR HANDS** □ Agency spokesmen aren't too hopeful about most new entries in the network prime-time TV schedule. **PAGE 21.**

**TO THE VICTOR'S AFFILIATES** □ The latest sweeps show that ABC-TV affiliates enjoyed a 9% gain in homes. **PAGE 22.**

**HAWAII CALLS** □ NAB's joint board meeting set for next week in Maui will not consider any rewrite positions, instead specific matters such as license fee proposals, WESH, cable and DBA plans for new AM's. **PAGE 25.**

**RETURN FIRE** □ NCTA says the NAB filing last month on cable economics is not conclusive evidence of CATV harm to broadcasters. **PAGE 26.**

**SOME BACKING FOR NTIA** □ Three group broadcasters endorse the Commerce agency's controversial proposal that the FCC modify its license-renewal process so as to include quantitative program standards. **PAGE 27.**

**NEW TUNE** □ The new ASCAP contract is explained to stations in a mailing by the All-Industry Radio Music License Committee. **PAGE 27.**

**POW-WOWS IN WASHINGTON** □ Among the new year's first major conventions will be the Association of Independent Television Station's sixth annual meeting Feb. 4-7. **PAGE 28.** And even sooner will be the National Religious Broadcasters 36th annual convention Jan. 21-24. **PAGE 30.**

**CBS-TV WINS A BIG ONE** □ It moves solidly into second place in the season ratings by outscoring ABC-TV by nearly three points during the Christmas week. **PAGE 33.**

**BOTH KIND OF BUMPS** □ Seasonwein Associates plans three sweeps a year to document amounts of sex and violence on television. **PAGE 36.**

**OPT ADDS** □ Operation Prime Time brings Columbia into

the fold with plans for a Harold Robbins miniseries for May 1980. **PAGE 37.**

**GOOD, BUT...** □ A Gaynor Media analysis says that 1979 will continue to be a seller's market in broadcasting. However, it cites the TV price spiral and the trend of some advertisers to seek alternate media. **PAGE 38.**

**IMPASSE** □ The strike by AFTRA-SAG performers appearing in commercials nears its third week with no settlement in sight. **PAGE 38.**

**ALMOST A YEAR'S WORTH** □ Advertiser investments in network television totaled \$3.7 billion in the first 11 months of 1978, up 13% from the same 1977 period. **PAGE 39.**

**IT HAPPENED IN L.A.** □ The Los Angeles district attorney's office has filed theft and forgery charges against a former executive editor at KFVB. **PAGE 39.**

**MINORITY FEMALES** □ A study by the RTNDA finds that women, especially black women, made "impressive gains" in employment at station news staffs. **PAGE 40.**

**GEARING UP FOR UHF** □ The FCC starts to set up its task force aimed at insuring comparability with VHF. Various technical studies will require \$610,000. Deadline is September 1980. **PAGE 41.**

**WU HAS HIGH HOPES** □ Company intends to launch its third Westar domestic communications satellite in August. **PAGE 41.**

**IN SYNC** □ This week's report on what's cooking in broadcast technology touches on a Frost & Sullivan study of fiber's future. There's also word on neutrinos, the sub-atomic particles being used to transmit messages through the earth. **PAGE 42.**

**A PASSION FOR PERFECTION** □ Leonidas Emerson has been with the FCC since 1956, earning commendations inside and outside the commission for his forthright and meticulous manner. It's all part of the heavy responsibility he has as chairman of the FCC's review board. **PAGE 65.**

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# Closed Circuit®

Insider report: behind the scene, before the fact

## Traffic in space

Competition among satellite carriers may be heating up this year as demand for transponder time increases. One example was offered last week by Western Union official who pointed out that occasional demand for his company's Westar system has risen from 300 hours in 1975 to incredible 16,000 in 1978. His company announced plans to launch third satellite this summer, following lead of RCA.

Another component in satellite competitive mix is certain to be AT&T/GTE Comstar three-satellite system that could be opened up to video uses this year. With new all-cable RCA satellite leading way, Western Union official said, "natural evolution" of satellite networking could be toward specialized satellites.

## Trouble zone?

As Congress gets ready to reorganize for next two years, broadcast representatives in Washington are paying particularly close attention to Senate Judiciary Committee, whose new liberal chairman, Edward Kennedy (D-Mass.), is no stranger to them. Mr. Kennedy's staff already has in works regulatory reform study that has singled out communications as one of three areas possibly ripe for congressional action. Under microscope are network practices, FCC regulation and Representative Lionel Van Deerlin's (D-Calif.) Communications Act rewrite.

Triumverate heading Mr. Kennedy's new staff all have experience with broadcast issues. Staff director Ed Merlis is one-time staff chief for Senate Consumer Subcommittee and close associate of Michael Pertschuk, who was chief counsel for Senate Commerce Committee before becoming chairman of Federal Trade Commission; chief counsel David Boies is former chief counsel of Senate Antitrust Subcommittee who initiated current study, and associate counsel Tom Susman is long-time Kennedy aide who has worked on issues such as broadcast license renewal.

## Self interest

One reason that Federal Trade Commission is pushing FCC to impose minimum quotas on public service announcements that must be broadcast (see page 38) will soon become evident. George Idelson, full-time consultant to FTC (formerly with Henry J. Kaufman agency in Washington) has completed three PSA series that FTC hopes to place on radio and television.

One series tells women that Equal Credit Opportunity Act entitles them to

get credit in their own right. Another advises consumers of door-to-door sales regulation that sets three-day period in which purchases of more than \$25 may be canceled. Third advises that warranties must be available for examination on items costing \$15 or more. Television spots are 30 and 20 seconds; radio, 60's, 30's and 10's.

## Quandries

FCC's dean, Commissioner Robert E. Lee, is perplexed (as are his colleagues but to lesser degree). Ethics in Government Act of 1978 requires full financial disclosure, for public record, by all executive branch and independent agency officials in Grade 16 or above (\$44,756 minimum pay) by next July 1, not only by official but by spouse and minor children. Mr. Lee in 1974 married prominent Washington businesswoman, Rosa Bente, whose assets reportedly exceed several million. He's debating his dilemma, with one alternative that of terminating his quarter-century service on FCC—longest in FCC history—on June 30, exactly two years prior to expiration of his current term.

Predicament doesn't stop at commissioner level. Such senior executives as Wallace E. Johnson, chief of Broadcast Bureau, and his chief assistant, Martin I. Levy, as well as chief engineer, Raymond Spence, are in swivet because same ethics law would entail two-year, rather than present one-year, ban on practice before FCC by engineers or lawyers in any cases in which they might have been involved even nominally while on FCC. For those taking early retirement before July 1 effective date, only one-year prohibition would obtain.

## Messrs. Right

Time Inc. officials are finding new way to justify 1972 sale of company's broadcast properties (except WOTV(TV) Grand Rapids, Mich., kept to avoid hang-up of multiple transfer at FCC) and ventures into cable-related operations. Subsidiary Home Box Office, pay-cable service, is said to be making more money now than broadcast group made when it included television stations in Indianapolis, San Diego and Sacramento, Calif.

Recent Time proxy statement reported that company's video group (HBO, cable systems, programming enterprises) earned \$8 million before taxes in first half of 1978, most of it from HBO. That would put HBO at twice or more profitability of broadcast group, which in whole of 1971, its last full year under Time operation, delivered about \$3 million after taxes,

laughably little by today's standards. (One reason given for broadcast sale at time was need of cash to replenish corporate treasury drained by infusions of money into dying *Life* weekly.)

## Auction going on

Storer Broadcasting Co. has received more than 85 inquiries about its four radio stations that it advertised for sale at asking price of \$35 million ("In Brief," Jan. 1). Bidders will be sent details about stations this week. Minority groups are among those interested in WHN(AM) New York, for which Storer is asking \$17 million—record price for single radio station. Authorities in position to know say WHN is priced at roughly 17 times annual cash flow, unusually high ratio. Radio record was set six years ago when Cox Broadcasting paid \$15.1 million for KFI(AM) Los Angeles.

## Help wanted

Broadcast Pioneers Library in Washington is mounting fund-raising drive to be conducted by yet-to-be-hired full-time executive. Library is housed in National Association of Broadcasters headquarters but will establish another office for fund-raising staff. Wallace B. Dunlap, Westinghouse Broadcasting's Washington vice president and president of library, is chief recruiter. Joseph E. Baudino, Mr. Dunlap's retired predecessor, is chairman of library expansion drive.

## Bill's bill

Answer is \$425,000 to \$475,000. What's question? How much has Communications Act rewrite cost so far? That's rough estimate based on expenses of House Communications Subcommittee last two years for such things as staff salaries, hearing costs, travel, consultants and office expense. Assuming rewrite process will take at least another two years, pass or fail, total figure could easily double. Subcommittee, which plans to keep staff at current level, will probably spend from \$300,000 to \$350,000 in 1979, most of it on rewrite.

Lest there be suggestion that it hasn't been worth it, one subcommittee spokesman said last week, consider that rewrite has substituted well for normal FCC and National Telecommunications and Information Administration oversight. Commission has been "more responsive" to subcommittee than at any time in last five years, staffer said. Estimate does not take into account time and expense incurred by outside participants in rewrite.

## Radio only

**Elanco** □ Agrichemicals division launches eight-to-10-week radio promotion for its Treflan herbicide this week. Creswell, Munsell, Schubert & Zirbel, Cedar Rapids, Iowa, is handling spots in 70 markets including Houston and Nashville. Target: farmers.

**Time** □ Magazine publisher begins seven-week radio buy for its *Fortune* magazine this week. Young & Rubicam, New York, will select spots in 13 markets including Boston, Minneapolis, Cleveland and Philadelphia. Target: men, 25-54.

**Larsen's** □ Frozen vegetables get four-week radio flight beginning in late January. Campbell-Mithun, Chicago, will place spots in test markets. Target: women, 18-34.

**Lloyd J. Harris** □ Pie company arranges three-week radio push starting late this month. Nader-Lief, Chicago, will place spots in about 30 markets including Boston, Detroit and St. Louis. Target: women, 25-54.

**Michigan Apple Growers** □ Apple committee slates two-week radio drive starting this week. Baker, Abbs & Klepinger, Birmingham, Mich., will schedule spots in 10 markets including Omaha. Target: women, 35 and over.

**IBM** □ International Business Machines Corp. places two-week radio push for its Computer 1500 starting this week. Geer Dubois, New York, is buying spots in approximately 40 markets including Atlanta, Houston and Los Angeles. Target: men, 25-54.

**Warner Lambert** □ American Chicle Co. division slates radio buy for its Roloids antacid beginning this month. Ted Bates, New York, will arrange spots in six markets including Louisville, Ky., and Oklahoma City. Target: adults, 18 and over.

**Kelly Foods** □ Food products group plans three-month TV promotion for its various products starting late this month.

## TV only

Eric Ericson, Nashville, will buy spots in 12 markets during day, fringe and prime time. Target: women, 18-49.

**First Union National Bank** □ Bank launches three-month TV campaign in early February. Burton-Campbell, Atlanta, will place spots in six markets during prime, news and late fringe time. Target: adults, 18-49.

**Diamond International** □ Paper products division highlights its Vanity Fair products in 11-week TV promotion starting in mid-January. Henderson, Roll, Friedlich, New York, will handle spots in about 12 markets during fringe and day time. Target: total women.

**Golden Grain** □ Food products group focuses on its Noodle Roni mix in eight-week TV push beginning in early February. Vantage Advertising, San Leandro, Calif., will arrange spots in 31 markets during access time. Target: total women.

**Beatrice Foods** □ Food manufacturer arranges two-month TV drive for its various products beginning this week. Fred A. Niles Advertising, Chicago, will place spots in 15-20 markets during all dayparts. Target: total women.

**Interstate Brands Corp.** □ Food products group arranges two-month TV push for its Roman Meal bread beginning this week. Foote, Cone & Belding, Chicago, will place spots in six markets during late news time. Target: women, 35 and over.

**Moulinex** □ Small appliance manufacturer highlights its La Machine food processor starting this week in two-month TV campaign. Marketing Communications International, Chicago, will pick spots in 45-50 markets during fringe, day and prime time. Target: total adults.

**TexaSweat Citrus** □ Association of Texas Citrus Growers arranges seven-week TV buy starting this month. Atkins Advertising, San Antonio, Tex., will select spots in St. Louis, Kansas City, Mo., Dallas, Houston and San Francisco during day and fringe time. Target: women, 18-49.

**Parker Bros.** □ Games division of General Mills highlights its Bonkers game in six-week TV drive beginning in early February. Humphrey, Browning & MacDougall, Boston, will seek spots in 26 markets during children's time. Target: children, 2-11.

**BRK** □ Electronics group features its

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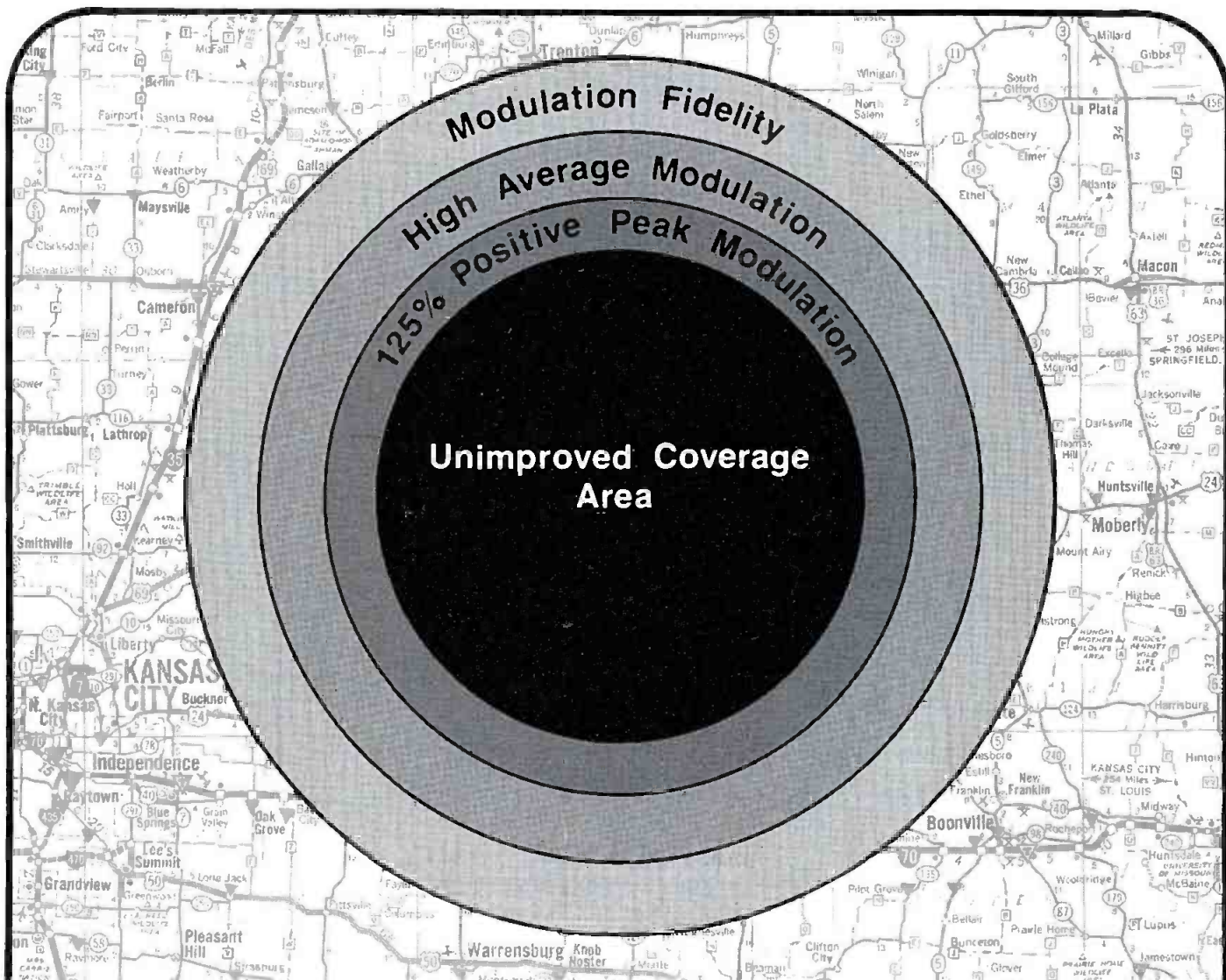
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Smoke Alert detector in six-week TV promotion beginning this month. Grey-North, Chicago, will seek spots in 22 markets during fringe time. Target: men, 25-49.

**Ward** □ Candy manufacturer schedules six-week TV flight beginning this month. Kenneth Jaffe, East Orange, N.J., will handle spots in 70 markets during all dayparts. Target: adults, 18-34.

**White Lily** □ Food products group plans four-week TV campaign for its flour beginning late this month. Tucker Wayne & Co., Atlanta, will pick spots in 15 markets during day and early fringe time. Target: women, 18-49.

**Superior** □ Pet products group arranges four-week TV campaign for its Kleen Kitty litter beginning late this month. Harold Cabot Advertising, Boston, will place

spots during day and fringe time. Target: women, 25-54.

**Kenyon Industries** □ Marine hardware group features its K-pel water repellent in four-week TV push beginning in early February. Potter Hazelhurst, Cranston, R.I., will pick spots in at least seven markets during all day parts. Target: total women.

**Pet** □ Food products group plans four-week TV promotion for its Segoe diet food beginning in February. The Haworth Group, Edina, Minn., will buy spots in 30 markets during prime and fringe time. Target: women, 25-54.

**MFA Insurance** □ Insurance company slates four-week TV drive starting this month. D'Arcy-MacManus & Masius, St. Louis, will seek spots in 51 markets during prime and fringe time. Target: total men.

**Bunker Hill** □ Meat packaging products group features its Roto-Magic beef stew in four-week TV flight starting late this month. Cargill, Wilson & Acree, Atlanta, will schedule spots in four markets during daytime. Target: women, 18-49.

**Grandma's Foods** □ Food products group plans one-month TV drive for its cookies beginning in February. Gerber Advertising, Portland, Ore., will place spots in eight markets during day and early fringe time. Target: women, 25-49.

**John Morrell** □ Meat products group focuses on its Nathan's frankfurters in one-month TV push beginning this month. Kenyon & Eckhardt, Chicago, will arrange spots during day, fringe and prime time. Target: women and men, 25-54.

**Breck** □ Subsidiary of American Cyanamid slates three-week TV push for its Breck shampoo starting this week. Ted Bates, New York, is purchasing spots in 21 markets during fringe time. Target: women, 18-34.

**Hebrew National** □ Meat products manufacturer starts three-week TV campaign for its frankfurters this month. Scali, McCabe & Sloves, New York, will buy spots in 18 markets during day and fringe time. Target: total women.

**Coca-Cola** □ Food products division features its Minute Maid frozen orange juice in two-week TV drive beginning late this month. Marschalk, New York, will handle spots in 20 markets during fringe time. Target: women, 25-49.

**Geo. A. Hormel** □ Grocery products division schedules two-week TV drive for its Hormel chili beginning late this month. BBDO, Minneapolis, will arrange spots in about 25 markets during day and fringe time. Target: women, 18-49.

**Ponderosa** □ Steak house chain launches two-week TV campaign this month. Doyle Dane Bernbach, New York, is handling spots in 50 markets during fringe time. Target: total adults.

**Ghirardelli** □ Chocolate products group features its cookie mixes in TV promotion starting in February. Vantage Advertising, San Leandro, Calif., will buy spots in four northern California markets during day and early fringe time. Target: total women.

### BAR reports television-network sales as of Dec. 3\*

ABC \$1,368,366,000 (36.4%) □ CBS \$1,234,564,700 (32.8%) □ NBC \$1,161,260,500 (30.8%)

Day parts	Total minutes week ended Dec. 3	Total dollars week ended Dec. 3	1978 total minutes	1978 total dollars year to date	1977 total dollars year to date	% change from 1977
Monday-Friday Sign-on-10 a.m.	179	\$1,619,200	7,316	\$55,558,100	\$47,793,000	+16.2
Monday-Friday 10 a.m.-6 p.m.	1,024	19,432,900	48,974	803,449,600	735,001,400	+9.3
Saturday-Sunday Sign-on-6 p.m.	307	14,570,700	14,688	438,540,200	379,262,600	+15.6
Monday-Saturday 6 p.m.-7:30 p.m.	101	6,030,500	4,931	214,803,400	186,418,200	+15.2
Sunday 6 p.m.-7:30 p.m.	19	1,835,800	1,020	66,359,900	54,333,700	+22.1
Monday-Sunday 7:30 p.m.-11 p.m.	416	51,232,300	19,979	1,919,223,800	1,705,532,300	+12.5
Monday-Sunday 11 p.m.-Sign-off	244	8,657,300	10,844	266,256,200	230,156,500	+15.6
<b>Total</b>	<b>2,290</b>	<b>\$103,378,700</b>	<b>107,752</b>	<b>\$3,764,191,200</b>	<b>\$3,338,497,700</b>	<b>+12.8</b>

\* This weekly report is out of sequence: the Dec. 10 report was published in the Jan. 1 issue.

### ... as of Dec. 17

ABC \$1,434,847,500 (36.3%) □ CBS \$1,294,767,100 (32.7%) □ NBC \$1,224,778,800 (31.0%)

Day parts	Total minutes week ended Dec. 17	Total dollars week ended Dec. 17	1978 total minutes	1978 total dollars year to date	1977 total dollars year to date	% change from 1977
Monday-Friday Sign-on-10 a.m.	153	\$1,326,000	7,640	\$58,247,100	\$50,138,700	+16.2
Monday-Friday 10 a.m.-6 p.m.	1,010	17,521,000	51,028	839,460,600	770,406,600	+9.0
Saturday-Sunday Sign-on-6 p.m.	296	12,730,800	15,309	464,323,500	401,185,400	+15.7
Monday-Saturday 6 p.m.-7:30 p.m.	105	5,410,900	5,140	225,574,500	195,867,000	+15.2
Sunday 6 p.m.-7:30 p.m.	21	2,277,000	1,063	70,641,300	57,329,400	+23.2
Monday-Sunday 7:30 p.m.-11 p.m.	398	46,968,600	20,789	2,016,530,900	1,787,494,100	+12.8
Monday-Sunday 11 p.m.-Sign-off	239	7,475,900	11,308	279,615,500	241,027,800	+16.0
<b>Total</b>	<b>2,222</b>	<b>\$93,710,200</b>	<b>112,277</b>	<b>\$3,954,393,400</b>	<b>\$3,503,449,000</b>	<b>+12.9</b>

Source: Broadcast Advertisers Reports

### Radio-TV

**Air Canada** □ Airline schedules five-week radio and TV flight beginning late this month. Warwick, Welsh & Miller, New York, will buy spots in 10 TV markets and one radio market. Target: adults, 25-54.

**Western Airlines** □ Airline schedules one-month TV and radio flight starting this week. Bozell & Jacobs, Los Angeles, will buy spots in 11 radio markets and seven TV markets during prime, late fringe and news time. Target: adults, 25-54.

# Monday Memo<sup>®</sup>

A broadcast advertising commentary from Mike Rosenbloom, president, Globe Communications Inc., Greenwich, Conn.

## Selling a magazine with television

The scoop is alive and well in journalistic circles. In fact, it's the theme of a television campaign in New York and other major markets to spur magazine rack sales of *Midnight/Globe*. This year TV support has played a significant role in boosting circulation of this supermarket-oriented tabloid an average of 50% in key areas.

Our advertising strategy for this publication—now purchased weekly by two million people in retail outlets across the country—has leaned heavily on TV spots since the magazine's founding in the early 1950's. Ironically, our decision to accelerate TV backing for the periodical was an offshoot of the upheaval in magazine circles caused by TV's rapid growth.

Tracing back to the 1960's, as TV's impact gained momentum, magazine distribution underwent radical changes. The long-established national network of newsstands began to collapse, squeezed by high operating costs and shrinking magazine sales beset by TV competition. The situation was instrumental in the sudden rise of weekly tabloids, such as *Midnight/Globe*.

While newsstands faded as a magazine outlet, one sales outlet that had emerged in this period—the supermarket—began expanding vigorously. For years, food chains had sold selected periodicals from impulse stands next to checkout counters.

By 1970, tabloid publications such as *Midnight/Globe* found their way onto the new supermarket sales racks. In doing so, they began to shift their emphasis from sensation to a more family-oriented content. It was a natural next step to adjust our advertising support to the demographics of our principal retail outlets—and that meant extensive TV spots aimed at the women's audience.

The 13-week spot campaign on all six New York City stations, which concluded Nov. 14, 1978, is the latest phase of our \$1.5-million circulation-building ad campaign. It is also typical of the formula we had followed previously with signal success in Cincinnati, Pittsburgh, Dallas, Cleveland and Detroit.

During an average seven-week period for the latest series—which began last spring—circulation increased as follows: Cincinnati, 66%; Cleveland, 43%; Dallas, 40%; Detroit, 38%, and Pittsburgh, 38%. For the first nine weeks of the New York series—which began in August—our TV spot campaign averaged a 68% jump in circulation.

The consumer circulation increase—in response to our TV spot campaign—has had a residual benefit: The demand it has created in the marketplace became an



Mike Rosenbloom is president of Globe Communications Inc. Mr. Rosenbloom, a native of Montreal, was graduated from McGill University as a chartered accountant (the Canadian equivalent of a C.P.A.). One of his original clients was a small publishing company, which he bought in 1969 and developed into the present Globe organization with *Midnight/Globe* as its main star. His company, headquartered in Greenwich, Conn., maintains one of the largest sales staff in publishing, with some 330 circulation employees working in all parts of the country.

effective bargaining tool in our dealings with national chains to open new outlets.

By the same token, of course, retailers in areas where the spots have aired have directed inquiries to headquarters regarding distribution of the magazine as customers who are exposed to the commercials began asking for the publication.

The 30-second commercials have been prepared for the campaign by Mary Fallone, advertising and promotion director of *Midnight/Globe's* publisher, Globe Communications Inc. Tailored to appeal to the tabloid's women's readership, the spots all follow the pattern of an exclusive expose. They emphasize each week's revealing feature on celebrities, laced with intimate and candid photos.

The image of a journalistic scoop is carried forward by the "heroine" of each spot—a *Midnight/Globe* newswoman, outfitted in mod trenchcoat and armed with news camera as she jets to the scenes of breaking news. The commercial is shot in a slick, upbeat mood: As the camera follows the correspondent, a voice-over describes the current issue's most appealing news story, stressing its exclusivity in the pages of *Midnight/Globe*. The final sequence of

the spot is the front page of that week's edition.

Our spots—which appeared in New York on WABC-TV, WCBS-TV, WNBC-TV, WNEW-TV, WOR-TV and WPIX—also enjoy the benefit of good positioning. They run in or adjacent to *Today*, *Good Morning, America*, and Phil Donahue, Mike Douglas, Merv Griffin and Dinah Shore shows. In addition, they reach our key audiences through showings on local early and late news programs, as well as on game shows, soap operas and movies.

Some of the rationale for the match between the circulation-building program and the TV medium is attributed to the backgrounds of the editorial staff. Heading this staff is Selig Adler, *Midnight/Globe's* editor, who was managing editor of the New York *Mirror*, and was also editor of *Show* magazine and chief articles editor of the *National Enquirer*.

Malcolm Abrams, articles editor, has had extensive experience in picture and broadcast posts in the U. S. and Canada; Ruth Batchelor, our film critic, has her own weekly broadcast about Hollywood, beamed to 80 million people around the world; while Harry McCarthy, one of our writers, covered Vietnam for public television and has won three Emmys and two Cine awards for documentary work on radio and television.

Another member of the *Globe* team is Aubrey Burke, vice president of marketing, whose prior experience as a magazine distributor has been effectively applied to the point-of-sale. Since Mr. Burke came on board in 1970, *Midnight/Globe's* circulation has quadrupled (when the publication was launched 25 years ago, it had a modest audience of 75,000 readers).

The sharp growth of the weekly paper, first called *Midnight*, dates from the acquisition of its publishing company in 1969, and its reorganization along with several sister publications, into Globe Communications Corp. About 95% of *Midnight/Globe's* sales are in the United States, with the balance in Canada where the tabloid first "saw ink."

With circulation hovering around 2,000,000 at the present time, *Midnight/Globe* is ranked as the seventh largest selling publication in the United States on a monthly basis according to figures from the Audit Bureau of Circulations.

Although most of the circulation is based on single copy sales in supermarkets, drugstores and newsstands, *Midnight/Globe* has a subscription list of about 85,000. Generally speaking, each issue "sells itself" by its front-page pictures and headlines. A typical issue sells an average of 60% to 65% of copies printed; if we sell 80%, we consider it a "sell-out."


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**Continental Electronics** 

# Datebook

■ indicates new or revised listing

## This week

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

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

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

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

**Jan. 8**—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 *Henry W. Grady School of Journalism and Mass Communications, University of Georgia*, Athens, Ga. 30602; (404) 542-3785.

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

**Jan. 8-9**—Regional technical conference of the *Society of Cable Television Engineers*. Emphasis will be on antennas, towers and power surges. Holiday Inn East, Melbourne, Fla. Contact: Mila Albertson, (202) 659-2131.

**Jan. 8-12**—Technical seminar on *Hughes Aircraft Co.*'s amplitude modulated link local distribution microwave equipment. Hughes Aircraft, Torrance, Calif. Information: (213) 534-2146, ext. 2763.

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

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

**Jan. 10**—Revised deadline for comments on FCC inquiry into role of low power television broadcasting, in-

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## Major Meetings

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

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

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

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

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

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

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

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

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

**June 6-9**—*Broadcast Promotion Association* 24th annual seminar. Nashville. Future seminars:

June 1980, Montreal; June 1981, New York; June 1982, San Francisco; June 1983, New Orleans.

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

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

■ **Sept. 6-8**—*Radio Television News Directors Association* international conference. Caesar's Palace, Las Vegas. 1980 conference will be Dec. 3-5 at Diplomat hotel, Hollywood-by-the-Sea, Fla.; 1981 conference will be Sept 10-12 at Marriott, New Orleans.

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

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

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

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

**Nov. 11-15**—*National Association of Educational Broadcasters* 55th annual convention. Conrad Hilton, Chicago.

**Nov. 12-14**—*Television Bureau of Advertising* annual meeting. Omni hotel, Atlanta. Future meetings: Nov. 10-12, 1980, Hilton hotel, Las Vegas; Nov. 16-18, 1981, Hyatt Regency, New Orleans.

cluding television translators, in over-all national telecommunications system (Docket 78-253).

■ **Jan. 11**—Regional meeting of *ABC-TV affiliates*. St. Francis hotel, San Francisco.

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

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

## Also in January

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

**Jan. 15**—*National Association of Broadcasters* "legal answers workshop," with sessions on *FCC* rules affecting commercial time sales, logging, sponsor ID, hyping, fraudulent billing and *EEO*. The Ilikal hotel, Honolulu.

**Jan. 15**—Joint seminar on women's TV-radio ownership, sponsored by *National Association of Broadcasters* and *American Women in Radio and Television*. NAB headquarters, Washington.

**Jan. 15-26**—Revised date for *Federal Trade Commission* hearing on children's advertising. Former date was Nov. 6. San Francisco.

■ **Jan. 16**—Regional meeting of *ABC-TV affiliates*. International hotel, New Orleans.

**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) 986-1300, or Trygve Myhren, American Television & Communications Corp., 20 Inverness Place East, Englewood, Colo. 80112, telephone (303) 773-3411.

**Jan. 17**—*International Radio and Television Society* newsmaker luncheon. Waldorf Astoria, New York.

**Jan. 17-19**—First U.S./African Telecommunications Conference, sponsored by the *Electronics Industries Association's communications division*. *FCC* Chief Engineer Raymond E. Spence will be keynote speaker. Nairobi, Kenya.

■ **Jan. 18**—Regional meeting of *ABC-TV affiliates*. Plaza hotel, New York.

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

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

**Jan. 19**—Open board meeting of *National Public Radio* board of directors. Mayo hotel, Tulsa, Okla.

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

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

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

■ **Jan. 22-24**—*Arbitron* television advisory council meeting. Camelback Inn, Scottsdale, Ariz.

■ **Jan. 23**—*Radio Advertising Bureau/Sterling Institute* radio sales clinic. Marriott Inn, Orlando, Fla.

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

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

**Jan. 24**—*South Dakota Broadcasters Association* legislative luncheon. Elks Club, Pierre, S.D.

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

**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 editorializing. *Sigma Delta Chi* Awards in Journalism, 35 West Wacker Drive, suite 3108, Chicago 60601.

■ **Jan. 25**—*Radio Advertising Bureau/Sterling Institute* radio sales clinic. Marriott, Atlanta.

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

**Jan. 26-27**—Advertising law conference, sponsored by *University of Alabama, District 7 of American Advertising Federation* and *Atlanta Advertising Club*. Peachtree Plaza, Atlanta.

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

**Jan. 27**—Fifth annual media-law conference, sponsored by *WTVJ(TV)* Miami, *Miami Herald* and *Florida Bar*. Omni International hotel, Miami.

**Jan. 27**—*FCC's* new deadline for comments in inquiry to consider broadening program definitions to include "community service" program category (Docket BC 78-355). Replies are now due Feb. 28.

■ **Jan. 28-31**—*Arbitron* radio advisory council

How well is your community protecting its citizens from these dangers? To help reporters answer that question, State Farm has developed a booklet that provides story ideas involving 10 topics related to these threats to life and property. Called *So You're Thinking About Doing A Story On...*

the booklet gives you the questions, not the answers.

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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.
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- ★ 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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# NEC

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NEC America, Inc.

Broadcast Equipment Division  
130 Martin Lane  
Elk Grove Village, Illinois 60007

meeting. The Tennis Club, Palm Springs, Calif.

■ **Jan. 30**—Radio Advertising Bureau/Sterling Institute radio sales clinic. Hyatt House, Seattle.

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

**Jan. 31**—New deadline for reply comments in FCC rulemaking concerning network representation of television stations in national spot sales. Previous deadline was Dec. 22.

**Jan. 31**—Deadline for entries in National Press Photographers Association competition for TV news photographer of year and for TV news photography station of year. Information: Sheila Keyes, NPPA, 23918 Via Copeta, Valencia, Calif. 91355; (805) 259-1136.

■ **Jan. 31**—Radio Advertising Bureau/Sterling Institute radio sales clinic. Airport Hilton, San Francisco.

## February

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

■ **Feb. 1**—Radio Advertising Bureau/Sterling Institute radio sales clinic. Holiday Inn, Los Angeles.

**Feb. 2**—Deadline for entries in Charles Stewart Mott Awards competition for best education reporting in broadcast and print media. Information: Education Writers Association, P.O. Box 281, Woodstown, N.J. 08098.

**Feb. 2-3**—University of California at Los Angeles communications law symposium on "The Foreseeable Future of Television Networks." Speakers will include FCC Chairman Charles D. Ferris; Henry Geller, assistant secretary of Commerce for Communications and Information; Donald McGannon, president of Westinghouse Broadcasting Co.; Ed Bleier, vice president, Warner Communications; Erwin Krasnow, senior vice president and general counsel, National Association of Broadcasters; Bruce Owen, economist, Duke University; Richard Block, broadcast consultant; Robert Hadl, MCA Inc.; Judge David Bazelon, U.S. Court of Appeals, and Nina Cornell, chief, FCC Office of Plans and Policy, Los Angeles.

**Feb. 2-3**—Society of Motion Picture and Television Engineers 13th annual television conference. St. Francis hotel, San Francisco.

■ **Feb. 2-3**—Annual seminar of Northwest Broadcast News Association. Charles Osgood, CBS, will be keynote speaker at banquet. Sheraton-Ritz hotel, Minneapolis.

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

■ **Feb. 2-4**—Retail Advertising Conference. Among participants will be Roger Rice, Television Bureau of Advertising; Don O'Brien, Jordan Marsh New England; Bob Gordon, Louisville Productions; Miles David, Radio Advertising Bureau, and Jack Trout, Ries Cappiello Colwell. Drake hotel, Chicago. Information: RAC, 130 East Randolph, Chicago 60601.

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

■ **Feb. 5-6**—New Mexico Broadcasters Association sales and programing seminar. Albuquerque Inn and Convention Center, Albuquerque, N.M.

**Feb. 6**—International Radio and Television Society newsmaker luncheon. Waldorf-Astoria, New York.

**Feb. 6**—Television Bureau of Advertising regional sales meeting. Airport Marina, Dallas.

■ **Feb. 6**—Radio Advertising Bureau/Sterling Institute radio sales clinic. Hilton Inn, Dallas.

**Feb. 7**—Arkansas Broadcasters Association business meeting and legislative reception. Bill Clinton, Arkansas governor-elect, will be luncheon speaker. Coachman's Inn, Little Rock, Ark.

■ **Feb. 8**—Radio Advertising Bureau/Sterling Institute radio sales clinic. Hilton Airport Plaza Inn, Kansas City, Mo.

**Feb. 9-11**—Second annual radio news minicourse of

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Department of Journalism of Florida A&M University and Florida Association of Broadcasters. Marriott hotel, Orlando, Fla.

■ **Feb. 13**—Radio Advertising Bureau/Sterling Institute radio sales clinic. Hilton Inn, Baltimore.

**Feb. 13-14**—Winter meeting of Wisconsin Broadcasters Association and legislative reception/dinner. Concourse hotel, Madison, Wis. Chairman: Terry Shockley, WKOW-TV Madison.

■ **Feb. 14**—Radio Advertising Bureau/Sterling Institute radio sales clinic. Holiday Inn Woodlawn, Charlotte, N.C.

**Feb. 15**—Deadline for comments to FCC on multiple ownership of educational broadcasting stations (Docket 78-165). Replies are due March 15.

■ **Feb. 15**—Deadline for entries for 1979 Clarion Awards competition to recognize outstanding communication in areas of human rights, resources and

community. Radio and television documentaries and series are among all-media categories. Information and entry forms: Women in Communications Inc., P.O. Box 9561, Austin, Texas 78766.

■ **Feb. 15**—Radio Advertising Bureau/Sterling Institute radio sales clinic. Royal Sonesta hotel, New Orleans.

**Feb. 16**—Religion in Media's Rim awards presentation. Convention Center, Anaheim.

■ **Feb. 20**—Radio Advertising Bureau/Sterling Institute radio sales clinic. Carrousel Inn, Cincinnati.

**Feb. 20-21**—Illinois Broadcasters Association winter meeting. Forum 30 hotel, Springfield, Ill.

**Feb. 21-26**—International Radio and Television Society faculty-industry seminar and college conference. Harrison Conference Center, Glen Cove, N.Y.

■ **Feb. 22**—Radio Advertising Bureau/Sterling In-

stitute radio sales clinic. Hyatt House, Pittsburgh.

■ **Feb. 25-28**—CBS Radio Affiliates board meeting. The Breakers. Palm Beach, Fla.

**Feb. 26-March 2**—Intelcom '79 international exposition. Speakers will include Joseph Charyk and John A. Johnson, Comsat; Henry Geller assistant secretary of commerce for communications and information, and Dr. Mahoud Riad, secretary general, Arab Telecommunications Union. Dallas Convention Center. Information: Horizon House International, 610 Washington St., Dedham, Mass. 02026; (800) 225-9977.

**Feb. 27**—New York Market Radio Broadcasters Association's fourth annual Big Apple Awards luncheon honoring creators of best radio commercials in New York. Hotel Americana, New York.

■ **Feb. 27**—Radio Advertising Bureau/Sterling Institute radio sales clinic. Regency-Denver, Denver.

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

**Feb. 28**—Rally for deregulation, sponsored by National Association of Broadcasters, National Radio Broadcasters Association, National Religious Broadcasters and Daytime Broadcasters Association. Washington.

## March

**March 1**—Deadline for news and entertainment media entries for American Bar Association's Gavel awards. Television, radio, wire services and news syndicates are among the categories that will be judged for efforts during 1978 to increase legal and judicial system. ABA Gavel Awards program, 77 South Wacker Drive, 6th floor, Chicago 60606, attention: Dean Tyler Jenks.

**March 1**—International Radio and Television Society anniversary banquet. Waldorf-Astoria, New York.

**March 1**—Tenth annual Abe Lincoln Awards ceremony of Southern Baptist Radio and Television Commission. Tarrant County Convention Center, Fort Worth.

**March 1**—Television Bureau of Advertising regional sales meeting. Marriott Downtown, Atlanta.

■ **March 1**—Radio Advertising Bureau/Sterling Institute radio sales clinic. Radisson St. Paul hotel, St. Paul.

**March 5**—International Council, Academy of Television Arts and Sciences ceremony to honor TV Globo Network of Brazil. Avery Fisher Hall, Lincoln Center, New York.

**March 5-6**—Society of Cable Television Engineers regional technical meeting. Del Webb's Townhouse, Phoenix.

■ **March 5-30**—Continuation of Federal Trade Commission hearing on children's advertising. Start is in San Francisco on Jan. 15. Washington.

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

■ **March 6**—Radio Advertising Bureau/Sterling Institute radio sales clinic. Sheraton Inn, LaGuardia, New York.

■ **March 8**—Radio Advertising Bureau/Sterling Institute radio sales clinic. Copley Plaza hotel, Boston.

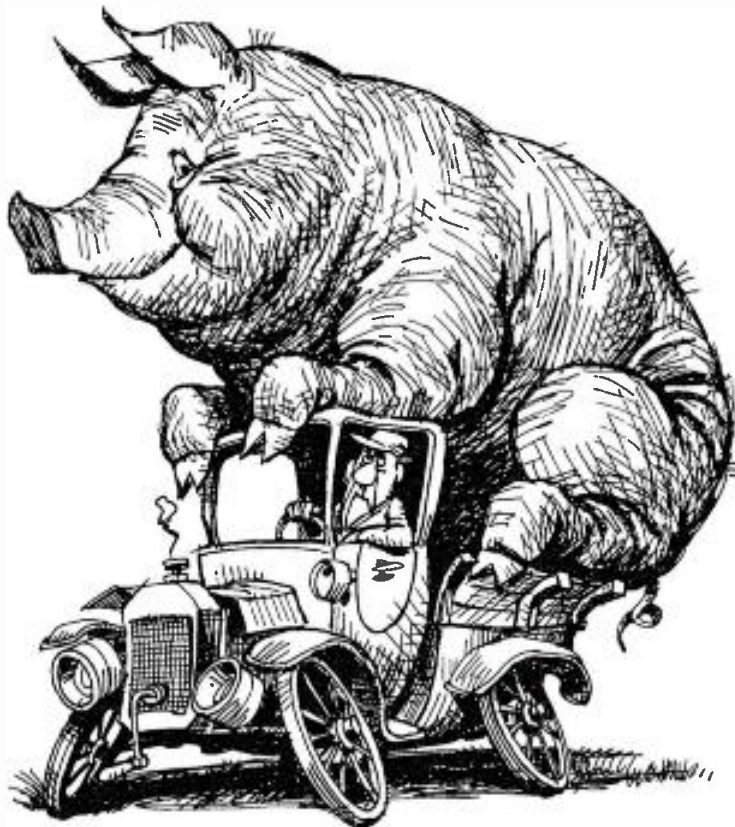
**March 9-10**—Tenth annual Country Radio Seminar. Hyatt Regency, Nashville.

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

■ **March 13**—Radio Advertising Bureau/Sterling Institute radio sales clinic. Hilton Inn, Troy, Mich. (for Detroit area).

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

**March 15**—Deadline for nominations for first Michelle Clark Awards, sponsored by Radio-Television News Directors Association to recognize excellence in broadcast journalism by those who have



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Farmers in Western Michigan prefer our brand of farm reporting as much as 4-to-1 over the next closest competitor according to the most recent Doane Agricultural Service Study. And our Ag audience is still growing. A lot of the credit goes to WKZO's Farm Services Director, Jim Bernstein. Jim, a member of the National

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\*The heaviest pig ever recorded is "Big Boy," a hog of 1,904 lbs. bred by B. Liles and H. A. Sanders of Black Mountain, N.C., weighed on Jan. 5, 1939.



# WKZO

CBS RADIO FOR KALAMAZOO AND GREATER WESTERN MICHIGAN

Buckley Radio Sales, Inc., National Representatives



been in the profession less than three years. Information: Ted Landphair, WMAL(AM) Washington 20015.

■ **March 15**—*Radio Advertising Bureau/Sterling Institute* radio sales clinic. Arlington Park hotel, Arlington Heights, Ill. (for Chicago area).

■ **March 16-18**—*Intercollegiate Broadcasting System* 40th annual convention. Shoreham Americana hotel, Washington.

■ **March 18-20**—*Ohio Cable Television Association* annual convention. Sheraton Columbus, Columbus, Ohio.

■ **March 21**—*Council of Churches of the City of New York's* 15th annual awards buffet/reception, multimedia awards presentation for radio and TV stations. Americana hotel, New York.

■ **March 21**—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

■ **March 21**—Meeting of executive committee of *American Women in Radio and Television*. Fairmont hotel, Dallas.

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

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

■ **March 22**—*Television Bureau of Advertising* regional sales meeting. City Line Marriott, Philadelphia.

■ **March 22-23**—Meeting of national board of *American Women in Radio and Television*. Fairmont hotel, Dallas.

■ **March 24**—Meeting of *American Women in Radio and Television* Educational Foundation board. Fairmont hotel, Dallas.

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

■ **March 30-31**—Convention of *Society of Professional Journalists, Sigma Delta Chi's* region 5 (Indiana, Illinois and Kentucky). Century Center, South Bend, Ind.

## April

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

■ **April 1-3**—*American Association of Advertising Agencies* South-Southwest joint annual meeting. Key Biscayne hotel, Key Biscayne, Fla.

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

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

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

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

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

■ **April 3**—*Television Bureau of Advertising* regional sales meeting. Beverly Hilton, Los Angeles.

■ **April 5**—*Television Bureau of Advertising* regional sales meeting. Benson hotel, Portland, Ore.

■ **April 6**—Mass communications career day conference of *Eastern Kentucky University*. Richmond, Ky.

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

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

■ **April 10-11**—*Ohio Association of Broadcasters* Washington dinner. Hyatt Regency, Washington.

■ **April 11**—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

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

■ **April 11-13**—*Kentucky Broadcasters Association* spring convention. Hyatt Regency, Louisville, Ky.

■ **April 19**—*Missouri Broadcasters Association* awards dinner. Ramada Inn, Columbia, Mo.

■ **April 20-21**—*National Translator Association* annual convention. Regency hotel, Denver. Information: Paul H. Evans, (801) 237-2623.

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

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

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

■ **April 23-24**—*Society of Cable Television Engineers* regional technical meeting. Portland Hilton Inn, Portland, Ore.

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

■ **April 29-May 1**—*Chamber of Commerce of the United States* 67th annual meeting. Washington.

## May

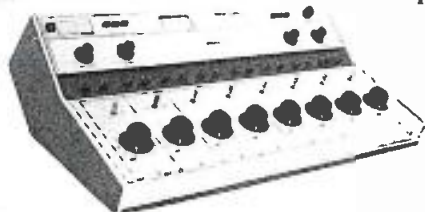
■ **May 1**—Deadline for comments on *FCC* inquiry to study problem of radio frequency interference and need for regulation to lessen such interference (General docket 78-369). Replies are due July 1.

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

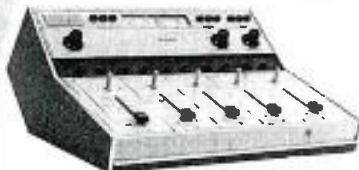
■ **May 3**—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

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

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

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

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

May 16-19—American Association of Advertising

Agencies annual meeting. Greenbrier, White Sulphur Springs, W. Va.

■ May 17—Television Bureau of Advertising regional sales meeting. Marriott, Kansas City.

■ May 17-19—New Mexico Broadcasters Association annual convention. Holiday Inn, Farmington, N.M.

■ May 20-22—Tentative date for National Association of Broadcasters meeting of broadcast general managers and public affairs directors to explore public affairs programming on TV. Site to be announced.

## Open Mike®

### The future is now

EDITOR: I thoroughly enjoyed your provocative special report on "Perils and Prospects Over the Electronic Horizon" (BROADCASTING, Jan. 1). Its conclusions parallel in great measure those expressed last September at the National Association of Broadcasters executive forum in Reston, Va. It was to encourage just such discussions about the communications future that NAB Chairman Donald Thurston organized that event and its predecessor the year before. We who had a hand in bringing those futurists together at Reston are pleased that BROADCASTING is tuned to the same frequency.—*John M. Eger, communications consultant, Washington.*

(BROADCASTING owes much of the inspiration for its special report to NAB's Reston conference, many of whose participants were interviewed for the Jan. 1 report.)

EDITOR: "Perils and Prospects" ... exemplifies your dedication to provide all broadcasters with excellent and valuable information about the future of the communications industry. Opportunities over the electronic horizon are enormous "if broadcasters learn how to market new services," as suggested by one Reston conference speaker.—*Ralph E. Becker, executive vice president, Rust Craft Broadcasting Co., Pittsburgh.*

### In answer to Stevens

EDITOR: The Dec. 4 issue carried an article in "Closed Circuit" regarding comments by Dr. Paul Stevens of the Southern Baptist Radio and Television Commission which made reference specifically to "purchase by Texas-based James Robison Evangelistic Association of time on 100 radio stations . . ."

I feel that the facts should be clarified. James Robison does not have or has ever had a radio ministry of any type. We are on television in some 85 markets and will purchase 15 nights of prime time in 1979 on 225 stations for a series of special telecasts. Frankly, we are grateful for the ministry of the commission and commend them for the programs that point people to Christ. We are not in competition with the commission or any other evangelical broadcaster. Our desire is to get the

message of Christ to the nation, and whether it be through us or another ministry is secondary.

Regarding paid evangelistic programs rather than the use of public service time, we feel that the message is more than worth paying for. Also, broadcasters are not willing to give up prime time for evangelicals to air their message for free, and why should they? We, as Christians, cannot expect the secular media to pay for *James Robison Presents* any more than the network can expect the James Robison Evangelistic Association to sponsor *Soap—Mike Huckabee, director of communications, James Robison Evangelistic Association, Fort Worth.*

### Sixes and sevens

EDITOR: I was extremely pleased with the article written about me in BROADCASTING Jan. 1. It was accurate with one exception: The headline stated that "Little leaves MBS after six years." I would appreciate your correcting that to "after seven years." I am very, very proud of each of my years at Mutual and the accomplishments we made during that time.—*C. Edward Little, Washington.*

### Where it hertz

EDITOR: In a Dec. 11 "Closed Circuit," you mention that the Daytime Broadcasters Association has sent to the FCC a proposal to change AM spacing from 10 khz to nine khz. The report states that "narrower AM channels are now used by some European countries."

That is essentially incorrect. Nine khz channels are used in all European countries, all of Russia, Africa and the Near and Middle East. These countries made up Zone I.

The Zone III countries—South, Southeast and East Asia and the Pacific—are actively considering adoption of nine khz spacing.

Technically speaking, nine khz spacing works fine. It would not be adopted in America for one reason—the system would put more stations on the air and increase radio competition. That, American broadcasters do not want.—*Joseph B. Martin, North Chicago, Ill.*

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Phone: 202-638-1022.

Sol Taishoff, editor.  
Lawrence B. Taishoff, publisher.

### EDITORIAL

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### BUREAUS

New York: 75 Rockefeller Plaza, 10019.  
Phone: 212-757-3260.

Rufus Crater, chief correspondent.  
Rocco Famighetti, senior editor.  
Jay Rubin, assistant editor.  
Douglas Hill, staff writer.  
Diane Burstein, editorial assistant.

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

Hollywood: 1680 North Vine Street, 90028.  
Phone: 213-463-3148.

Bill Merritt, Western sales manager.  
Sandra Klausner, editorial-advertising assistant.



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# The quantum leaps of FM radio

The last time BROADCASTING took a long look at radio — in the annual July issue devoted to that subject— we discovered that more than half of the stations ranked among the top 10 in each of the top 50 markets were on the FM side of the dial—260 out of 500, to be exact. We resolved then and there to take another long look at FM alone.

The results of that investigation will be published on January 22, 1979, as an in-depth report on a medium too big to ignore—over half a billion dollars in revenues in 1977, for example, with both sales and profits bounding upward at record rates.

We've been asking a lot of questions about FM since last July. Among the answers you'll read next month:

How FM stations rank among their competitors in the first 50 markets. The departures from, and the improvements upon, FM's beautiful music beginnings. The competition in top 40. Evolution of the full-service FM. The escalation in station values—and prices. Who's afraid of AM stereo. Who believes in FM quad. What today's leaders are pioneering, and what the futurists have in mind.

All in all, a great way to start the FM business year. Prime positions are available through the BROADCASTING representatives listed below. \*

## **You belong in Broadcasting** Jan 22

\* *Our end of the line.* For advertising placements from the North, Midwest and East, call **Win Levi** or **Dave Berlyn** at (212) 757-3260.  
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From the West, call **Bill Merritt** at (213) 463-3148.  
From any point of the compass, call **David Whitcombe** or **John Andre** at (202) 638-1022.

Top of the Week

## CBS and NBC fail in fall to slow down ABC momentum

Ratings averages for what was the new season give six of top-10 shows to No. 1 network, show improvements for it in morning, daytime, evening news, but problems on Saturday morning

The 1978 fourth-quarter ratings averages came in last week, and they're further documentation of the crushing success of ABC-TV's prime-time and daytime programming.

CBS-TV and NBC-TV could take some solace in gains of their own in Saturday morning, early morning and late night.

In prime time, the change compared to fourth-quarter 1977 was small for all three networks (no change for ABC, a 1% loss for CBS and a 2% loss for NBC). But the averages become more significant when some programming considerations are taken into account.

Most striking in that regard is that ABC has maintained exactly the prime-time average it had in 1977—without the help of the World Series. That potent ratings puller delivered NBC the only two weeks it

won in the fourth quarter of 1978, at that time kicking up the network's ratings averages by almost two full points.

The fact that NBC lost prime-time audience in 1978 despite that bounty indicates the problems the network has suffered with its series programming, problems that included the cancellation of 10 programs during the quarter.

ABC, proving that success tends to feed on itself, in the meantime built two major new series hits—*Mork and Mindy* and *Taxi*—and increased its share of the quarter's top-10 programs from five in 1977 to six in 1978. That, of course, bodes well for the network's continued dominance, especially since the highest ranked new series of either CBS or NBC came in at 30th place.

Mike Dann, the former CBS program chief now consulting for Warner Cable and others, suggests that with each average rating point's difference in prime time representing approximately \$30 million in profits over the course of a season, ABC could make as much as \$100 million more than its rivals if current standings hold up. And whatever further ensues between CBS and NBC, no one is expecting any immediate change in ABC's position (see facing page).

Breaking down the first half of the 1978-79 prime-time season by week, ABC had 10 first-place finishes, five seconds and no thirds. CBS had three wins, seven seconds, including one tie for second with NBC, and five thirds. Besides its two World Series wins, NBC placed second four times, including the tie with CBS, and third nine times.

ABC also won both of the two weeks of

the fourth quarter prior to the new season, while CBS and NBC placed second in one apiece. All of NBC's second-place showings, except for its tie with CBS, came in the first three weeks of the season, as CBS followed its late-building pattern of recent years. Of the season's program rankings so far, six of the top 10 shows belong to ABC, three to CBS and one to NBC. Of the top 20, 13 belong to ABC, five to CBS and two to NBC.

ABC's lead in daytime is not nearly as dramatic as in prime time but it does represent a turnaround over the fourth quarter in 1977, when it trailed CBS by 0.3 of a rating point. ABC's 1978 fourth-quarter average in that daypart is up about 11% over 1977, while CBS is down 1% and NBC 5%. The turnaround actually began in the first quarter—ABC says it led in daytime in each quarter of 1978—when the network initiated its afternoon block of soap operas. And ABC continues to crow about its even greater lead in the 18-49-year-old women demographic—a lead of 42% over CBS and 137% over NBC, according to ABC.

ABC is not crowing about its performance on Saturday morning, when it lost about 21% of its audience compared to the fourth quarter of 1977. Saturday leader CBS gained 14% while NBC gained 17%. ABC's vice president of children's and early morning programming, Squire Rushnell, promises Saturday schedule changes shortly, but he also blames some of ABC's drop on its increased slate of college football doubleheaders this season, which cause West Coast pre-emptions of the network's Saturday schedule.

Both CBS and NBC gained audience in the early morning time period, with NBC's *Today* show picking up the lion's share of the increase, about 12%. ABC built its *Good Morning, America* audience by about 6% over the fourth quarter of 1977, while CBS, which has announced intended revisions in its early morning news format, showed no change. CBS showed substantial gains in late-night, however, picking up 11% while ABC lost 3% and NBC lost 10%.

It's possible that one of ABC's more modest gains of the quarter—in its evening news rating—may give the network some of its greatest satisfaction, considering the attention paid the efforts of the news division's new president, Roone Arledge. *World News Tonight* increased ABC's fourth-quarter news audience in 1978 by 5%, the *CBS Evening News* lost 7% and *NBC Nightly News* dropped 1%. ABC says it is "encouraged" by the results.

### Ratings year to year, daypart to daypart

	Prime time	Daytime	Early morning	Evening news	Late night	Saturday morning
<b>1978</b>						
ABC	20.6	7.3	3.4	10.3	6.6	6.1
CBS	18.0	6.7	2.2	13.9	7.1	7.9
NBC	17.6	5.3	4.7	12.8	7.5	4.9
<b>1977</b>						
ABC	20.6	6.6	3.2	9.8	6.8	7.7
CBS	18.2	6.8	2.2	14.9	6.4	6.9
NBC	17.9	5.6	4.2	12.9	8.3	4.2

## Where they fell in the fall: average program ratings and shares

RANK	PROGRAM (NETWORK)	RATING	SHARE	RANK	PROGRAM (NETWORK)	RATING	SHARE
1.	<i>Three's Company</i> (ABC)	29.7	45	42.	<i>Wednesday Movie of the Week</i> (NBC)	16.9	27
2.	<i>Laverne and Shirley</i> (ABC)	29.0	45	43.	<i>Diff'rent Strokes*</i> (NBC)	16.8	29
3.	<i>Happy Days</i> (ABC)	27.0	44	—	<i>CBS Tuesday Night Movie</i> (CBS)	16.8	27
4.	<i>Mork and Mindy*</i> (ABC)	25.9	43	—	<i>WKRP in Cincinnati**</i> (CBS)	16.8	27
5.	<i>M*A*S*H</i> (CBS)	25.3	38	46.	<i>Wonder Woman</i> (CBS)	16.7	29
6.	<i>Little House on the Prairie</i> (NBC)	24.7	38	47.	<i>The Jeffersons</i> (CBS)	16.6	28
7.	<i>All in the Family</i> (CBS)	24.6	37	48.	<i>CBS Wednesday Movie**</i> (CBS)	16.5	27
8.	<i>Charlie's Angels</i> (ABC)	24.4	38	49.	<i>Donny and Marie†</i> (ABC)	16.2	29
9.	<i>60 Minutes</i> (CBS)	24.2	40	50.	<i>Dallas</i> (CBS)	16.1	28
—	<i>Taxi*</i> (ABC)	24.2	37	—	<i>People†</i> (CBS)	16.1	25
11.	<i>One Day at a Time</i> (CBS)	23.7	36	52.	<i>Mary**</i> (CBS)	16.0	25
12.	<i>What's Happening</i> (ABC)	23.2	38	53.	<i>Eddie Capra Mysteries†</i> (NBC)	15.5	28
13.	<i>Barney Miller</i> (ABC)	22.7	36	—	<i>Operation Petticoat†</i> (ABC)	15.5	25
14.	<i>Eight is Enough</i> (ABC)	22.5	36	55.	<i>Flying High†</i> (CBS)	15.1	24
15.	<i>Love Boat</i> (ABC)	22.4	39	56.	<i>In the Beginning†</i> (CBS)	15.1	24
16.	<i>Alice</i> (CBS)	22.0	36	57.	<i>Welcome Back, Kotter</i> (ABC)	15.0	27
17.	<i>Fantasy Island</i> (ABC)	21.6	40	—	<i>Dick Clark's Live Wednesday†</i> (NBC)	15.0	24
18.	<i>ABC Sunday Night Movie</i> (ABC)	21.2	34	59.	<i>NBC Saturday Night Movie**</i> (NBC)	14.8	28
19.	<i>Soap</i> (ABC)	21.2	34	60.	<i>Carter Country**</i> (ABC)	14.7	27
20.	<i>NBC Monday Night Movie</i> (NBC)	21.1	33	61.	<i>Good Times†</i> (CBS)	14.2	25
21.	<i>Barnaby Jones</i> (CBS)	20.7	37	62.	<i>Grandpa Goes to Washington†</i>	13.9	23
—	<i>Centennial**</i> (NBC)	20.7	33	63.	<i>Sword of Justice†</i> (NBC)	13.1	25
23.	<i>Vega\$*</i> (ABC)	20.0	33	64.	<i>Hardy Boys Mysteries†</i> (ABC)	13.0	21
—	<i>Lou Grant</i> (CBS)	20.0	32	65.	<i>Rhoda†</i> (CBS)	12.7	24
25.	<i>Battlestar Galactica*</i> (ABC)	19.9	31	—	<i>Lifeline†</i> (NBC)	12.7	21
26.	<i>CHiPs</i> (NBC)	19.8	36	67.	<i>David Cassidy—Man Undercover†</i> (NBC)	12.3	22
—	<i>NFL Monday Night Football**</i> (ABC)	19.8	33	—	<i>Paper Chase</i> (CBS)	12.3	19
28.	<i>Incredible Hulk</i> (CBS)	19.1	32	69.	<i>Waverly Wonders†</i> (NBC)	11.9	23
29.	<i>ABC Friday Night Movie</i> (ABC)	18.9	33	—	<i>American Girls†</i> (CBS)	11.9	21
—	<i>The Waltons</i> (CBS)	18.9	31	—	<i>Who's Watching the Kids?†</i> (NBC)	11.9	21
31.	<i>Kaz*</i> (CBS)	18.7	30	—	<i>Lucan**</i> (ABC)	11.9	18
—	<i>White Shadow*</i> (CBS)	18.7	30	73.	<i>Apple Pie†</i> (ABC)	11.4	22
33.	<i>Big Event</i> (Sunday) (NBC)	18.6	30	74.	<i>Project UFO†</i> (NBC)	11.2	18
—	<i>Quincy, M.E.</i> (NBC)	18.6	30	75.	<i>ABC Monday Movie**</i> (ABC)	10.6	21
35.	<i>Big Event</i> (Tuesday) (NBC)	18.3	29	76.	<i>W.E.B.†</i> (NBC)	10.5	19
36.	<i>Family</i> (ABC)	18.1	32	77.	<i>Weekend</i> (NBC)	8.4	15
37.	<i>Starsky and Hutch</i> (ABC)	18.0	30				
38.	<i>Wonderful World of Disney</i> (NBC)	17.9	29				
39.	<i>CBS Saturday Movie*</i> (CBS)	17.8	31				
40.	<i>Hawaii Five-O</i> (CBS)	17.6	28				
41.	<i>Rockford Files</i> (NBC)	17.0	29				

\* New.

\*\* Removed from schedule.

† Canceled program.

## Ad agencies sit on their hands watching new TV series

**They find few indications of success in second-season shows, especially in large number being introduced by NBC; CBS seen as taking firmer grip on number-two slot**

The programming pundits of Madison Avenue have analyzed the second-season program schedules of the three commercial TV networks and, as usual, have found little to be happy about as far as new series are concerned.

There is some disagreement on individual programs, especially since judgments at this point are being made on pilots at most, concepts at least. But, in general, the agencies are looking for CBS-TV to solidify its number-two position behind ABC-TV while NBC-TV heads even farther downhill.

Much of that pessimism derives from the fact that with nine new shows coming aboard, NBC will be by far the most dependent on new product. And new pro-

duct on all the networks is rated successful by the handicappers only when it is protected by either a successful show airing immediately before it or weak competition airing against it. In other words, the agencies find no show outstanding enough to succeed on its own.

As Phil Burrell, vice president of programming for Dancer Fitzgerald Sample, put it, the new schedule "rates as a bit of an enigma ... it's not *what* the networks play, but the *place* where they play them that provides the basis for second season 'excitement.'" Joel Segal, senior vice president of TV negotiations for Ted Bates, agreed. "The three-network battle continues," he said, "with strategy sacrificed for tactics and the casualties occurring with increasing rapidity."

A canvassing of oddsmakers last week found unanimous votes of no confidence given ABC's *Osmond Family Hour*, CBS's *Flatbush* and *Coed Fever* and NBC's *Supertrain*, *Little Women*, *Mrs.*

*Columbo* and *Brothers and Sisters*. No new shows are consistently picked as winners, with the exception of CBS's rescheduled *WKRP in Cincinnati* (also picked as a hit last fall).

Night by night, here's the agencies' thinking:

On Monday, ABC's new *Salvage* at 8-9 p.m. NYT is given generally poor reviews, but is thought by some to have a chance of survival because of the universally disdained CBS entries in that time period, *Flatbush* and *Coed Fever*. "You have to be 16 years of age or younger, or demented, to like those shows," said Herb Jacobs, president of Telcom Associates. *How the West Was Won* is expected to perform respectably for ABC. Again, most agencies pick CBS's *WKRP in Cincinnati* as a hit in its new position behind *M\*A\*S\*H* at 9:30-10 p.m.; *Lou Grant*, however, is expected to lose a few share points without *One Day at a Time* as its lead-in.

On Tuesday, most oddsmakers see

**Measured in dollars.** NBC-TV's elaborate program spending, among other things, will drop the network's pretax profits from an estimated \$65 million in 1978 to about \$50 million this year, in the opinion of Anthony Hoffman, vice president of the Wall Street firm of Bache Halsey Stuart Shields.

Mr. Hoffman says he expects the ABC-TV network's profits to rise from about \$240 million in 1978 to \$280 million in 1979, and the CBS-TV network's to go from \$145 million to \$170 million in the same period.

In addition to heavy spending in an effort to achieve a ratings turnaround, Mr. Hoffman says NBC ratings fell short of estimates to advertisers to such an extent that there will be "a lot of makegoods" in this year's first quarter, further holding down profits. His estimates also take into account his belief that NBC's second-season program changes will not be as successful as NBC thinks they will.

For NBC as a whole, Mr. Hoffman foresees 1979 profits of \$115 million as compared with his estimate of \$122 million in 1978. For ABC's entire broadcast operations, he anticipates that profits will reach \$340 million this year, up from about \$315 million in 1978, while for CBS's broadcast operations he foresees \$247 million in profits this year versus about \$226 million last year.

NBC's *Cliffhangers* as a loser, with several mentioning that its multicharacter "module" concept may make it difficult to sustain character interest in the show. Again, weak competition from CBS's *Paper Chase* is thought to be an advantage for NBC, but most buyers are looking for ABC's *Happy Days* and *Laverne and Shirley* to get stronger, if anything.

CBS is strong on Wednesday night, agencies believe. Most like the move of *The Incredible Hulk* to 8-9 p.m., although they agree it may be hurt by affiliate defections for Mobil Oil's *Edward the King* (BROADCASTING, Nov. 20, 1978). NBC's *Supertrain* is seen as the time period's loser, with the qualification that nobody has seen any footage from the show yet. (Dancer's Mr. Burrell commented, "We're concerned that all upfront attention centers on the show's set.")

Predictions are that CBS's *One Day at a Time* will fade slightly in its new time period at 9-9:30 p.m. Wednesday. No one thinks *Charlie's Angels* or *Vega\$* on ABC will suffer much from either NBC's novels for television or from CBS's *One Day, Jeffersons* and *Kaz*.

NBC's Thursday schedule is also designated a loser by the preponderance of

agencies. Of *Little Women* at 8-9 p.m., Herb Jacobs said, "It has two speeds—slow and stop," and Phil Burrell stated that the network should have learned from *Lifeline* that "infrequent or miniseries scheduling does not a series make." Advertisers also complain again about the "stranding" of *Quincy* at mid-evening with what they expect will be no support either fore or aft. In the latter case it's *Mrs. Columbo*, at 10-11 p.m., which the agencies expect to be smothered by CBS's thriving *Barnaby Jones*. "There seems to be little reason for this show to exist at all," said Bates's Mr. Segal.

ABC plans to introduce *Angie* behind *Mork and Mindy*, a positioning some odds-makers say all but guarantees it a tolerable audience. But most also said the pilot looked ragged and underdeveloped.

The greatest bulk of new series product comes aboard on Friday, when NBC unloads a string of new comedies behind the relatively new *Diff'rent Strokes* (which is frequently criticized because of the acidity of its young star, Gary Coleman ("They've made a monster of the kid," was a representative comment.)

*Brothers and Sisters* starts the string of new NBC comedies, and it is roundly dismissed by handicappers, as are the "Animal House" spin-offs on the other networks. A few considered *Turnabout* an interesting "adult" concept, but even its advocates fear it may turn into a one-joke program. Reviews for *Hello, Larry* were mixed. Phil Burrell calls it "perhaps NBC's funniest [pilot] of the season, with cascades of laughter from the carefully crafted one-liners." Herb Jacobs, on the other hand, dismissed its star. "All McLean Stevenson has to do to lose is to show up," he said. All agree its scheduling will hold it to modest ratings.

NBC ends its evening with *Sweepstakes*, another show Mr. Burrell liked. "An idea whose time has come," he said. "Hope and greed are orchestrated by the producers to climax in escapist fare of the highest order." He gave the series a "good" chance of success—others were less optimistic—in part because of weak scheduling against CBS's *Flying High*. So most advertisers would probably applaud the removal of *Flying High* from the

Continues on page 24.

## The rich get richer in the latest sweeps: ABC homes up 9%

Top-rated network's affiliates rank first in 63 of first 100 TV markets: CBS homes off 1% while NBC's drop down 4%

ABC-TV affiliates swept to another—and larger—prime-time victory in the November 1978 local measurement sweeps, taking first place in 63 of the 97 top-100 markets where all three networks have primary affiliates.

This count of the Arbitron results in the biggest 100 markets also showed that ABC was the only network to record gains over November 1977 in total prime-time homes and in three-network share. In addition, ABC affiliates far outnumbered those of CBS-TV and NBC-TV in bettering their previous November's prime-time audience averages.

The analysis, prepared by ABC researchers from Arbitron figures, showed total network homes delivery in prime time was up 1.7% from November 1977. The per-minute average totaled 36,457,000 homes as compared with 35,847,000 a year earlier.

ABC's prime-time average was put at 14,081,000 homes, an increase of 9%. CBS at 11,378,000 was off 1% and NBC at 11,028,000 was down 4%.

ABC's three-network share was 38.6%, up from 36.0% in November 1977. CBS's was 31.2%, down from 32.1%, and NBC's was 30.2%, down from 31.9%.

ABC also offered this compilation to show trends in network households shares in the top 100 markets over the past five Arbitron November sweeps:

	ABC	CBS	NBC
1974	28	36	36
1975	32	35	33
1976	35	32	33
1977	36	32	32
1978	39	31	30

In the 99 top-100 markets in which ABC has primary affiliates, that network's outlets increased their prime-time homes delivery over November 1977 levels in 77 markets, while those in 17 markets showed declines and five were unchanged.

CBS affiliates, in 98 of the top 100 markets, scored gains in 33, losses in 57 and no change in eight. NBC affiliates, in all of the top 100, were up in 47, down in 44 and unchanged in nine.

In the 97 markets where all three networks have primaries, the ABC stations' first-place rankings in 63 represented a gain of four markets over November 1977. Counting one tie between them, CBS outlets were first in 23 markets as compared

**The other MTM.** CBS-TV announced late last week that *Mary*, the ill-fated comedy-variety series starring Mary Tyler Moore, will return to the network's prime-time schedule Sunday nights beginning March 4. The reworked program has been slotted at 10-11 p.m. NYT—two hours later than its original time period—immediately following the new comedy, *The Stockard Channing Show*, also premiering March 4.

*Dallas*, formerly in *Mary*'s new time period, moves to 10-11 p.m. Friday, replacing *Flying High*, which has been placed on a "hiatus." *Dallas* goes to its new time period beginning Jan. 26, the same date its new lead-in, *The Dukes of Hazzard*, premieres at 9-10 p.m. CBS also said last week that it has moved back by almost a month the starting dates of its two new lead-in comedies on Monday, *Flatbush* and *Coed Fever*. Previously set for Jan. 22 introductions, both shows now are to premiere Feb. 19.

with 25 a year earlier, and NBC stations were first in 12, a drop of one.

Along with its 63 first places, ABC ranked second in 18 markets and third in 16. CBS was second in 36 and third in 38, while NBC was second in 44 and third in 41. (These tallies include ties.)

ABC picked up two affiliates from other networks in the top 100 markets after the November 1977 sweep. Both, ABC authorities said, showed substantial gains under the ABC banner: WAAY-TV, Huntsville, Ala., which switched from NBC on Dec. 11, 1977, was said to be up

43% in prime-time audience while wsoc-TV Charlotte, N.C., picked up on July 1, 1978, also from NBC, was up 93%.

Over-all, ABC claimed first place for its affiliates in 14 of the top 15 markets, in 26 of the top 30 and in 38 of the top 50 (see table).

**Here's how affiliates fared** in prime time in each of the top 100 markets in Arbitron Television's November 1978 sweep measurement, as compiled by ABC researchers from the Arbitron reports. The numbers represent prime-time averages in thousands of households (add 000). The plus or minus numbers show percentage of change in the household figures as compared with the November 1977 sweep. ABC researchers said the household figures are Arbitron's "pure" network averages, covering the hours from 7:30 to 11 p.m. NYT Monday through Saturday and 6-11 p.m. Sunday but excluding all access programs or other local programing presented during those hours. The sweep period was Nov. 1-28, 1978.

	ABC % HH change		CBS % HH change		NBC % HH change	
1. New York	1409	+3	1073	-6	1047	-17
2. Los Angeles	867	+10	503	+2	645	+7
3. Chicago	839	+5	472	-1	447	-7
4. Philadelphia	620	+13	430	+6	364	-7
5. San Francisco	380	+28	261	+2	250	-9
6. Boston	359	+7	297	+1	298	-8
7. Detroit	376	+9	308	NC	298	-6
8. Washington	292	+15	227	-2	214	+4
9. Cleveland	349	+11	235	-7	220	-20
10. Dallas-Fort Worth	362	+1	220	-3	179	-4
11. Pittsburgh	324	+12	228	-5	172	-10
12. Houston	237	+16	166	-4	177	+1
13. St. Louis	198	+4	185	NC	166	+4
14. Minneapolis-St. Paul	203	+12	162	-6	166	+3
15. Miami-Fort Lauderdale	197	+12	204	+7	149	-12
16. Atlanta	171	+5	167	+8	169	+1
17. Tampa-St. Petersburg, Fla.	128	+29	182	+3	147	-15
18. Seattle-Tacoma	231	+18	107	-10	136	-14
19. Baltimore	213	+19	161	+3	147	-13
20. Indianapolis	156	+8	127	-2	139	+1
21. Denver	191	+26	114	NC	127	+2
22. Portland, Ore.	143	+19	118	+4	106	+5
23. Hartford-New Haven, Conn.	188	+13	195	+5	64	-3
24. Sacramento-Stockton, Calif.	164	+16	106	+10	124	-3
25. Milwaukee	139	+4	112	-4	113	-7
26. Cincinnati	144	+6	119	-10	114	-4
27. Kansas City, Mo.	150	+9	119	-2	129	NC
28. San Diego	146	+35	90	-1	74	NC
29. Buffalo, N.Y.	137	+3	105	-3	101	-8
30. Nashville	106	+4	125	+2	124	+4
31. Providence	132	+20	70	-5	117	NC
32. Columbus, Ohio	145	+16	120	-5	93	-10
33. Phoenix	124	+16	91	-6	96	+16
34. Charlotte, N.C.	104	+93	122	+1	44	-55
35. Memphis	98	-7	113	+1	95	-10
36. New Orleans	118	+13	126	+13	98	+5
37. Greenville-Spartanburg, S.C.-Asheville, N.C.	107	+6	94	+1	110	+16
38. Oklahoma City	112	+12	89	+7	107	+13
39. Grand Rapids-Kalamazoo, Mich.	116	+15	84	-8	86	-4
40. Orlando-Daytona Beach, Fla.	115	+10	88	-3	86	-11
41. Wilkes Barre-Scranton, Pa.	116	+5	65	-2	81	-16
42. Raleigh-Durham, N.C.	111	+13	96	+7	24	+85
43. Louisville, Ky.	73	+11	91	NC	98	+7
44. Charleston-Huntington, W. Va.	83	NC	76	-7	125	+16
45. Albany-Schenectady-Troy, N.Y.	97	+17	68	-13	93	-6
46. Dayton, Ohio	90	+22	109	-2	83	-6
47. Harrisburg-York-Lancaster-Lebanon, Pa.	76	+6	74	-10	92	+3
48. Norfolk-Newport News-Portsmouth, Va.	93	-3	90	-5	68	+3
49. Salt Lake City	106	+5	83	-2	87	+9
50. Birmingham, Ala.	140	-3	36	-3	92	+8
51. San Antonio, Tex.	97	-3	91	+5	75	+7
52. Tulsa, Okla.	100	+3	70	-8	58	+5
53. Greensboro-Winston Salem-High Point, N.C.	102	-6	77	-4	82	+24
54. Wichita-Hutchinson, Kan.	83	+15	68	-15	78	+16
55. Flint-Saginaw-Bay City, Mich.	113	+7	39	-11	88	+1
56. Richmond, Va.	64	+3	78	+3	59	+4
57. Toledo, Ohio	82	+14	81	-4	80	+8
58. Little Rock, Ark.	96	-4	65	-3	80	-1
59. Shreveport, La.-Texarkana, Tex.	79	-12	82	+69	59	-9
60. Knoxville, Tenn.	39	+30	84	+15	86	+4
61. Syracuse, N.Y.	79	+14	84	-1	78	-9
62. Mobile, Ala.-Pensacola, Fla.	75	+1	80	+11	65	+14
63. Des Moines, Iowa	67	-7	74	-3	63	+7
64. Jacksonville, Fla.	48	NC	85	+6	64	-2
65. Rochester, N.Y.	82	+21	69	+3	60	+2
66. Green Bay, Wis.	81	-1	66	-3	69	NC
67. Lynchburg-Roanoke, Va.	50	+6	74	-6	51	-15
68. Omaha, Neb.	102	+13	70	-5	65	-3
69. Fresno, Calif.	58	+9	45	-4	50	-4
70. Cedar Rapids, Iowa	73	+16	49	-6	53	-4
71. Decatur-Springfield, Ill.	49	-17	64	+3	62	+17
72. Altoona-Johnstown, Pa.	18	+50	53	-13	78	-11
73. Chattanooga, Tenn.	63	-2	48	NC	62	+22
74. Moline, Ill.-Davenport, Iowa	66	+3	55	-10	65	+5
75. Spokane, Wash.	65	+7	49	NC	51	-2
76. Harrisburg, Ill.-Paduch, Ky.-Cape Girardeau, Mo.	41	+21	69	+1	60	-5
77. Albuquerque, N.M.	74	+10	42	-5	47	NC
78. South Bend-Elkhart, Ind.	54	-4	48	-6	48	+4
79. Portland-Poland Springs, Me.	55	-4	41	-2	54	+4
80. Youngstown, Ohio	66	+20	49	-12	48	-4
81. West Palm Beach, Fla.	45	+25	-	-	52	NC
82. Lincoln-Kearney-Hastings, Neb.	43	+5	49	-2	16	-6
83. Jackson, Miss.	37	-3	52	+13	57	NC
84. Kingsport-Johnson City, Tenn.-Bristol, Va.	33	+3	46	NC	59	+4
85. Springfield, Mo.	23	-4	44	-10	66	+6
86. Springfield, Mass.	62	+7	-	-	45	-2
87. Evansville, Ind.	60	-2	37	-3	36	+20
88. Peoria, Ill.	53	NC	36	+3	46	+12
89. Lexington, Ky.	45	+10	47	+7	47	+9
90. Burlington, Vt.-Plattsburg, N.Y.	19	+6	49	+7	28	-3
91. Tucson, Ariz.	46	+2	34	+6	37	-10
92. Sioux Falls-Mitchell, S.D.	21	+17	55	-2	36	-14
93. Lansing, Mich.	-	-	52	-	41	-
94. New Bern-Greenville, N.C.	31	+7	42	-5	59	+5
95. Baton Rouge	63	NC	46	-10	32	+14
96. Huntsville-Decatur-Florence, Ala.	50	+43	51	+6	36	NC
97. Austin, Tex.	40	+11	47	NC	26	+8
98. Fort Wayne, Ind.	49	NC	38	-5	38	+15
99. Columbia, S.C.	28	-10	25	-4	60	NC
100. Rockford, Ill.	44	+2	28	-20	32	-9

schedule and its replacement with *Dallas* (see box). Presumably CBS liked the similarities between *Dallas* and its new lead-in, *Dukes of Hazzard*; advertisers tend to personally dislike both shows, but at the same time they have acknowledged either can pull modest ratings in the right time period. *Makin' It*, the "Saturday Night Fever" spin-off that starts ABC's night, is given mixed reviews: some experts tend to trust the creative team behind it (also involved with such shows as *Happy Days*, *Laverne and Shirley* and *Mork and Mindy*); others distrust its potency in a lead-off position and the casting seen in the pilot. (One executive said the John Travolta figure can't dance.)

On Saturday, ABC also leads off with a movie spin-off, *Delta House*, from the creators of "Animal House." It's given borderline chances of denting the audience of NBC's *CHiPs* by several agencies. Many agency men bemoaned CBS's moving *The White Shadow* from the Monday time period in which it started last month to 8-9 p.m. Saturday, where they assume it will be shooting for an older audience than does *CHiPs*. NBC's *BJ and the Bear* is "cute" enough to perhaps attract a modest audience, many handicappers believe, but no one expects a serious threat to ABC's *Love Boat*. That in turn may hurt another of NBC's few estab-

**Conceding on fees.** The proposed license fee in the Communications Act rewrite has the modified support of two radio-TV networks and to a small extent the third, lending some credence to House Communications Subcommittee Chairman Lionel Van Deerlin's (D-Calif.) contention that early broadcasting industry opposition to the fee seems to have softened considerably.

The chairman conceded two weeks ago (BROADCASTING, Jan. 1) that there is considerable opposition still to the first rewrite's provisions dedicating the fee to the support of public broadcast programming, to loans to minority broadcast owners and to expanded rural telecommunications services. But if it were only used to pay the costs of broadcast regulation, "I don't think you would get a single complaint," he said.

ABC and CBS have said as much, ABC Washington Vice President Eugene Cowen saying two weeks ago that his network would debate the amount of the fee, but accepts the concept. CBS put itself on record in September accepting the "concept of a fair and equitable fee that is truly related to spectrum use and is to be used only to finance the direct cost of operating the commission." (BROADCASTING, Sept. 18, 1978).

NBC has not taken a public position on the rewrite's proposed fee. NBC Washington Vice President Peter Kenney said last week that the network does not object to a license fee based on administrative costs, not on spectrum usage.

lished hits, in the agency consensus—*Rockford Files*, which follows *BJ*.

CBS's two new sitcoms attract the most attention on Sunday night, since ABC's *Osmond Family* causes little or no agency excitement. *Onward and Upward*, which follows *All in the Family*, drew high marks from several agencies when it starred John Amos. With his departure from the show, its prospects will be re-evaluated, but all agree its time period couldn't be better.

*The Stockard Channing Show*, at 9:30-10 p.m. behind *Alice*, provoked

perhaps the widest diversity of opinion—some executives loved it, other thought it was one of the worst shows they've ever seen. Again, scheduling is viewed as the key to its possible success. *Dallas* had been seen as a tolerable CBS choice at 10-11 p.m., mainly because of the fact that it faced NBC's *Weekend*. CBS's changes came too late last week to garner advertiser reaction, but *Mary* will enjoy the same advantage *Dallas* did and will probably find more favor with the buyers of broadcast time.

## InBrief

In keeping with commitment made in proposed \$488-million acquisition of Cox Broadcasting Co. by **General Electric Co.** (BROADCASTING, Oct. 9, 1978), companies Friday announced tentative list of properties to be sold to comply with FCC rules: WRGB(TV) Schenectady, N.Y. (GE); WHIO-TV Dayton, Ohio (Cox); WSOC-AM-FM Charlotte, N.C. (Cox); WSIX-AM-FM and WNGE(TV) Nashville (GE); KFOG-FM San Francisco (GE); and WSB-AM-FM Atlanta (Cox).

Progressive Broadcasters Inc. has agreed to sell **KBPI(FM) Denver** to Sandusky Newspapers Inc. for \$6.7 million, **record price for FM station**. Deal to sell station to RKO General Inc. for \$2.7 million fell through after one-year contract expired in October 1978. Buyer is owned by Dudley A. White and his family, publishers of *Sandusky* (Ohio) *Register*, *Norwalk* (Ohio) *Reflector*, *Kingsport* (Tenn.) *Times* and *News* and *Grand Haven* (Mich.) *Tribune*. Group bought two other stations in 1978: KZAM(AM) Bellevue, Wash. (\$1.6 million) and KDKB-AM-FM Mesa-Phoenix, Ariz. (\$4 million). Broker: Chapman Associates.

Taft Broadcasting Co. has signed to buy **WDAE(AM) Tampa, Fla.**, from Robert W. Rounsaville for **\$5.5 million cash**. Deal, subject to FCC approval, would give Taft AM-FM combination in market, where it acquired WYNF(FM) last year. WDAE is on 1250 khz with 5 kw.

**Cosmos Broadcasting Corp.**, wholly owned subsidiary of Liberty Corp., has agreed to buy **WOSR(FM) Sarasota, Fla.**, for **\$1.9 million**. Seller is Sarasota Radio Inc., owned principally by Carroll Newton and Ted Rogers. Group also owns WOSR(AM) Sarasota. Cosmos owns WIS-AM-TV Columbia, S.C.; WSFA-TV Montgomery, Ala.; WTOL-TV Toledo, Ohio, and WDSU-TV New Orleans. Broker: Reggie Martin.

Association of Maximum Service Telecasters and seven licensees have **asked FCC to convene panel of experts** to consult with commission and its staff **on studies commission wants done in drop-in** proceeding (BROADCASTING, Jan. 1). Commission has asked staff to prepare studies of effect of terrain and outdoor antennas on interference that would be caused by VHF drop-ins commission has proposed to add to

four markets. Petitioners say panel—representing engineers from various sides of debate—would help illuminate factors to be considered, complications to be confronted and strengths and weaknesses of various techniques for conducting studies. As alternative, petitioners asked that commission invite comments on study commission staff proposes.

**ABC Sports took beating** in national press for neither mentioning nor replaying incident in which Ohio State football coach Woody Hayes hit Clemson player near end of Gator Bowl game Dec. 29, 1978—action that led to coach's dismissal. Chuck Howard, vice president of program production for ABC Sports, blamed technical circumstances, saying incident was erased from replay equipment before announcers in booth or director had realized what happened. Altercation was shown on live feed, but sportscasters had no way to bring it back to unit at field to recover shot, he said. Commented *Los Angeles Times* writer Jim Murray in syndicated column: "Disgraceful as his [Hayes's] action was, it was **scarcely more reprehensible than the actions of the ABC announcers** in ignoring it. . . . If that's photojournalism, well, I'm glad they're not covering the White House."

Network news departments' belief that they'll soon have **bureaus in Peking** (see page 40) was confirmed late last week by Chinese government which said it will grant permission later this year.

Adverse publicity surrounding grant of Small Business Administration loan for broadcast station purchased by NBC *Today* show host Tom Brokaw and reports that only seven of first 32 broadcast loans went to minorities prompted House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) to appeal for **congressional inquiry into SBA broadcast loans**. In letter to House Small Business Committee Chairman Neal Smith (D-Iowa), Mr. Van Deerlin noted that SBA had minority businessmen in mind in changing its former policy against loans to broadcasters. Fact that so few of first broadcast loans went to minorities undermines SBA's own credibility, he said.

U.S. Court of Appeals in Washington has changed its mind and **will grant FCC's request that all nine judges of circuit court hear appeal from policy statement on entertainment formats**. Commission, following inquiry, held that determination of such formats is best



## Maui meeting won't take stand on rewrite

**NAB executive committee scraps staff's effort at position paper; board will instead consider specific issues, including fees, WESH, cable, DBA proposal**

"It will be an extremely important meeting, but I don't see any fireworks," National Association of Broadcasters Chairman Donald Thurston said of NAB's joint board meeting in Maui, Hawaii, next week. Last week, the association's executive committee considered the second draft of a government relations department statement of NAB legislative-regulatory principles that was to be the centerpiece of the Hawaii meeting, but decided to throw it out.

Washington affairs will still occupy center ring next week, but the board's goal is now a lot less concrete. There will be no NAB-initiated Communications Act rewrite or amendments, as had been expected nor a comprehensive statement of positions on major issues before both House and Senate Communications Sub-

committees and the FCC.

Instead, executive committee members reported after last week's Washington meeting, there will be discussion of "five or six" major issues, among them: the license fee proposal in the rewrite; the industry's desire for greater license stability, specifically, the WESH case; cable television—where it is going and what the broadcasting industry's attitude toward it ought to be; proposals for quantitative license standards for broadcast programming and advertising; a proposal by the Daytime Broadcasters Association for reducing AM separation to 9 khz and expanding the AM band.

Mr. Thurston will propose that the joint board dispense with staff reports—letting the board members study the written progress reports on their own—and move directly into debate. He said he wants to touch on all of the issues on the list during the opening joint board meeting Tuesday. There will be further discussions at the individual board meetings that follow, by the TV board on Wednesday and radio board on Thursday, culminating at the closing joint session on Friday.

Executive committee members could not predict last week whether any votes or resolution will result from all the talk. Mr. Thurston, in fact, indicated he would probably discourage conclusions, save in

an area such as part-time radio. NAB already has a position on the daytimer proposals, in favor of expanding the AM band but opposing the 9 khz proposal. But that stance will be revisited, he said, and perhaps another proposal seeking prohibition against any future FCC assignments for part-time radio operations.

The decision to scrap the government relations department draft last week was interpreted by some to mean that the NAB does not want to show its hand before the next draft of the Communications Act rewrite is introduced (it's expected to be unveiled in mid-February) or before it sees what Senate Communications Subcommittee Chairman Ernest Hollings (D-S.C.) produces in his announced Communications Act "renovation." And Mr. Thurston last week confirmed that "we're not about to negotiate (on the rewrite) publicly." Vote or no vote, he said, the board will spell out its positions to "our own satisfaction," if not to that of House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.), who indicated two weeks ago he was looking forward to seeing what he thought would be a "more realistic" position from NAB.

One executive committee member said it is probably just as well Mr. Van Deerlin won't see a new statement. After seeing the first government relations draft

left to licensees (BROADCASTING, Aug. 2, 1976)—statement that is at odds with several decisions of appeals court. Three-judge panel was to hear oral argument on appeals by citizen groups on Jan. 22. With decision made to grant commission's request for en banc hearing, court moved date to Feb. 7. In other court matters, Supreme Court will hear argument in **Midwest Video case**, involving validity of commission's rules requiring cable systems to provide access channels, on Jan. 10, and on **CBS's per-use music license case**, on Jan. 15.

Discussions are proceeding on proposals to study possibility of developing **qualitative ratings for TV**. Corporation for Public Broadcasting last week held second meeting with Ford Foundation's Fred Friendly as it seeks support for study. National Association of Broadcasters representatives attended. John and Mary R. Markle Foundation, with internal background study completed, has scheduled **closed symposium on subject this week** with academics and measurement experts.

Following last year's controversy when radio wasn't in running for **Alfred I. duPont-Columbia University Awards in Broadcast Journalism** (BROADCASTING, Feb. 20, 1978), radio solicitation for 1977-78 honors widened greatly, with questionnaires said to have been sent to every radio station with active news/public affairs department. List of finalists includes seven radio stations and networks among 53 nominees. More than 1,000 entries were received.

**Illinois Broadcasters Association** has adopted resolution urging **J. Walter Thompson Co.**, New York, to eliminate practice of placing spot broadcast business directly with stations, thereby bypassing national representatives (BROADCASTING, Oct. 2, 1978). IBA said if trend grew, stations would incur extra costs in assuming functions performed by reps, thereby causing potential rise in rates for advertisers. Thompson had no comment on association's action.

District of Columbia bar association's board of governors last week gave all but final approval to recommendations for changes in its **rules designed to guard against lawyers gaining unfair advantage in moving between government service and private practice**. Most controversial proposal would require disqualification of law firm from participating in case if one of its members is barred by conflict of in-

terest rules. However, proposed amendments provide for exceptions: under proposal favored by board, ban on firm's representation would not apply if disqualified lawyer is screened from participation in matter and from sharing in fees. Ethics committee favors requiring firm to obtain waiver of ban from agency that had employed disqualified lawyer. Waiver would be granted only on determination that it "would not be inconsistent with the public interest." After it gives proposals final review at meeting on Feb. 6, board of governors will submit them—along with ethics committee's recommendations—to D.C. Court of Appeals. Court is expected to seek comment before it makes decision sometime in late spring.

Two former executives with **Telemation Program Services**, New York, affiliated company of Time Inc., **pleaded guilty to fraud charges** amounting to about \$250,000. **Robert Weisberg**, former TPS president, and **Henry Feinstein**, senior vice president, face possible five-year prison sentences and \$1,000 fines at sentencing scheduled Feb. 9. Weisberg admitted diverting \$150,000 to personal bank account in Grand Cayman Island, and Feinstein admitted receiving \$10,900 in contract kickbacks. Men also admitted forming sham corporation, Matthern Films, that received \$30,000 TPS contract.

**Four FCC commissioners will be on road this week**. Chairman **Charles D. Ferris** and Commissioners **Robert E. Lee** and **Joseph Fogarty**, who constitute telephone committee, along with Larry Darby, acting chief of Common Carrier Bureau, will travel to St. Thomas, Virgin Islands, on Tuesday for meeting with representatives of Puerto Rico and Virgin Islands on telephone rates matters ("Closed Circuit," Jan. 1). Commissioner **Tyrone Brown** on Monday will address Public Broadcasting Service Annual Programming Conference, in New Orleans.

**Henry Geller**, assistant secretary of commerce and director of National Telecommunications and Information Administration, **will address Jan. 17** newsmaker luncheon of International Radio and Television Society in New York.

**Carl Ward**, CBS-TV vice president, administration, and longtime head of affiliate relations, took early retirement effective Dec. 31, 1978, but will serve as consultant to network. Mr. Ward, 63, joined CBS in 1945. He's living in Scottsdale, Ariz.

(BROADCASTING, Dec. 18, 1979), he said, "he would have said, 'These guys are going back to square one.'" The same member said he didn't think it is possible for the board to reach a consensus on some of the issues—the license fee, for example.

There are other items besides government relations up for discussion in Hawaii next week, chief among them approval of the association's fiscal 1979 budget. As approved by the executive committee last week, it plots a \$6.2 million income, with a \$60,000 excess over expenditures.

At the executive committee's request, salary raises for NAB officials were kept within the President's 7% guideline. Under the budget going before the board, NAB President Vincent T. Wasilewski receives a \$7,000 raise, to \$112,000.

Another recommendation going before the board is for the elimination of NAB fall regional meetings. NAB officials say the annual schedule of six meetings puts too many top association staffers on the road for too long in the fall. The recommendation is to continue the single interest meetings begun in recent years—the license renewal and legal seminars, for example—and to work more closely with the annual conventions of state associations.

There is also expected to be a proposal by Herbert Hobler, Nassau Broadcasting, Princeton, N.J., chairman of NAB's First Amendment committee, that the association sponsor a First Amendment Congress in 1979.

## NCTA says NAB's latest filing on cable economics missed the point

**Schmidt admits that fewer viewers mean less revenue, but claims study done for broadcasters didn't establish that CATV is causing drastic drops in audience levels**

A Charles Rivers Associates study submitted to the FCC last month (BROADCASTING, Dec. 18, 1978) by the National Association of Broadcasters may prove that loss of broadcast audience leads to loss of revenues, but that doesn't prove that cable hurts broadcasters, the National Cable Television Association argued last week in another filing for the FCC's cable economic inquiry.

Elaborating on the newest submission, NCTA President Robert Schmidt cheerfully conceded the broadcasters' point that there is a cause-and-effect relationship between audience loss and broadcast revenues. But NAB has never proved, he said, that it's cable which stimulates audience "fractionalization" in the first place (NAB made such an assertion in a study submitted earlier, which in turn was disputed at the time by NCTA). And since there is no data to prove the broadcasters' claims of potential audience loss to cable,

"it clearly points out that there isn't that kind of fractionalization," he said.

He did say that there may be some measurable audience loss from cable, but it is at a minimum—not enough to hurt broadcasters profits. And there is evidence that cable could improve local broadcasting, he continued, by improving hard-to-receive UHF signals and, through increased competition, by spurring broadcasters to improve their local program offerings. NCTA had no fresh evidence to back these assertions, however, relying instead on its previous filings in the inquiry.

■ On other subjects, Mr. Schmidt offered the opinion that 1979 "is going to be one of the most critical years in communications for decades"—what with the FCC's deregulatory initiatives, the House Communications Subcommittee's rewrite of the Communications Act, the Senate Communications Subcommittee's announced Communications Act "renovation" and the World Administrative Radio Conference.

When asked about House Communications Subcommittee Chairman Lionel Van Deerlin's (D-Calif.) expressed desire to have the copyright law changed to increase the cable industry's copyright liability (BROADCASTING, Jan. 1), Mr. Schmidt argued there's no need to alter the law. There is a mechanism for changing cable's rates in the law itself, he said, which provides that any change in the FCC's signal carriage limitations triggers a review of cable's compulsory license.

## NTIA endorses deregulation of radio

**It wouldn't go as far as NAB, however, telling FCC that it shouldn't eliminate standards on programing and commercials**

The National Telecommunications and Information Administration last week again expressed its support of the concept of deregulation of radio. But, in a pleading responding to the National Association of Broadcasters' petition to the FCC seeking a rulemaking aimed at such deregulation, NTIA urged a cautious approach. It said some deregulation can be accomplished only by legislation.

NAB, which acted three days after a speech by Commissioner Tyrone Brown calling for deregulation of radio, urged the commission to issue a rulemaking incorporating the commissioner's ideas:

Repeal the standards the commission uses in reviewing the commercial practices and nonentertainment programing of AM and FM stations, and eliminate formal ascertainment requirements. NAB also asked the commission to obtain comments on the establishment of a fixed percentage of "local public service programing" (BROADCASTING, Dec. 18, 1978).

NTIA noted that President Carter has called for elimination of unnecessary regulation. And it recalled that Henry

Geller, the assistant secretary of commerce who heads NTIA, in testifying last fall on the Communications Act rewrite, called for the removal of the public trustee concept from radio regulation, at least in major markets, and serious consideration of its elimination in all markets. But NTIA, while urging the commission to institute the rulemaking requested by NAB, said, "Until Congress dictates otherwise, the radio licensee remains a public trustee ... [and] the commission disserves the licensee if it purports to relieve the station of some obligation only to have the court, upon review, hold the obligation is part of the congressionally imposed public trustee duty that an issue exists as to the licensee's performance of that obligation. . ."

NTIA believes that elimination of ascertainment requirements would be within the commission's discretion. "This is an agency policy tool to effectuate licensee's public trustee obligation." And the agency could abandon it, NTIA believes.

But the other matters the NAB would eliminate give NTIA pause. It said that as long as broadcasters are public trustees the commission cannot eliminate standards for local and informational programing or for commercial time.

The licensee will continue to be judged

at renewal time "on the basis of compliance with [the] basic bedrock policies of local and informational programing," NTIA said, adding, "The commission has a statutory duty to enforce them." And, NTIA asked, what would the commission, or the courts, hold in a case in which a broadcaster who had devoted 60% or 70% of its time to commercial matter was facing a petition to deny alleging that much commercial time is inconsistent with the public trustee notion?

NTIA said percentage guidelines for local and informational programing could be adopted on the basis of comments in the rulemaking—perhaps 8% for local and 3% for informational, with the choice of programs left to the broadcaster. As for checking performance in that and the commercial areas, NTIA suggested an Internal Revenue Service type of spot check.

Although it points out what it says are limits on the commission's deregulatory authority, NTIA said the commission can go further than proposed by NAB. It said the commission should examine all its radio rules and policies with a view to determining what burdens are unnecessary and not mandated by Congress. This is the "zero-based" regulatory approach championed by Chairman Charles D. Ferris, NTIA noted. It is also the approach the chairman indicated, in a memorandum to the staff last month, he intends to take.

## NTIA gets some backing from broadcasters for its proposal on program standards

Midwest TV, Post-Newsweek, Spartan back idea for objective criteria as protection for incumbents at license-renewal time

The National Telecommunications and Information Administration has received the support of three broadcast group owners for its controversial proposal that the FCC modify its license-renewal process, and include in it quantitative program standards.

Midwest Television Inc., Post-Newsweek Stations Inc. and The Spartan Radiocasting Co., which among them own 14 radio and television stations, endorsed NTIA's view that an incumbent licensee's record should be measured by objective criteria for local and informational programming (BROADCASTING, Nov. 6, 1978) and they urged acceptance of NTIA's suggestion that the commission institute an inquiry aimed at establishing the standards that would determine whether a record warrants renewal of a television license. The pleading said the commission should consider issuing a similar inquiry for radio but that it should keep in mind "the quite different circumstances affecting radio"—the greater number of stations and formats, as well as the difference in functions.

Issuance of the notice of inquiry is the last of three steps the group owners ask the commission to take as part of a program "to encourage and reward service by broadcasters in the public interest and to serve the goals of both the First Amendment and a meaningful comparative renewal process."

The first step would be to make clear "the important differences" in comparative proceedings involving renewal applicants and those in which only new applicants are parties. The pleading said the commission should endorse "long-standing policy that a renewal applicant with a meritorious record" and lacking a history of a "pattern of abuse of license or of serious dereliction will be granted renewal."

Then, the pleading said, the commission should establish a two-step procedure in comparative renewal proceedings. If the proceeding determines that an incumbent warrants renewal—on the basis that its record is meritorious—that would end the matter; the license would be renewed. Otherwise, a full comparison of the incumbent and challenger would be made. (Again, this is similar to NTIA's proposal. However, NTIA said that if an incum-

ber's record is not found to be meritorious, the presumption should favor the challenger.)

The pleading said those steps should be taken promptly, without further proceedings, by the issuance of a policy statement applying both to television and radio.

NTIA offered its proposal against a background of concern in government as well as among broadcasters generated by the U.S. Court of Appeals decision in the WESH case (BROADCASTING, Oct. 2, 1978). In reversing the commission decision renewing the license of WESH-TV Daytona Beach, Fla., and denying the competing application of Central Florida Enterprises Inc., the court was seen by some to have pre-empted commission authority to establish comparative license renewal policy and to have left multiple owners vulnerable to competing challenges at renewal time. The commission had indicated it would initiate a project aimed at revising its renewal policy but has yet to get it under way. It apparently is waiting for a resolution of its petition to the appeals court for rehearing of the WESH case.

The use of quantitative standards—specifically, percentage guidelines—for measuring programing performance in news and local programing had been the subject of an inquiry the commission issued in 1971, at another time when there was concern about new applicants challenging incumbents at renewal time. The proposal was attacked by some broadcast industry representatives, including the National Association of Broadcasters, on various grounds, including a possible First Amendment threat. But other broadcasters, including those now supporting NTIA's petition, favored it.

Two years ago, the commission, after it had renewed WESH-TV's license, rejected the use of nonentertainment program percentages, calling them "a simplistic approach" to a complicated problem. And the appeals court, in a decision issued three months ago, affirmed the commission's action (BROADCASTING, Oct. 20, 1978).

The pleading supporting NTIA's pro-

**Traveling Van.** House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.), accompanied by his wife, made an overseas trip last week with stops in Geneva, Cairo and Jerusalem. Prior to his departure Dec. 30, he characterized himself as a "hitchhiker" on a tour booked by the House Armed Services Committee, and said he planned to take the opportunity to meet with officials at the International Telecommunications Union headquarters in Geneva who will be involved in the World Administrative Radio Conference next September. The Van Deerlins also have a son, John, 31, living in Cairo, teaching at the American University. The congressman said his way is being paid by the House Commerce Committee and that he is paying his wife's. They are scheduled to return to Washington Jan. 9.

posal acknowledged that the power to adopt quantitative standards could be abused by the government. But, it added, "it is the absence of firm rules governing the comparative renewal process and quantitative standards to provide fair and objective guides where this is feasible that opens the renewal process to the greatest potential for arbitrariness and abuse."

## A new tune for music licenses

ASCAP contract is explained to stations in mailing by all-industry committee; there's a choice between blanket and per-program forms and new pact is said to save \$6-8 million

Broadcasters will find a lot of things changed in the new music licenses that the American Society of Composers, Authors and Publishers is sending to all its radio station licensees in the next few days.

The changes, developed in negotiations between ASCAP and the All-Industry Radio Music License Committee, are described in some detail in a letter sent by the committee to its subscribers—about 2,200 stations—over the New Year's holiday.

The committee and ASCAP agreed in principle on the new contract last summer (BROADCASTING, Aug. 21, 28, 1978). Since then the agreement has been put into writing and on Dec. 21 was approved by the U.S. Southern District Court in New York, settling the committee's suit for a court-determined music-license fee.

In the committee's letter to its station subscribers, Abiah A. Church of Storer Broadcasting Co., the committee chairman, repeats his August estimate that the new agreement will save the radio industry at least \$6.5 million by the time it expires, Dec. 31, 1982. "If radio growth continues at present levels," he adds, "savings of approximately \$8 million will be achieved."

Radio stations will receive two license forms from ASCAP to choose between: the blanket license, which virtually all stations have elected to use in the past, and a per-program license, revised so that the committee feels "stations may for the first time find it advantageous" to use it.

In the blanket license, which conveys the right to use as much or as little ASCAP music as a station wishes, the commercial rate remains the same as in the old license: 1.725% of "net revenue from sponsors after deduction." There is also, as in the past, a sustaining fee based on station rate card and revenue category. The minimum fee has been increased to \$30 a month from \$18.

Among the changes in the blanket license, according to the committee, are the following:

- "Standard Deduction: In lieu of itemizing deductions any station, regardless of its revenues, may, at its option, take a standard deduction of 15% of adjusted

gross revenue [as defined in contract]. The expired license provided a 5% optional standard deduction and this was available only to stations having revenues of less than \$500,000."

With this change, the committee letter says, "it is estimated that 75% to 80% of all radio stations will now find it advantageous to utilize the liberalized optional 'standard deduction,' thus eliminating ASCAP audits as to itemized deductions."

■ "The [advertising agency] commission, up to 15%, may now be deducted in full 'off the top.' Previously this deduction had been reduced by ASCAP by the ratio [that] itemized deductions bore to gross revenues. In addition, the language has been revised to make clear that commission paid to, or withheld by, a sponsor's house agency is deductible.

■ "Reporting of trade deals: In reporting to ASCAP, stations may now use the same figures for trade deals as used for FCC Form 324, and ASCAP has given up its right to audit trade deals unless the amount reported is less than 75% of the amount reported to the FCC in 1976. Stations that have not already done so must, on or before Jan. 31, 1979, file with ASCAP a copy of Schedule I of FCC Form 324 for the year 1976 in order to be eligible to report on this revised basis."

This provision, the committee felt, represents a change "that is expected to reduce audit disputes."

■ For stations that itemize deductions,

"a deduction is now available for the cost of audio news services, as well as for news ticker services."

■ Among other changes in reporting and accounting to ASCAP, the estimated monthly fees "will be one-twelfth of the amount shown on the annual report to ASCAP plus 8% instead of plus 6% under the expired license."

In the per-program license, presented as "an experimental agreement," a variety of changes have been made, including a reduction—to 5.175% from 8%—in the rate for programs containing feature uses of ASCAP music.

The committee's letter advises stations that "if your format is any one of the following, the per-program license may be beneficial to you and we recommend that you carefully review it:

"1. Stations having a split format consisting of all talk or all news for most of the broadcast day and musical programs in nonprime hours. Examples of this kind of format would be a station which programs all talk/news from 6 a.m. to midnight and music from midnight to 6 a.m., or which programs all talk or news during weekdays and music on Saturday and Sunday.

"2. Classical music stations which broadcast primarily public-domain music and keep accurate records of music used.

"3. Stations which have a few interspersed hours of music during the week."

Broadcasters who think they may decide

to choose the per-program license were advised to "keep a record of music uses from Jan. 1, 1979, on so that you will be in a position to supply the reports as to music used to ASCAP."

The new blanket license extends from Jan. 1, 1978, through Dec. 31, 1982, and is retroactive to March 1, 1977, when the old license expired. The per-program license runs from Jan. 1, 1979, through Dec. 31, 1982.

The all-industry committee that negotiated the new ASCAP contract is currently negotiating with Broadcast Music Inc. on a new BMI contract. The old one expired Dec. 31, 1977, but has been continued in force—subject to cancellation by either side on three months' notice—while negotiations continue.

Members of the committee in addition to Chairman Church are George W. Armstrong, Storz Broadcasting Corp., Omaha; Kenneth R. Frankl, RKO General, New York; Robert E. Henley, WGN of California Inc., Sacramento, Calif.; Robert R. Hilker, Suburban Radio Group, Belmont, N.C.; J. Allen Jensen, KID Broadcasting Corp., Idaho Falls, Idaho; Richard C. Percival, retired Cowles Communications executive; Elliott M. Sanger, retired chairman of WQXR-AM-FM New York; Lester M. Smith, Kaye-Smith Radio group, Bellevue, Wash.; James A. Stabile, Metromedia, New York; and Donald A. Thurston, Berkshire Broadcasting Co., North Adams, Mass.

Emanuel Dannett and Bernard Buckholz of the New York law firm of Graubard Moskovitz McGoldrick Dannett & Horowitz are counsel to the committee.



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## INTV gathers in D.C. early next month

**Quello, Bortz and Van Deerlin lead list of Washington speakers; others include Paramount's Frank, General Foods' Braun, SFM's Moger**

The Association of Independent Television Stations will hold its sixth annual convention Feb. 4-7 in Washington. Theme of the meeting: "The Independent Station in an Era of Change."

Among the topics to be explored, according to Herman Land, INTV president, are children's television, superstations, the Communications Act rewrite and programming.

Those scheduled to address the convention include FCC Commissioner James H. Quello; Paul Bortz, deputy assistant secretary of the National Telecommunications and Information Administration; Representative Lionel Van Deerlin (D-Calif.), chairman of the House Communications Subcommittee; David Braun, director of media services, General Foods; Richard Frank, president, Paramount Television; Stan Moger, executive vice president, SFM Media Service Corp; Jonathan Blake of Covington & Burling, a Washington law firm, and Thomas Krattenmaker, co-director of the FCC's network inquiry staff.

# Changing Hands

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

## Proposed

■ **KIDO(AM)** and **CP** for **KNFR-FM** Boise, Idaho: Sold by **KIDO Broadcasters Inc.** to **Sundance Broadcasting Inc.** for \$715,000 plus \$100,000 for agreement not to compete. Seller is owned (100%) by **Dale G. Moore**, who also is chairman and 91.8% owner of **Western Broadcasting (KCAP-AM-FM Helena and KGVO(AM) Missoula, both Montana; KMVT(TV) Twin Falls and KSEI(AM)-KRBU(FM) Pocatello, both Idaho; half of WAPA-TV San Juan, P.R.)** Buyer is owned (100%) by **David E. Reese**, director of banks in **Prescott, Ariz., and Columbus, Ohio**; he has no other broadcast interests. **KIDO** is on 630 khz with 5 kw full time. **KNFR-FM** authorized for 104.3 mhz with 50 kw and antenna 1,800 feet above average terrain.

■ **WCLI-AM-FM** Corning, N.Y.: Sold by **WCLI Inc.** to **King Communications Inc.** for \$550,000. Seller is owned by **Gordon M. Jenkins** and **George P. Droelle** (27% each) and seven others, none of whom has other broadcast interests. Buyer is owned principally by **John T. King** and his wife, **Helen**, of **Wellesley, Mass.**, suppliers of creative services for broadcasting. **WCLI(AM)** is on 1450 khz with 1 kw day and 250 night. **WCLI-FM** is on 106.1 mhz with 22 kw and antenna 540 feet above average terrain. Broker: **Keith W. Horton Co.**

■ Other stations sales announced last week included: **KWRL(AM)** Sparks, Nev.; **WELX(AM)** Xenia, Ohio; **WSJW(AM)** Woodruff, S.C., and **KCLT(AM)** Lockhart, Tex. (see "For the Record," page 47).

## Approved

■ **WACQ(AM)-WTTK(FM)** Boston: Sold by **Plough Broadcasting Co.** to **GCC Communications** for \$3.3 million plus \$250,000 for agreement not to compete. Seller, subsidiary of publicly traded **Plough Inc.**, pharmaceutical company, owns **WPLO(AM)-WVEE(FM) Atlanta, WCAO(AM)-WXYV(FM) Baltimore, WJJD(AM)-WJEZ(FM) Chicago, WMPS(AM)-WHRK(FM) Memphis and, in Florida, WSUN(AM) St. Petersburg and WQXM(FM) Clearwater.** Buyer is licensee of **WIFI(FM) Philadelphia** and **WEFM(FM) Chicago.** It is owned by **Alexander M. Tanger** (25%) and **General Cinema Corp.** (75%). **WACQ** is on 1150 khz with 5 kw full time and **WTTK** is on 100.7 mhz with 50 kw and antenna 500 feet above average terrain.

■ **WALL-AM-FM** Middletown, N.Y.: Sold by **Castle Communications** to **Sillerman-Morrow Broadcast Group** for \$1,875,000. Seller, which is owned by **James F. O'Grady** and 15 others, owns **WHPN(AM)-WHVS(FM) Hyde Park, N.Y.** Buyer is owned by **Robert Sillerman**, son of **Mickey Sillerman** who was founder of **Keystone Broad-**

**casting System** and television programing and sales pioneer, and **Bruce (Cousin Bruce) Morrow**, broadcast personality. **WALL** is on 1430 khz with 1 kw daytime and 250 w night. **WALL-FM** is on 92.7 mhz with 3 kw and antenna 190 feet above average terrain.

■ **KXRB(AM)-KIOV(FM)** Sioux Falls, S.D.: **KXRB-KIOV Radio Inc.**, licensee, sold by **John L. Breece** to **Southern Minnesota Broadcasting Co.** for \$760,000, plus \$50,000 covenant not to compete. Seller has no other broadcast interests. Buyer is owned by **G. David Gentling**, 80% owner of **KTYD-AM-FM Santa Barbara, Calif.** **KXRB** is 10 kw daytimer on 1000 khz. **KIOV** is on 104.7 mhz with 100 kw and antenna 740 feet above average terrain.

■ Other station sales approved last week included: **KYDE(AM)** Pine Bluff, Ark.; **KVRE-AM-FM** Santa Rosa, Calif.; **KSTR(AM)** Grand Junction, Colo.; **WQRC(FM)** Barnstable, Mass.; **WCIB-FM** Falmouth, Mass.; **WNBY-AM-FM** Newbury, Mich.; **WDSK(AM)-WDLT(FM)** Cleveland, Miss.; **WMVB-AM-FM** Millvale, N.J.; and **KAPS(AM)** Mt. Vernon, Wash. (see "For the Record," page 47).

## Omega again makes its case for Orlando facility

**Firm tells FCC it's ready to put dark, bankrupt UHF back on air, urges commission to turn aside CBN and Turner efforts to acquire**

**Omega Communications Inc.**, which has been trying for some time to buy **WSWB-TV** Orlando, Fla. (**BROADCASTING**, Nov. 13, 1977), has appealed to the **FCC** to approve the purchase.

Responding to petitions from **Turner Communications** and the **Christian Broadcasting Network**, both of which have also been trying to acquire **WSWB-TV**, **Omega** said a receiver in bankruptcy is ready to sell the station's assets, and subject to commission approval, assign the license to **Omega**.

**Turner** and **CBN** had asked the commission to defer approval until various court and other appeals are cleared up in Florida. **Omega** claims that neither **Turner** nor **CBN** is a qualified party of interest by **FCC** standards (they press only "private interests," **Omega** said). **Omega** also said that it is ready to return the station to operation. The station has been off the air since 1976.

**Omega** said in 1977 a Florida court ordered the receiver, **Edward F. Starr** (who

Nov. 30, 1978

## Horizons of Wisconsin

has completed the sale of the assets of

**WAOW-TV**      **WKOW-TV**      **WXOW-TV**  
Wausau, WI      Madison, WI      La Crosse, WI

to

**Liberty Communications, Inc.**  
of Eugene, Oregon

The undersigned initiated this transaction  
and represented the seller in the negotiations.

THE  
**TED HEPBURN**  
COMPANY Cincinnati, Ohio

came into the case when former owners of the station went bankrupt), to sell the station to Omega. Since then, Omega said, Turner and CBN have tried to upset the ruling, but have failed, and now the station should go to Omega.

Turner, in an earlier petition, claimed that control of Omega had been secured through various agreements by Meredith Corp., a company that had unsuccessfully bid to buy WSWB-TV before. Omega said the option of Meredith to acquire control of Omega four-and-a-half to six years after the station is returned to operation is subject to commission approval. Meanwhile Omega principals, who include Lawrence H. (Bud) Rogers II, former president of Taft Broadcasting Co., intend to operate channel 35 WSWB-TV.

In another petition filed by the receiver, Mr. Starr, the commission is asked not to delay further its approval for assignment of the license to Omega. Turner and CBN have been unsuccessful in their attempts to get reversal or reconsideration in the WSWB-TV case, he said. The receiver is now prepared to proceed with the execution of the court's directive following commission consent to the assignment application, Mr. Starr said.

## Anglo-American talkfest organized by Aspen

A veritable who's who of broadcast statesmanship has been invited to a British-American Conference on Issues of Governance in Public Broadcasting, a Feb. 15-17 meeting sponsored by the Aspen Institute's Program on Communications and Society at its conference center near Washington.

According to Program Director Michael Rice, the conference at Wye, an estate in Easton, Md., will take up "the fundamental questions of accountability and independence being raised in both the U.S. and the U.K. in regard to public service broadcasting organizations which depend at least in part on the decisions of govern-

ment for their authority and financial support."

Among those who have already agreed to attend the three-day meeting are Representative Lionel Van Deerlin (D-Calif.), chairman of the House Communications Subcommittee; Ian Trethowan, director-general of the BBC, and Robben Fleming, the new president of the Corporation for Public Broadcasting.

And the list of invitees include: Provost Lord Annan, who headed a commission that two years ago completed a study on broadcasting in Britain; Mark Bonham Carter, a member of the board of governors of the BBC; Charles Ferris, chairman of the FCC; Henry Geller, head of the National Telecommunications and Information Administration; Frank Gillard of the BBC; Lucius Gregg of CPB; Hartford Gunn, vice chairman of the Public Broadcasting Service; Senator Ernest F. Hollings (D-S.C.), chairman of the Senate Communications Subcommittee; John Jay Iselin, president of WNET(TV) New York; David Ives, president of WGBH-TV Boston; James Loper, president of KCET(TV) Los Angeles; Shelia Mahony, executive director of the Carnegie Commission on the Future of Public Broadcasting; Frank Mankiewicz, president of National Public Radio; Mary Jo Manning, counsel to the Senate Communications Subcommittee; Dr. William McGill, president of Columbia University and chairman of the Carnegie Commission on the Future of Public Broadcasting; Colin Shaw, director of television for Great Britain's Independent Broadcasting Authority; Harry M. (Chip) Shooshan, counsel to the House Communications Subcommittee; Anthony Smith, a British author and television critic; Frank Stanton, the former vice chairman of CBS Inc., and Merlyn Rees, British home secretary.

## Bad press for WETA-TV

The *Washington Journalism Review's* Jan. 8 issue will carry an article ("WETA: Behind Closed Doors," by John S. Fried-

man) alleging various instances of fiscal and programing mismanagement at that Washington noncommercial TV station, and assigning most of the responsibility for it to Ward Chamberlin, the station's president. The latter, contacted for comment after BROADCASTING received advance proofs of the *WJR* article, would admit to the accuracy of only one charge therein: that WETA-TV had indeed received \$5,400 a year from the Central Intelligence Agency for rental of its tower for a two-way radio operation.

The article alleges that WETA-TV overstated its nonfederal revenues by as much as \$500,000 a year—a factor that affects the amount given the station on a matching basis by the federal government. That question is now the subject of a special audit. Mr. Chamberlin said that another charge in the article—that the station regularly inflates salaries in its budget—was "absolutely incorrect."

## It's strictly business at this year's NRB

Annual Washington gathering will avoid controversies of 1978 convention; speakers include Van Deerlin, Schuller

More than 2,000 delegates are expected in Washington when the National Religious Broadcasters will "Declare His Glory" at the association's 36th annual convention Jan. 21-24 at the Washington Hilton hotel. According to the NRB, 135 exhibitors have signed up to show their products at the four-day meeting—up considerably from the 83 who appeared at last year's show.

In an apparent attempt to avoid some of the controversy that surrounded last year's convention when demonstrators protested the appearance of anti-gay-rights leader Anita Bryant and then recently converted publisher of *Hustler* magazine, Larry Flynt, and drew the press corp's attention, the NRB this year has invited speakers well-known to broadcasters and religious groups but few major celebrities.

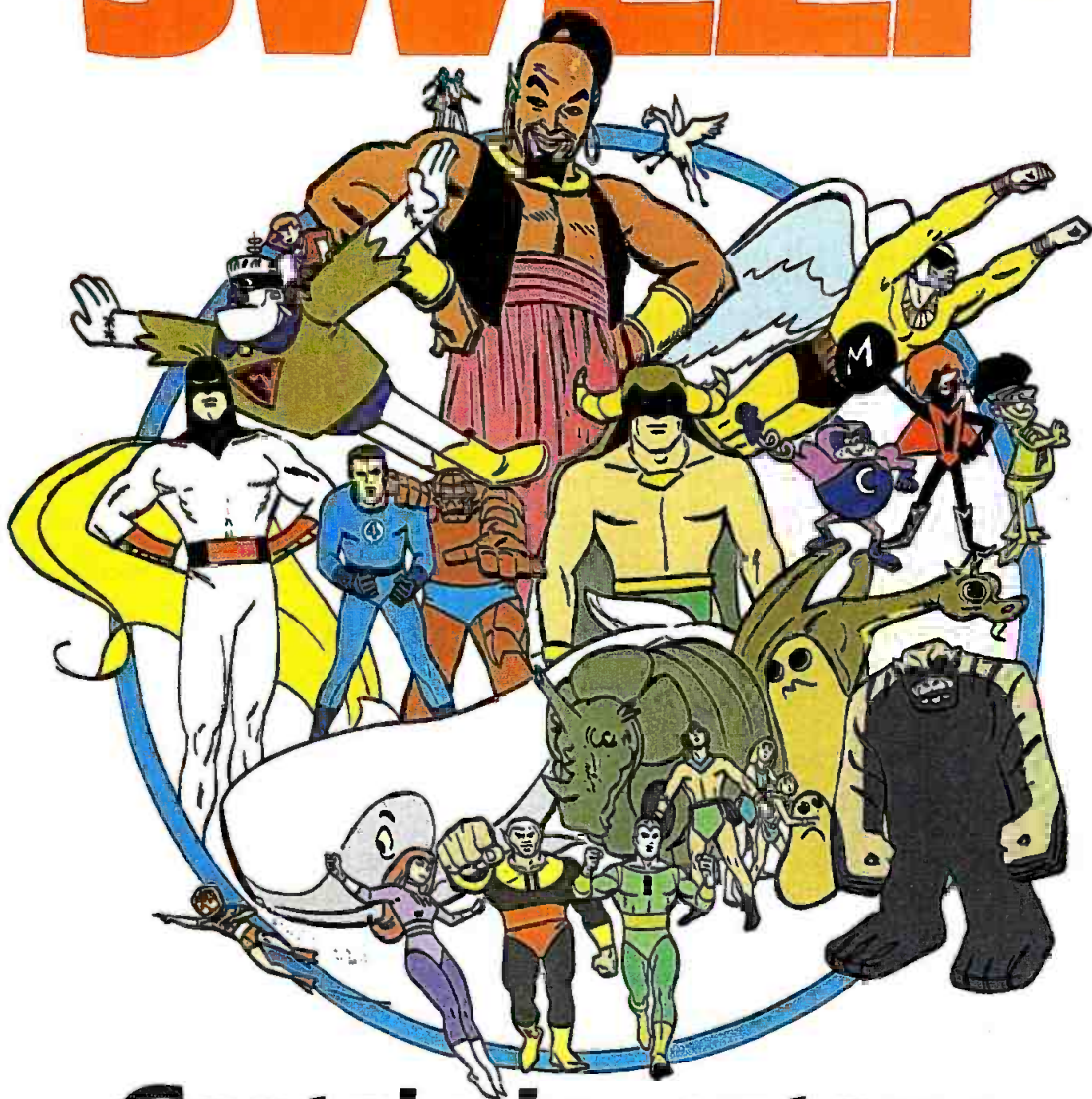
Among the notables who have been invited are Representative Lionel Van Deerlin (D-Calif.), chairman of the House Communications Subcommittee that is rewriting the Communications Act of 1934, as well as Senator Wendell Ford (D-Ky.), a member of the Senate's Communications Subcommittee. Senator Harrison H. Schmitt (R-N.M.), another member of that subcommittee, has also been invited to attend a special Monday morning panel on the rewrite.

Singer B. J. Thomas will provide the entertainment for a Tuesday evening session. The principal speaker for the Sunday evening opening session will be Bishop Festo Kivengere, a refugee from Uganda. Colonel James Irwin, the former astronaut, will speak at Tuesday's congressional breakfast—which often attracts sizable numbers from Capitol Hill. Dr. Robert



**From out of the West.** Combined Communications Corp., Phoenix-based licensee of several affiliates of ABC's television and radio networks, presented a bronze statue by sculptor-painter Harry Jackson to ABC "to commemorate your long years of dedication to our mutual achievements." On hand for ceremonies at ABC's New York headquarters were (l to r): Alvin G. Flanagan, president, broadcast division, Combined Communications; Leonard H. Goldenson, chairman of the board of ABC Inc., and Elton H. Rule, president, ABC Inc. The statue was commissioned to honor ABC's 25th anniversary year.

# SUPER SWEEP



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## Taft, H-B Program Sales

One East 57th Street, 9th Floor, New York, NY 10022 (212) 838-1225

\*\*Source: NSI November, 1978: New York, WNEW-TV, 4:30-5pm, ARB November, 1978: New York, WNEW-TV, 4:30-5pm. Audience estimates subject to qualifications set forth by indicated service.

\*On-Air title is "Hanna-Barbera World of Super Adventure."

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## Week's worth of earnings reports from stocks on Broadcasting's index

Company	Period/Ended	Current and change				Year earlier			
		Revenues	% Change	Net Income	% Change	Per Share	Revenues	Net Income	Per Share
Acton.....	9 mo. 9/30	78,309,000	+140.1	3,140,000	+2.6	1.30	32,615,000	3,061,000	1.13
Burnup & Sims Inc.....	6 mo. 10/31	67,422,200	+61.9	1,092,200	-10.1	.13	41,642,200	1,214,200	.15
CBS Inc.....	9 mo. 9/30	2,302,996,000	+16.3	141,583,000	+7.6	5.11	1,979,150,000	131,642,000	4.68
General Instrument Corp.....	39 wks. 11/26	397,182,000	+5.0	25,045,000	+32.4	3.11	378,190,000	18,912,000	2.36
Kansas State Network Inc.....	Year 8/31	17,396,000	+10.7	1,910,000	+6.2	1.10	15,720,000	1,799,000	1.05
MCI Communications Corp.....	6 mo. 9/30	43,166,000	+21.2	2,256,000	+20.0	.10	35,609,000	1,880,000	.08
Metro-Goldwyn-Mayer Inc.....	Year 8/31	401,406,000	+37.0	49,341,000	+48.7	3.39	293,011,000	33,188,000	2.24
Rockwell International Corp.....	Year 9/30	5,668,800,000	-1.3	176,600,000	+22.6	5.02	5,744,200,000	144,100,000	4.18
Rust Craft Greeting Cards Inc. <sup>1</sup> .....	9 mo. 11/26	81,137,000	+15.6	3,328,000	+45.2	1.44	70,188,000	2,292,000	1.00
Sony Corp.....	Year 10/31	2,770,000,000	+5.7	132,700,000	-25.0	.62	2,620,000,000	179,200,000	.83
Starr Broadcasting Group Inc.....	3 mo. 9/30	9,484,060	+10.2	630,211	+61.1	.41	8,603,074	391,998	.26
Technical Operations Inc.....	Year 9/30	92,017,000	+3	949,000	+47.1	.71	91,724,000	384,000	.29
Tele-Communications Inc.....	9 mo. 9/30	46,139,000	+18.8	4,283,000	+138.1	.32	38,842,000	1,798,000	.04
Westinghouse.....	9 mo. 9/30	4,880,564,000	+9.0	168,338,000	-11.28	1.94	4,474,780,000	189,737,000	2.16
Wrather Corp.....	9 mo. 9/30	32,664,000	+30.7	1,561,000	-15.0	.68	24,992,000	1,836,000	.81

<sup>1</sup> Net income and net income per share reflect pre-merger costs (with Ziff Corp.) that amounted to \$984,000 or \$.42 per share in 1978 and \$356,000 or \$.15 per share in 1977.

Schuller, whose *Hour of Power* is one of the larger circulated religious television programs, will speak at a Monday night gathering.

Among other highlights of the convention are: a Monday afternoon session of the FCC presided over by Washington attorney, John C. Midlen Jr., and offering appearances by the commission's various bureau chiefs; a Tuesday FCC luncheon featuring a number of the commissioners; a Tuesday afternoon report on "Christian Television in Western Europe," and a special Wednesday discussion on the economics of Christian broadcasting.

### Media Briefs

**Warner sells out.** Warner Communications Inc., New York, reports it has received total of \$8.2 million from sales of its stock ownership in National Kinney Corp., New York and repayment of all indebtedness due to WCI from NKC through September 1978. General partners of purchasing group are Andrew J. Frankel, board chairman of NKC; Morton Sweig, vice chairman of NKC, and Paul Milstein, formerly president of NKC. Predecessor firm, Kinney Services, bought Warner Bros.-Seven Arts in 1969.

**Radio board reshuffling.** Peter A. Lund, vice president, CBS-Owned AM Stations, has been appointed to National Association of Broadcasters radio board, replacing Sherril Taylor, who has been named vice president-development CBS Radio Division. Mutual Broadcasting's seat on same board is temporarily vacant, following resignation of C. Edward Little as Mutual president.

**Forewarned is forearmed.** National Association of Broadcasters is supporting petition filed by Washington law firm asking FCC to initiate rulemaking that would require commission to notify station before decision is made on whether hearing will be held regarding its license. NAB said licensee should have opportunity to provide information regarding mitigating factors of which commission may not be

aware. Rule is needed "so that time, effort and resources—both of the government and of private parties—will not be needlessly expended on hearings which would serve no useful purpose," NAB said. Petition it supports was filed by Fly, Shuebruk, Blume, Gaguine, Boros & Schulkind.

**New quarters.** Custom Audience Consultants Inc. is operating from new base at 9420 Annapolis Road, Lanham, Md., 20801; (301)459-2686. Consulting/research firm had been located in Washington.

**Book of the best.** Broadcasters Promotion Association is making available copies of National Association of Educational Broadcasters Graphics and Design Awards book. Seventy-two page book features examples of best artwork done by public stations in various categories: ads, brochures, teaching guides, posters, program guides, letterheads, promotions, graphics, set design, film and video. Price is \$3 and may be ordered from Pat Evans, BPA administrative secretary, Box 5102, Lancaster, Pa. 17601.

### CBS Radio stays at WTOP

WTOP(AM) Washington and CBS Radio, its longtime network, have settled their differences and a new affiliation agreement between them went into effect Jan. 1. WTOP will carry CBS network news broadcasts on the hour and selected CBS news and information features at other times. It will also continue the partial affiliation it signed late last year with Mutual, and carry Mutual news on the half-hour, plus selected other Mutual programs.

The differences between the station and CBS centered on station compensation. The station, which claimed it hadn't had a rate increase from the network in 17 years, said it has been offered one but not enough, while the network claimed that WTOP may not have had a basic rate increase but that its income from the network had gone up nevertheless (BROADCASTING, Nov. 6, 1976).

The differences apparently were settled

by compromise. Sam Cook Digges, president of CBS Radio, said "we reached [a settlement] between the two positions—and I'm very happy about it."

### How to handle those avid letter writers?

**FCC is trying to figure out a way to answer the volume of mail it receives on both real and imagined issues**

What does an agency do when it receives millions or even merely thousands of pieces of mail on a subject, usually emotion-charged? Besides throwing up its hands, institutionally speaking?

The FCC is trying to figure out a way to answer it all.

In his days as a top aide on both the Senate and House sides of Capitol Hill, Chairman Charles D. Ferris learned the wisdom and virtue of answering mail. He feels anyone writing the government deserves a response.

Of course, few members of the Senate or House receive the volume the commission has been getting.

It has received more than 8 million pieces in the past four years opposing a petition that was, in fact, never filed—one to ban religious broadcasting. The petition that was filed—and denied, in August 1975—sought an inquiry into the practices of noncommercial stations and a freeze on licenses for new noncommercial outlets pending the inquiry's outcome.

Some of the mail is answered by a form letter. But most of it—and it's flowing at the rate of up to 5,000 letters daily—is simply carted off to a nearby dump by the truckload.

Now the commission is concerned about the mail barrage touched off by Chairman Ferris' speech in July saying the commission would read very narrowly the Supreme Court decision in the WBAI case affirming the commission's decision to move against indecent broadcasting. More than 14,000 postcards distributed by an organization called Citizens for Decency,



in Cleveland, Ohio, have been received "demanding" that the commission "keep vulgarity off the public airwave—and out of our homes." The organization is understood to have distributed 350,000 cards for signing and mailing.

Chairman Ferris has asked the executive director's office to look into means for responding to such mailings. And R. Donald Lichtwardt, the executive director, said his staff is "working up cost estimates, and looking into how best to do it."

The staff had better hurry. The commission now is receiving letters at the rate of "a couple hundred a week," according to Mr. Lichtwardt, opposing proposals by gay activists that gays be contacted by broadcasters in their ascertainment surveys.

## Books

*"The Fairness Doctrine and the Media,"* by Steven J. Simmons. University of California Press, Berkeley, Los Angeles, London. 285 pp. \$14.95.

Steven J. Simmons is employed these days as a member of the White House domestic policy staff, where he spends some of his time on communications matters. Before joining the government, he was an assistant professor of law at the University of California at Irvine, where he spent much of his time studying the FCC's fairness doctrine and writing law review articles about it. The book is a collection of those pieces, plus new material, and it adds up to a sharp indictment of the doctrine and the manner—somewhat haphazard, as Mr. Simmons sees it—that it has been administered over the years.

His bottom line is that it is an "unfairness doctrine" one that is unfair to the public, because it fails to produce the additional coverage of public issues it promises; to broadcasters, in interfering with their editorial judgments; to groups seeking access to the media, because they may be denied an opportunity to respond to an editorial, and to the FCC itself, because the commission's gingerly manner of enforcing the doctrine has subjected it "to legitimate and severe criticism for failing to increase diverse public issues coverage over the nation's airwaves."

Mr. Simmons's proposed remedy: increase the number of electronic communications outlets, including cable television, available to the American people. But that is long term. For the near term, he would simply drop the requirement that broadcasters balance controversial issue programming, except in the case of station editorials, and enforce the requirement that broadcasters seek out and air controversial programming only in terms of minimum percentages of time for public issue broadcasts and programming to meet ascertained community needs. ("The commission must get tough in enforcing the ascertainment obligations it has imposed on broadcast licensees.")

The book contains a forward by Newton N. Minow, former FCC chairman who is

now chairman of the Public Broadcasting Service.

*"The Radio Format Conundrum,"* by Edd Routt, James B. McGrath and Fredric A. Weiss. Hastings House, New York. 314 pp. \$16.95 (hardback), \$8.95 (paperback).

The authors describe the many basic radio formats and their sub-categories, and detail them with case studies, sample scripts and charts.

Designed for both the student and professional broadcasters, the book examines the broad categories of music, the mechanics of constructing various formats and the practical considerations (technical, financial, etc.) needed when deciding on a particular format.

Also provided is a concise history and evolution of each of the formats covered along with a glossary and bibliography.

*"American Entertainment,"* by Joseph and June Bundy Csida. Watson-Guption Publications, a division of Billboard Publications, New York. 448 pp. with more than 1,000 photo reproductions. \$30.

The authors document the assertion that there is no business like show business. To do so, they have rifled back the pages of entertainment history to its American beginnings in 1700. Much of it relies on reproductions of stories and pictures, seasoned with vignettes, from *Billboard* magazine since 1894.

The book has six sections. Part one deals with the 1700-1893 period of show business—wagon shows, magic lantern presentations, show boats, Edison's phonograph, etc.

Parts two through five are concerned with lesser sized slices of time, from 1894 to the present. Here the development and personalities of radio and television are interlarded.

Part six, "There Was Always Music," covers music throughout America's history and touches on practically all media.

The authors spent much of their careers with *Billboard*.

*"TV Movies, 1979-80 revised edition."* Edited by Leonard Maltin, with associate editors Mike Clark, John Cocchi, Alice Tlusty Maltin and Alvin H. Marill, Signet/New American Library, New York, paperback, 801 pp., \$2.95.

From "Aaron Loves Angela" to "Zulu" with more than 12,000 other entries in between, this is, the editors say, a guide of "what not to miss and what to miss."

With ratings ranging from \*\*\*\* to BOMB, Mr. Maltin's updated version (from 1969 and 1974 editions) covers what's been on and what's likely to be played—both on conventional and cable TV.

Each listing contains the director, a plot summary, the release year, the country of production, cast, color or black and white and original running time. Key songs from musicals also are pointed out, as well as early appearances and debuts of major stars.

## Programming

### CBS wins big one, lands solidly in second place in ratings race

It outscores ABC by nearly three points in Christmas week with schedule of original shows while other two use reruns

CBS-TV went after the skimpy post-Christmas viewing audience by pouring on original programming during the prime-time week of Dec. 25-31, coming away with its second highest viewing average of the year and a ratings victory over both ABC-TV and NBC-TV.

CBS finished the week with a 19.9 rating average to ABC's 17.1 and NBC's 14.2. That margin over NBC ended any argument over which network was in second place (BROADCASTING, Jan. 1), as season-to-date averages went to 20.2 for ABC, 18.2 for CBS and 17.8 for NBC.

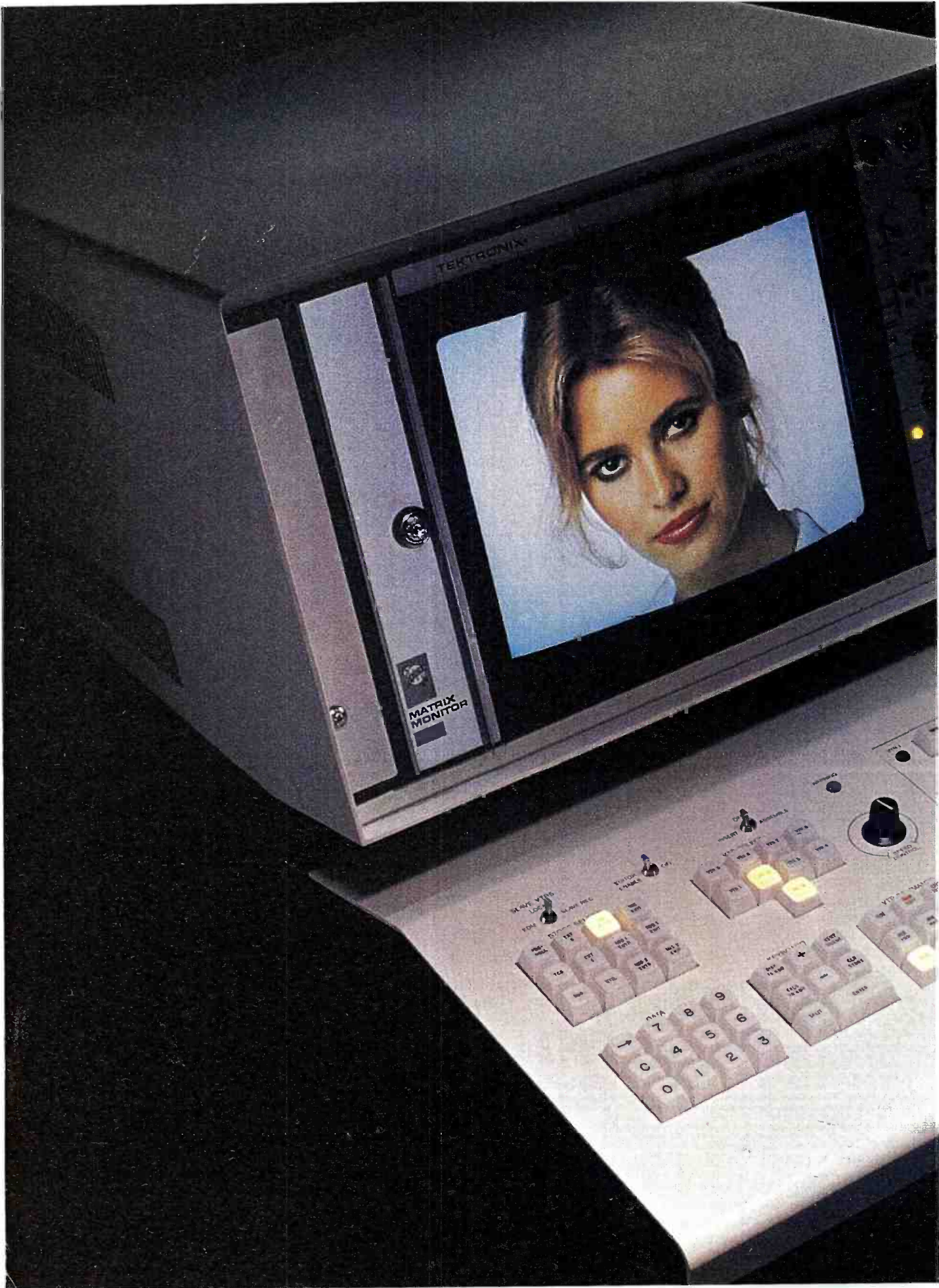
According to ABC's figures, CBS took its victory for Dec. 25-31 by filling just 18% of its schedule with reruns, compared to ABC's 75% and NBC's 55%. Reruns of *Laverne and Shirley*, *Three's Company*, *Happy Days*, *Mork and Mindy*, *Love Boat*, *What's Happening* and *M\*A\*S\*H* all were in the top 10 however, as were CBS's one-hour run-over of its Sunday afternoon National Football League playoff game and its original installments of *60 Minutes* and *One Day at a Time*.

CBS won Monday, Wednesday and Sunday nights, all by huge margins. The network's three-hour presentation of *Les Miserables* on Wednesday scored a 38 share for the night, making it the 11th most-watched show of the week. ABC reruns that night of *Eight is Enough* and *Charlie's Angels* still maintained 35 and 34 shares, respectively, but an ABC News special, *The Politics of Torture*, pulled a 17 share, 59th out of a total 62 programs aired during the week.

Below *Torture* was the canceled ABC series, *Hardy Boys Mysteries*, and a one-shot ABC pilot, aired Monday at 8-9 p.m., *Fast Lane Blues*. ABC also tried another pilot on Thursday: *Almost Heaven*. It came in with a 33 share, inheriting a hefty lead-in audience from *Mork and Mindy*, *What's Happening* and *Barney Miller*.

### Talking to itself: PBS

The Public Broadcasting Service is holding its PBS Professional Conferences in New Orleans this week, bringing together more than 500 representatives from the programming, development and public information areas of the public television world. The six-day meeting, which began yesterday (Jan. 7) at the Fairmont hotel in downtown New Orleans and will continue



# THE EDITORS

## RES-1, EC-2, HPE-1, EDM-1

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through Friday, offers three separate but often overlapping agendas aimed at strengthening means of communication within the system.

Major speeches will be delivered by FCC Commissioner Tyrone Brown (on Monday at lunch) and by PBS President Lawrence K. Grossman (at the Wednesday luncheon). Other notables appearing at the conference are Sheila Mahony, executive director of the Carnegie Commission on the Future of Public Broadcasting; Jim Lehrer and Robert MacNeil, co-anchors of PBS's nightly *MacNeil/Lehrer Report*, and Dick Cavett, who will tape two of his nightly programs while in New Orleans.

On Wednesday afternoon there will be previews of programs PBS will run during its "Festival '79" fund-raising week in March.

Other highlights include a discussion this morning (Jan. 8) on the public television Station Program Cooperative and an afternoon review by the PBS staff on the public network's programming process. On Wednesday morning the staff will take a look at the future of programming at PBS, and that afternoon there will be a "National Update" session examining the political and economic prospects for the non-commercial network.

Thursday's luncheon will feature an address by Dr. William Mindak, a professor with the Graduate School of Business, Tulane University, New Orleans.

## New firm to measure audience opinion on incidence of sex and violence on TV shows

Sex and violence on television have been a stated concern of advertisers, and now a research firm has developed a method designed to determine the percentage of the viewing public that finds specific prime-time programs excessive in those two areas.

Roger Seasonwein, president of Seasonwein Associates, New Rochelle, N.Y., calls this project Seasonwein SV/TV, and has already tested the methodology and completed a first report based on a polling of viewers in October. The report was made at the behest of Henry Hayes, director of media planning for Pepsi-Cola.

Mr. Seasonwein said he plans three measurement sweeps a year—one in October for new and continuing shows, a second in February and a third in April. Telephone interviews will be conducted for each sweep among 7,500 viewers, consisting of three matched samples of 2,500 each. Mr. Seasonwein said that for each of 60-odd prime-time shows there will be a minimum of 200 interviews.

Respondents will be asked if they have viewed any part of a specified prime-time

program over the past four weeks. If they have, they will be questioned as to whether they think the program contains "too much sex" or "too much violence." Mr. Seasonwein said he considers a show with an 80% or higher rating—that is, 80% or more do *not* consider it to contain too much sex and violence—to be "clean."

For example, he noted that in the October interviewing, *Alice* emerged with an 8% for "too much sex" and a 1% for "too much violence" for a "clean" rating of 91%. On the other hand, *Three's Company* scored 28% for "too much sex" and 3% for "too much violence" for a "clean" rating of 69% and considered "a risk" by SV/TV.

Mr. Seasonwein said the ST/TV tool is not intended to aid advertisers in buying television, but to enable clients to better evaluate complaints they may receive from viewers.

"We feel SV/TV reflects 'the real world' and the poll can help advertisers by showing them what are the prevailing standards in the community," Mr. Seasonwein said.

SV/TV is available at \$3,500 per year, covering the three sweeps. There are the usual nondisclosure requirements. For \$10,000 an agency can share the information with all of its clients.

In addition to Pepsi-Cola, Mr. Seasonwein reported, seven other companies have signed for the new service. He added he has had "inquiries" from two of the

### Program Briefs

**Sports festival to NBC.** NBC Sports acquired TV rights to second annual National Sports Festival, pre-Olympic meet this summer sponsored by U.S. Olympic Committee. Event takes place in Colorado Springs July 27-Aug. 1, featuring 30 events. NBC plans six hours of coverage, with some prime-time scheduling being considered.

**No loss.** HUT (homes using television) levels have remained consistent with no changes beyond one point in 10 major dayparts. That claim of new season HUT stability came from Arbitron Television and was contained in October 1977 and October 1978 comparison of its 33 measured markets. Prime time stayed the same at 61 averages.

**From soaps.** American International Television has signed WABC-TV New York for first three of its planned monthly series, *Daytime Star*. Barter hour has John Gabriel from *Ryan's Hope* as host, will feature seven to nine soap stars per show as well as "super celebrity guest." Maramay Productions is handling.

**Senior syndication.** More than 100 stations, including 28 of top-30 markets are said to be on board for next Sunday's (Jan. 13) Senior Bowl. Previously network fare, bowl is being distributed by Syndicast Services in association with Hughes Television Network, with Anheuser Busch. American Motors among sponsors.

**King Features expands.** As part of an expansion program at King Features Syndicate, New York, Charles E. Shutt, Washington bureau chief and manager of Hearst Metrotone Division, has been appointed to new post of director of operations for motion picture and television department of King Features Syndicate, New York, and Hearst Metrotone. KFS now syndicates to stations *Blondie*, *Popeye* and *Time Capsules* series and is in process of developing *Popeye* and *Mandrake* feature films and several TV projects.

**Producers to ABC.** ABC Entertainment signed exclusive contract with director-producer John Moffitt and producer-writer Bill Lee to develop TV specials and series. Between them, two have produced numerous musical and variety programs, including Emmy awards ceremonies, *American Music Awards* and NBC-TV's *Dick Clark Live Wednesday*.

**From Columbia to Warner.** Alan J. Hirschfield, president of Columbia Pictures Industries, New York, until he was ousted last summer, has been named full-time consultant to Warner Communications Inc., New York. Mr. Hirschfield was dismissed after he differed with other members of CPI board who insisted that David Begelman, who resigned as head of motion picture division after admitting he had forged company checks, be reinstated to that post.

**New assignment.** Arnold Turner, producer of episodes of *The Six Million Dollar Man* and *Spider Man*, has been named producer of Harris & Co., long-time development project for NBC-TV. Production is to start soon, NBC said.

**Capcities network.** Capital Cities Communications Inc. arranged line-up of 138 independent and network-affiliated TV stations to carry one-hour special program *A House Divided*, on Dec. 28, 1978. Program, produced by Capital Cities in association with Gateway Productions Inc., examined present state of "political upheaval" in House of Representatives in wake of Watergate. Nancy Dickerson served as correspondent. J. C. Penney Co., through McCaffrey & McCall, was one sponsor of telecast.

**Fox buys Video.** Twentieth Century-Fox reached agreement in principle to acquire Magnetic Video Corp., distributor of home video cassette programming. Cash merger for \$7.2 million, subject to approval by Fox board of directors, is expected to be completed about Feb. 1, Fox said. Fox Pictures President Alan Ladd Jr. said acquisition would "provide Fox with experienced management and operations in the distribution of product for the emerging home video field."

**Not for fun.** Anyone curious enough about President Carter's television viewing habits to ask White House would be told: "President Carter does *not* watch television for recreation"—with the "not" emphasized. That bit of information would be

three television networks.

One network official said he did not consider the SV/TV measurement helpful, claiming that respondents are inclined to reply affirmatively when asked if programs contain "too much sex" or "too much violence."

## Television Critics Association gets financial help

**Markle Foundation donates \$20,000 to aid new group; first project will be setting up series of interviews in L.A. with public broadcasting brass**

The fledgling Television Critics Association has received a \$20,000 boost in its first year of existence in the form of a grant from the Markle Foundation.

The TCA consists of 96 critics and is intended in part to further their collective interests by representing them in discussions with the television networks and others. Some of the grant money will be used to sponsor a day-long series of interviews in Los Angeles with officials of the Corporation for Public Broadcasting, the Public Broadcasting Service and the Carnegie Commission.

The Jan. 16 session precedes the start of

the second-season program preview tours sponsored by the three commercial networks, set for Jan. 17-27 at the Century Plaza hotel. The public broadcasting officials will pay their own expense for the trip to Los Angeles—"we don't pay for news," said one critic—but the TCA will pick up the tab for meeting rooms, press facilities and the like.

The TCA was formally established during another preview tour last summer (BROADCASTING, June 26, 1978), and it is at those tours that its members typically meet. Noncommercial broadcasting has never been represented there, however, and the critics chose that topic for the TCA-sponsored session through a membership poll last fall.

The Markle Foundation, a New York-based philanthropic organization, has defined its current goal as the strengthening of "educational uses of the mass media and communications technology." Jean Firstenberg, a program officer for the foundation, said Markle approached the TCA about the possibility of a grant because the TCA's activities fit that definition. "We're extremely interested in television criticism," she said, "and we're excited about this organization."

The remainder of the grant money is to be used this year to finance another "TCA Day" during the next press tour in June, a monthly TCA newsletter and miscellaneous expenses.

## Columbia comes into OPT producers fold, will do Harold Robbins's 'Dream Merchants' next year

Columbia Pictures Television has joined Paramount Television and veteran MCA TV/Universal as a producer for Operation Prime Time's 1979-80 season.

Columbia will handle OPT's fourth project for its third season: Harold Robbins's *The Dream Merchants*, a four-hour miniseries in two parts (as are all upcoming OPT ventures), scheduled for May 1980.

The Columbia announcement rounds out the production houses for 1979-80. The five upcoming OPT projects are John Jakes's *The Rebels* (MCA TV/Universal), May 1979; Mr. Jakes's *The Seekers* (MCA TV/Universal), November 1979; an untitled Paramount Television project with an original Irwin Shaw screenplay, February 1980; *The Dream Merchants*, May 1980; and a still-to-be selected vehicle to be produced by MCA TV/Universal, November 1980.

OPT planners who lined up 91 stations (66 network affiliates) for their latest project, *The Immigrants* (BROADCASTING, Dec. 4, 1978), are expecting to exceed 100 stations with the coming season.

gleaned from 13-page pamphlet of Carter trivia White House has put together to help staff members answer most frequently asked questions about President.

**Red letter show.** In what is said to be its first serial presentation of an American classic, Public Broadcasting Service has set WGBH(TV) Boston's four-part production of *The Scarlet Letter* for whowing on four consecutive nights, Monday through Thursday, April 2-5, 9-10 p.m. NYT.

**Numbers game.** Rev. Donald Wildmon, whose Tupelo, Miss.-based National Federation of Decency organized boycott of ABC-TV during November sweep period, is reporting success. "We don't claim full responsibility . . ." he said, but "we do feel our boycott was a significant factor in the drop." "Drop" Rev. Wildmon is claiming has ABC-TV declining to 20.8 average during sweeps, as opposed to 21.5 for previous nine weeks. ABC-TV, however, can't find any drop. In fact, it claimed increase from 21.1 to 21.5 All differences fall within standard error range in ratings calculations.

**Amos departs.** *Roots* and *Good Times* star John Amos has withdrawn from lead role in TAT Communications' new sitcom for CBS-TV, *Onward and Upward*. TAT spokeswoman said his leaving did not account for series's relatively late second-season premiere date of March 4 (BROADCASTING, Dec. 11, 1978), cited "creative differences" as reason for Mr. Amos's request to leave series, in which he was to play former football star turned congressman.

**Head of the class.** Television, which in recent times has felt sting of national Parent-Teachers Association's switch, received gold star on state level. KPRC-TV Houston was named first recipient of Phoebe Award by Texas PTA. Award, named after Phoebe Apperson Hearst, co-founder of national PTA, was established this year by Texas chapter to recognize community service and to emphasize chapter's desire for "a workable and working relationship with the television industry."

**Good start.** Black Music Association, new industry group formed last September for "preservation, protection and perpetuation of black music in all its forms," claims to have received close to \$750,000 in company contributions so far. Membership crosses various industry segments. Among chairpersons: Motown Industries' Barry Gordy, A&M Records' Jerry Moss, and vocalist Dionne Warwick. Senior vice president and managing director at Philadelphia headquarters is Jules Malamud; Glenda Gracia is executive director.

**Disco distribution.** Burkhart/Abrams Associates, Atlanta, has signed agreement with TM Programming Inc., Dallas, to distribute Burkhart's disco format to radio stations on either tape or live consultation basis. Stations already signed include: KIIS(AM) Los Angeles; KXTCFM) Phoenix; and WKG(AM) Knoxville, Tenn.

**Rockin' New Year's.** DIR Broadcasting, New York-based syndicator, offered *The Pabst/Marshall Tucker New Year's Eve Party* Dec. 31, 1978, two-hour broadcast

from New Orleans (11:30 p.m.-1:30 a.m.) said to have been largest live rock radio event ever with 140 FM stations on board and largest live stereo concert (37 stations). Barter distribution for Pabst Brewing Co. followed beer's sales territory: none west of Denver. Outside rock world, broadcast is said to have been second largest after live Metropolitan Opera performances from New York.

**Jets on radio.** New York Jets signed exclusive five-year contract with WCB(AM) New York for play-by-play broadcasts of all Jets football games. Broadcast schedule, which begins in August 1979, consists of four preseason and 16 regular-season games.

**Nail-biters.** Charles Michelson Inc., Beverly Hills, Calif., distributor, has obtained from CBS distribution rights to 52 half-hour episodes of *Suspense* drama radio series, and has closed sales in 52 markets, including WGN(AM) Chicago; WMAL(AM) Washington; WFAA(AM) Dallas and KOA(AM) Denver.

**Do-it-yourself conservation.** John Cameron Swayze and George B. Roscoe offer radio listeners ideas on how to cut energy bills "without sacrificing comfort or convenience" in new five-minute radio show, *Tips on Energy Saving*. Show is based on Mr. Roscoe's book, "200 Ways to Save on Energy in the Home and Still Be Comfortable," and is available for broadcast with local sponsorship from FSS Productions, 3001 Veazey Terrace, suite 1101, Washington 20008.

## Another good year predicted for broadcasting ads

**Gaynor Media study sees 1979 as seller's market, but notes trend to using other media more**

An analysis by Gaynor Media concludes that a seller's market will continue in broadcasting throughout 1979, but says that the first signs of counter-trends in the market are beginning to appear.

The New York media buying and planning service, which conducts periodic surveys of commercial TV and radio stations, asserted that the average cost of a 30-second network TV spot has climbed by 55% in the past three years, three times the inflation rate. Gaynor said there is no appreciable diminution of demand to date. In spot TV and radio, the firm said, availabilities remain tight.

Lee Gaynor, president of Gaynor Media, said that as a result of the TV price spiral, more and more of the larger advertisers are examining alternative media. He stressed that big advertisers are "not walking away from TV," but said magazines are gaining in favor.

As examples, he cited General Foods, whose spending in magazines has tripled, while TV's share of its advertising dollars slipped from 91.2% in 1975 to less than 85% in 1978. Mr. Gaynor said that Coca-Cola is spending almost five times as much in magazines as it did in 1975, while allocating 80.1% of its expenditures for TV in 1977, as against 95.6% in 1975.

"If the general economy slows down," Mr. Gaynor observed, "the market could turn around and TV could lose its pricing leverage through weakened demand, plus strong competition from print media and radio."

## FTC repeats request on PSA guidelines

**In second comment filed in FCC proceeding, agency again urges requirements as to number and airtimes of public service announcements**

The Federal Trade Commission, which is planning to use public service announcements to get information to consumers, has asked the FCC to consider requiring broadcasters to air a daily minimum of PSA's dispersed throughout the day.

In comments filed with the FCC, the trade commission also urged that broadcasters be required to match the content of public service announcements with appropriate audiences.

The FTC has a pilot PSA program

whereby broadcast announcements are used to supplement consumer information disseminated through other means. The trade commission hired outside personnel to create what it hopes to be more effective public service announcements.

The FCC is currently conducting an inquiry into PSA's in response to a petition from a group of nonprofit organizations and five members of Congress. In its comments—its second filing in this proceeding—the FTC said stations may reject PSA's they fear will offend commercial advertisers and suggested they be told that "controversial matters and educational campaigns designed to offer information not presented by commercial messages are proper subjects of PSA's."

Broadcasters' duty to air PSA's in a "responsible and responsive" manner remains a "theoretical obligation that is not realized in practice," the FTC said. Broadcasters devote only two to three percent of total air time to PSA's, the FTC said, and most are aired "during low-audience 'graveyard hours' when commercial sponsors are hesitant to buy time."

## Advertiser would rather do TV itself

**Singer arranges production, owns rights to 'Night Flight,' barbers it through Young & Rubicam**

In an unusual move for an advertiser, The Singer Co. not only will be barter sponsor of a half-hour special premiering later this month, but also is taking credit as rights owner and producer.

*Night Flight*, an adaptation of the Antoine de Saint Exupery classic, last week had been cleared for 47% of U.S. homes, including 44 network affiliates, with CBS's O&O's among them.

For the most part, the special will begin its airplay during the week of January 21 in prime-time access. Several stations, however, have opted for prime-time. WWL-TV New Orleans (a CBS-TV affiliate) and WBAL-TV (NBC-TV), for example, have scheduled it in prime time.

The program cast is led by Trevor Howard, Bo Svenson and Canadian actress Celine Lomez in the story about pioneer aviators.

Executive producer is Singer's vice president of corporate relations, Lawrence F. Mihlon. Production is by Marlow Pictures Inc. of Montreal.

Singer is splitting five commercial minutes equally with local stations. Young & Rubicam is lining up stations and handling advertising.

## TVB sets meeting sites

The Television Bureau of Advertising's 1979 regional sales meetings will be held in seven cities in the first half of the year and will feature—as last year's did—two specialists in sales training: Bill Brower,

president of Sterling Institute, and Charles Reilly, president of In-Person Communications.

The meetings will open at 9 a.m. and run to 4 p.m. The registration fee, \$75, also covers lunch and a reception. In 1978, a total of 871 broadcasters attended. The 1979 schedule: Feb. 6, Airport Marina, Dallas; March 1, Marriott Downtown, Atlanta; March 22, City Line Marriott, Philadelphia; April 3, Beverly Hilton, Los Angeles; April 5, Benson hotel, Portland, Ore.; May 17, Marriott, Kansas City, Mo., and June 7, Hyatt O'Hare, Chicago.

## Ad strike still on, no talks being held

**AFTRA-SAG work stoppage continues, some production being done by non-union people**

The strike by performers appearing in television and radio commercials enters its third week tomorrow (Jan. 9) with no apparent settlement in sight.

No meetings have been held since the American Federation of Television and Radio Artists and the Screen Actors Guild called the strike Dec. 19 after two months of negotiations with advertisers and agencies to frame a new pact to replace the three-year contract that expired on Nov. 15. The walkout was ordered by the unions after negotiators failed to resolve several issues. The main stumbling block was management's insistence that a clause be inserted into a new pact whereby alternate scenes or lines could be shot without additional payment to performers unless the additions were used in the TV commercials (BROADCASTING, Dec. 11, 1978).

The Federal Mediation and Conciliation Service in New York made several attempts prior to the strike to bring the parties together and only last week had arranged a session for Wednesday (Jan. 10). But this meeting subsequently was canceled.

Representing the industry in the talks is the Association of National Advertisers-American Association of Advertising Agencies Joint Policy Committee on Broadcast Talent Union Relations. The committee has said it required the alternate scenes provision to insure productivity.

The unions claimed last week they had signed up more than 100 agencies and producers to an interim agreement. They would not identify the firms but they are believed to be smaller companies. One was A. Eicoff & Co., Chicago, which ranked 39th in 1978 BROADCASTING's annual compilation of the top 50 broadcast agencies. The interim agreement includes all provisions approved by management and the unions during their negotiations and will apply until a contract is signed by AFTRA and SAG with the Joint Policy Committee.

Agencies and advertisers had stepped up their production of television and radio

commercials in the weeks before the strike began and they are not expected to feel a pinch for about another month. The Joint Policy Committee held a meeting in New York last Wednesday (Jan. 3) for agency and production company executives and filled them in on strike developments.

John McGuinn, chief negotiator for ANA and AAAA, said that during a question-and-answer period agencies reported they had been producing some commercials in New York and elsewhere using non-union performing talent. Mr. McGuinn noted that to date, craft unions have not been respecting AFTRA and SAG picket lines, thereby paving the way for some production activity.

## Switch in computer style

### Station Business Systems decides to change its traffic, scheduling and billing operations from on-line to in-house systems

Station Business Systems, computer-based traffic, scheduling and billing service, will offer its 61 on-line radio station clients a chance to convert to in-house minicomputer systems at no increase in the rates they're paying now.

Eventually SBS, formerly known as Compunet, plans to convert fully to in-house systems, but officials emphasized that "we're not pulling the plug on our on-line service."

Larry T. Pfister, vice president for marketing, said the 61 station clients would

have three choices: They can lease a minicomputer from SBS, they can buy one (at "a special price" from SBS), or they can continue their present on-line service for the duration of their contracts.

The present contracts are for two years, and for stations that want to convert, "all we ask is a normal two-year contract," Mr. Pfister said.

The rising costs of communication with SBS's central computer in Los Angeles was one of the main factors in SBS's decision to convert to in-house, Mr. Pfister said. These costs, he said, also limit stations' uses of computer capability in many instances.

Mr. Pfister said SBS plans to sign no new contracts for on-line service. Among the 61 current client contracts the last expires in September 1980. After that, it'll be entirely an in-house service. He hopes to begin the conversions in February and complete them by early 1980. Each, he said, should take only a few weeks.

Among the services planned in the conversion are advance or pre-log capability, log editing, simultaneous printing and terminal keyboard operations, substantially faster printing speed, high-speed display and, if desired, full accounting and financial reporting.

The "average" computer system SBS plans to use costs about \$65,000 on the market although the range can be much lower or higher depending on individual station needs, according to Mr. Pfister. He said if a client station wants to buy its own, rather than lease, SBS will waive its customary installation and training charges.

## Former Westinghouse employe arrested for theft and forgery

The Los Angeles district attorney's office has filed charges—one count of grand theft and four counts of forgery—against Ken Draper, former executive editor at Westinghouse Broadcasting Co.'s KFWB(AM) Los Angeles. Mr. Draper surrendered to authorities as scheduled last Wednesday (Jan. 3).

The case against Mr. Draper, said to be based on an internal audit by Westinghouse, alleges theft of \$14,290 between February 1975 and August 1976.

Mr. Draper is charged with illegally having Group W issue checks to employes, primarily for overtime. In turn, the district attorney's office claimed, Mr. Draper had the checks endorsed back to him, or endorsed them himself.

Mark Savan, a KFWB reporter, was said to have been the initial recipient of most of the check money. Others involved, according to the district attorney's office, were Cleve Herman, a sports reporter; Don Richman, who served as host of a sports program; Don Schrack, news editor; Charles Sippl, a news writer; Shirley Fernandez, a secretary, and Donna Maine.

Donna Maine, unknown to present KFWB management, is believed by the district attorney's office to be a fictitious name. Her checks were said to have been written off as payment for information on the Symbionese Liberation Army.

With the exception of Mr. Draper and Mr. Richman, whose show was canceled, all the others remain as KFWB employes.

According to Frank Oxarart, KFWB general manager, neither the district attorney nor the station found anything to indicate that incumbent employes "wittingly took place in a plot." They were said to have been told this was a way of getting around corporate policy that prevented Mr. Draper from receiving a raise.

Mr. Draper, who could not be reached for comment, left the station last June. That was the same month that Mr. Oxarart said he first was told of possible financial irregularities by an employe he wouldn't name. Mr. Draper's departure, however, had been planned 30-45 days earlier at higher corporate levels due to management differences, Mr. Oxarart said.

The district attorney's office found no evidence of higher Westinghouse management involvement.

According to Westinghouse, it was KFWB's own internal investigation that led to the audit and subsequent charges. Mr. Oxarart said the investigation began in June 1978. In mid-July, however, Westinghouse executives, both at New York headquarters and in Los Angeles, denied any knowledge of financial improprieties (BROADCASTING, Sept. 4, 1978).

Mr. Draper was released on his own

**Almost a year's worth.** Advertiser investments in network television totaled \$3.7 billion in the first 11 months of 1978, up 13% from the same 1977 period, according to figures compiled by Broadcast Advertisers Reports and released by the Television Bureau of Advertising.

TVB said network investments in October 1978 reached \$403.2 million for a 13.6% gain over October 1977, and that the November total hit \$445.2 million, a 10.1% increase from November 1977. Details are shown in the following tables:

	October			November		
	1977	1978	% Chg.	1977	1978	% Chg.
Daytime	\$140,226,400	\$153,647,100	+ 9.6	\$143,212,400	\$156,955,700	+ 9.6
Mon.-Fri.	80,993,000	89,142,300	+10.1	97,251,500	101,012,500	+ 3.9
Sat.-Sun.	59,233,400	64,504,800	+ 8.9	45,960,900	55,943,200	+21.7
Nighttime	262,927,700	304,310,800	+15.7	261,172,000	288,253,400	+10.4
Total	\$403,154,100	\$457,957,900	+13.6	\$404,384,400	\$445,209,100	+10.1

#### January-November

Daytime	\$1,144,119,000	\$1,278,753,500	+11.8
Mon.-Fri.	774,661,900	854,786,900	+10.3
Sat.-Sun.	369,457,100	423,966,600	+14.8
Nighttime	2,143,089,800	2,437,111,800	+13.7
Total	3,287,208,800	3,715,865,300	+13.0

	ABC	CBS	NBC	Total
January	\$114,555,900	\$110,403,600	\$ 96,308,100	\$321,267,600
February	109,602,700	98,030,500	89,012,500	296,645,700
March	115,521,500	108,925,100	98,836,800	323,283,400
April	125,202,200	112,389,600	104,784,200	342,376,000
May	130,286,400	118,414,100	104,895,800	353,596,600
June	111,086,400	95,936,400	94,942,500	301,965,300
July	95,471,700	85,430,900	84,197,700	265,100,300
August	94,915,600	85,796,200	85,217,300	265,929,100
September*	130,301,900	108,350,500	103,881,900	342,534,300
October	161,895,000	143,967,300	152,095,600	457,957,900
November	161,847,900	151,555,400	131,805,800	445,209,100

\*Revised

recognizance following his meeting with authorities last Wednesday. An arraignment has been set for Jan. 17. Should Mr. Draper be found guilty of the felony charge, he could be subject to up to four years imprisonment.

## A matter of economics

Martin R. Gainsbrugh Awards for excellence in economic reporting have been presented to Irving R. Levine, NBC News economic correspondent; one local newsmen, and two local news teams. Five other broadcasters received citations of excellence during the three-day "Second National Forum on Jobs and People" in Palm Beach, Fla.

Sponsor of the awards is the Fiscal Policy Council, Riviera Beach, Fla., a non-profit economic research and education organization formerly known as the National Dividend Fund. The competition is to honor the late Dr. Martin R. Gainsbrugh, economist, author and educator, who was consultant to the award sponsor at the time of his death in 1977.

The award winners:

Network television

**Irving R. Levine, NBC News**, New York □ *NBC Nightly News* segment story on the July 1978 economic summit meetings in Bonn.

Local

**Mike Hegedus**, WGR-TV Buffalo, N.Y. □ A five-part report on local area use of community block grant funds.

**Sarah Wilson** and **John C. Bry**, WCUZ(AM) Grand Rapids, Mich. □ A study of "The Japanese Yen vs. The American Dollar."

**Ann Keefer** and **Bob Hardy**, KMOX(AM) St. Louis □ Examination in 46 parts of "Inflation: The American Nightmare."

Citations of excellence

**Jacqui Adams**, WBBM-TV Chicago; **Richard Bloome**, WISN-TV Milwaukee; **Larry Badger**, KING-TV Seattle; **Chris Thomas**, KATU-TV Portland, Ore.

## Part of the story

A producer with National Public Radio has been charged with inducing minors to procure liquor as a result of a story he was working on in Stamford, Conn. John G. Merrow of Washington was charged with the misdemeanor by local police after he

enlisted two teen-agers, one 16 and the other 17, to purchase alcohol at liquor stores in Stamford and nearby Greenwich and Darien.

Mr. Merrow said he was conducting an investigation for a program, and that he had the permission of the youths' parents. The two boys, who were not identified, visited between 18 and 22 area liquor stores, police said. Mr. Merrow told the police the youths, although they had no identification, had been able to purchase beer and liquor from a number of the stores.

The three were arrested after a Stamford liquor store clerk became angry during an interview and called the police.

## Minority females make biggest jump in employment in radio and TV news

Women, especially black women, have made "impressive gains" in their numbers among the news staffs of the nation's broadcast stations through the mid-1970's, but minority men "did no more than hold their own on the employment rolls," according to a new study by the Radio Television News Directors Association.

Twice as many women were working in radio and television news in 1977 as in 1972. Nearly a fourth of the women working in television news were members of minority groups, as were 16% of women working in radio news. The study, prepared by Dr. Vernon A. Stone of Southern Illinois University, chairman of the RTNDA research committee, found that nine of every 10 responding commercial television stations had at least one newswoman on their staffs. In 1972, only 57% of the stations had newswomen.

The study was prepared from data received through a series of RTNDA studies since 1972. Questionnaires in the latest survey were mailed to 635 nonsatellite commercial television stations and a sample of 940 commercial radio outlets. Responses came from 68% of the television stations and 45% of the radio operations.

Although employment opportunities for

both women and minorities increased through the five years of the study, the largest-gaining group, black women, appeared to make their gains at the expense of minority men. According to the study, in 1973, 83% of minority newsmen were men. By 1977, males among minorities in news had dropped to 66% in television and 64% in radio. "So a third of the total minority news staffers were women."

"The gains by minority women in both media," the study said, "indicate that minority men barely held their own in TV news and actually lost ground in radio."

Television, according to the study, was far ahead of radio in employment of women and minority news staffers. RTNDA found that 91% of all television stations employed women in newsrooms, but only 51% of radio stations did. The difference in minority employment was much greater. Seventy-one percent of television stations reported minority employment, but only 20% of radio stations did. Minority employment was highest in the South—where 83% of the television stations and 31% of the radio outlets reported it.

## Journalism Briefs

**Back on CBS Radio.** Harry Reasoner last Monday (Jan. 1) returned to CBS Radio with *The Reasoner Report*, Monday through Friday (3:25 p.m.). Program had been on CBS Radio from 1964 to 1969, before correspondent switched to ABC. He returned to CBS News last year.

**Professor Salant?** Retiring CBS News President Richard Salant had been looking into teaching possibilities at Columbia University Graduate School of Journalism, among other places, once he turns over network news reins this April to Bill Leonard, CBS News executive vice president and chief operating officer. Talks are preliminary, Mr. Salant said, adding he won't be just "mowing the lawn" after retirement.

**Settled.** Associated Press and Wire Service Guild have reached tentative agreement on new two-year contract covering 720 employes, including editors, reporters and photographers in broadcast and print media. New pact, subject to ratification by members, calls for 5% increase in salary each year, bringing top minimum weekly salaries to \$430.50 as of Jan. 1 and \$450 on Jan. 1, 1980. The contract also provides a second-year increase by whatever amount the January-to-January consumer price index rise climbs by more than 8%.

**Mutual news.** Mutual Broadcasting System is to hire 25 stringers to handle news coverage in Europe, Africa and Middle East. MBS previously had used Reuters for its overseas audio coverage. Dick Rosse, MBS's Washington bureau chief, conducted interviews for new positions last month in Germany.



## Gearing up for the UHF push

**FCC starts to set up task force aimed at insuring comparability with V's with \$610,000 going for various technical studies; deadline is September 1980**

The FCC is creating a task force and setting deadlines in connection with its plans for helping UHF television reach comparability with VHF "in as short a time as possible," as directed by Congress last year in authorizing the commission's expenditure of \$750,000 for the improvement of UHF reception. The commission expects to complete the project by September 1980.

The commission announced those aspects of its program in a report it submitted to Congress on Dec. 29, 1978, in accordance with a requirement of the authorization measure.

The program includes the issuance of three notices of inquiry to explore the possibilities for improved UHF television service, the most economical way to improve television reception and increase the use of the radio spectrum, and the need to incorporate television receiver standards into the commission's rules (BROADCASTING, Jan. 1).

The notices of inquiry were adopted at a meeting on Dec. 20, 1978 (BROADCASTING, Jan. 1). At the same meeting, the commission denied a petition filed by the Consumer Electronics Group of the Electronic Industries Association for reconsideration of the order requiring a two-step improvement in UHF reception by new television sets. The order calls for a reduction of the allowable UHF noise figure from 18 db to 14 db for new sets beginning Oct. 1, and a further reduction to 12 db on Oct. 1, 1982 for new models and for all sets manufactured after Oct. 1, 1984.

The commission plans to spend \$610,000 of the \$750,000 for research, although current plans envision a commitment of a maximum of \$530,000; some will be held until a determination is made as to a need for further studies. The remaining \$140,000 will be used to pay the salaries and travel expenses of the task force. Seven research projects are planned:

- A follow-up study to provide "fine tuning" of the design of the prototype high-performance television receiver developed by Texas Instruments. Cost: \$80,000 to \$120,000.

- A study of the trade-offs said to exist between a receiver's noise figure and its selectivity (i.e., interference rejection). Cost: \$40,000 to \$60,000.

- A study of the gain characteristics of a cross-section of indoor and outdoor receiving antennas, as a supplement to existing information. Cost: \$20,000.

- An evaluation of the comparable per-

formance uniformity of coaxial cable, twin lead, and matching transformers under new and aged conditions. Cost: \$15,000 to \$25,000.

- A study of receiving equipment as installed by the public to determine whether, under actual conditions, significant attenuation exists for that part of the television system. Cost: \$50,000 to \$80,000.

- A study to determine the comparability of various channel selection systems and the difference in tuning or viewing habits with use of separate-dial and electronic (push-button) tuners. Cost: \$50,000 to \$80,000.

- A study of the UHF handicap from the consumer's point of view. Information will be sought to answer such questions as: Would comparable tuning or better picture quality produce greater viewer satisfaction with UHF in the urban areas? Do suburban areas suffer from poor UHF picture quality? Is ghosting a significant problem on UHF? How much are consumers willing to pay for improved reception? Cost: \$120,000-\$150,000.

The task force will consist of four professionals and is being formed in the Office of Plans and Policy. The task force manager has already been selected. He is Philip Gieseler, an OPP engineer. Virginia Armstrong, formerly with the President's Commission on Military Compensation and before that a member of the Bicentennial staff, is serving as a consumer specialist on a contract basis pending a final hiring decision on the person to fill that position.

The unit's work will be divided into three phases:

- One, determination of the problem, which will include compilation of existing information and initiation of research contracts, January-March 1979; receipt of initial product from research contractors and conduct of independent analyses, March-June 1979; start of drafting of interim report, May 1979; release of interim report, August 1979.

- Two, evaluation of improvements, May 1979-February 1980.

- Three, formulation of alternatives for improved UHF reception, January-September 1980.

## WU hopes to put up newest bird on block

**Westar III, with 12 transponders, is ready to launch, awaits approval of orbit slot from FCC**

Western Union Corp. announced that it intends to launch its third Westar domestic communications satellite this August. The announcement of the new \$30-million venture comes only a month after Western Union's principal competitor in the satellite field, RCA Corp., announced that it would be launching its third satellite later this year (BROADCASTING, Dec. 11, 1978).

The new Westar III is already constructed and has been held by the compa-

ny until now as a spare and back-up for the satellite system. "With our present satellites being used heavily and [with] a number of potential new orders, we prefer to have Westar III in orbit rather than on the ground," a company spokesman said.

Each Westar has 12 transponders, and the new satellite will increase the system's capacity by 50%, to 36 video channels. (Each transponder is capable of relaying 1,200 one-way voice transmissions, one video feed or as many as 60 million bits per second of computer data.) The RCA satellites, which feature vertically and horizontally polarized transponders, have 24 channels each.

Both launches will require FCC approval. Western Union has applied for permission to place the new Westar at 91 degrees west longitude, outside the prime 119 degrees to 132 degrees west longitude arc in which a geosynchronous satellite must sit if it is to cover all 50 states. Westar I is the only Western Union satellite in that arc, which is also occupied by RCA's Satcom II and AT&T/GTE's Comstar I. RCA has applied to the FCC for a position within the arc, and Western Union has opposed that move on the grounds that RCA would be the only company with two satellites covering all of the country. Domestic communications satellites must be four degrees apart, according to FCC rules, in order to reduce interference problems.

## Say no to STL request, recommends NAB

**Group tells FCC it should not grant request by Moseley to open up portion of UHF spectrum**

The National Association of Broadcasters has asked the FCC not to approve a request made last November to allow aural studio-to-transmitter (STL) links and aural intercity relay stations to operate on unused portions of the UHF band. The NAB also asked the commission to return to broadcasters frequencies in the 947 mhz to 952 mhz portion of the spectrum because they are needed "for transmission from studios to transmitters."

Last fall, Moseley Associates, Goleta, Calif., equipment manufacturer, asked the commission to open portions of the UHF spectrum for STL operations. The company asked for "unassigned UHF TV channels" for STL operations "when frequencies in the 947 mhz to 952 mhz spectrum are unavailable" (BROADCASTING, Nov. 27, 1978).

NAB, however, has told the FCC that his "should not be done until all other potential solutions have been considered." NAB said the frequencies in the 947 mhz to 952 mhz range, which previously were assigned to broadcasters for auxiliary services but are now assigned to land mobile use, will be needed by broadcasters for STL when AM stereo becomes a reality. With that development, NAB said, "the demand for dual high quality STL channels will explode."

## Watching out for the big guys

In letter to Ferris, Microband says Xerox proposal for business communication network could be done by MDS firms too, and FCC should allow duplex transmission

Huge, "highly capitalized" industrial firms are attempting to move into a field of communications that smaller multipoint distribution firms feel is a natural extension of their present services, one MDS operator told the FCC in a letter delivered over the Christmas holidays to Chairman Charles Ferris.

Specifically discussing the proposed Xerox Telecommunications Network for business communications (BROADCASTING, Nov. 27, 1978), Don Franco, president of Microband Corp. of America, an MDS firm, wrote Chairman Ferris that "with limited rule revisions, MDS can provide the same communications services as are envisioned by the Xerox proposal."

According to the letter, Xerox in fact developed its proposal for the planned web of satellites, earth stations and microwave towers after the corporation's personnel "spent considerable time over the course of the past 12 months with Microband executives." Furthermore, the letter states, "In substantial part, the Xerox filing reflects a great deal of the information they obtained during this period."

The letter asks the commission neither to deny the Xerox proposal or delay it. Rather, it says, the FCC should authorize MDS operators to use duplex transmissions "in order that we will be better able to meet the present needs of business communications users and to compete in the future on a fair and equal basis with the giant office equipment and data processing companies now entering the communications field."

## Getting set for SMPTE

Discussions of up-to-the-minute broadcast technology—emphasizing one-inch tape recorders, microprocessors and digital TV—will dominate the winter television conference of the Society of Motion Picture and Television Engineers.

Set for Friday and Saturday, Feb. 2-3 at the St. Francis hotel in San Francisco, the conference is to offer presentations of technical papers related to four primary themes: (Friday) production and post-production operating experience with one-inch video tape recorders (including computerized editing); microprocessors in machine control and video editing; (Saturday) digital video effects and computer animation, digital video recording.

Coinciding with the technical sessions will be an exhibition of equipment also related to the conference program.

## In Sync

Up and coming in broadcast technology

**Fiber's future.** The commercial role of fiber optics is certain to increase over the next decade, but "the already crowded field will be characterized by poor return on investments," according to Frost & Sullivan Inc., a New York market research firm, in a new study, "Fiber Optics Technology and Markets." Says the study: "We dispute the widely heralded forecasts of explosive growth for fiber optics markets during the coming decade." □ □ □ **Not that the market will stagnate.** Over the next 10 years, the study says, fiber optic shipments will increase more than five-fold—from \$11 million in 1978 to \$60 million by 1987. "The total, however, is paltry when compared either to market projections touted by others or to the market values of alternative technologies that proponents of fiber optics hope to displace." □ □ □ **What the market will look like.** According to Frost & Sullivan, the military market for fiber optics will be \$20 million in 1987. Applications in telephony will account for \$22 million in sales, and in telecommunications another \$10 million. "Computers and terminals, industrial applications and so-called wired homes will each be at a \$2-million level as well." □ □ □ **And a conclusion.** The report says that technical problems, in particular, hold back commercial implementation of fiber optic systems. Virtually "every component area poses serious limitations," the study says. □ □ □ **From the top of the world.** WTFM(FM) New York became the first radio station to broadcast from the top of the city's tallest building Dec. 20, when it inaugurated its new tower, 1,440 feet above street level, atop the north end of the World Trade Center. Most other stations in the city probably will not begin transmitting from the center before the latter half of the year—when a single master antenna on the south end of the building is expected to be ready for use. □ □ □ **Neutrinos.** They may sound like a new breakfast cereal, but the tiny next-to-nothings—actually sub-atomic particles having neither electrical charge nor mass—have been used by Western Washington University scientists to send some messages through the earth. The team of scientists, which was headed by Dr. Peter Kotzer, reported a successful communications experiment at the Fermi National Laboratory, Batavia, Ill., last month during which they transmitted messages several miles through hills. Dr. Kotzer speculates that neutrinos could provide global television transmission that could obviate the need for satellites. The U.S. Navy has also taken an interest in neutrino communication, primarily as a means of communicating with deeply submerged submarines. □ □ □ **Sharp's latest.** Sharp Electronics Corp. has introduced a 12-pound, XC-530 electronic news-gathering camera that it is selling



for only \$8,900. It features three bonded Saticon tubes attached directly to the camera's dichroic mirror. Operating at low light levels, the XC-530 offers a minimum of 400 lines horizontal resolution with a signal-to-noise ratio of 46 db. □ □ □ **It's a breeze.** Listeners to 10-watt noncommercial WPCR-FM Plymouth, N.H., probably would not have noticed otherwise, but last Nov. 26 the station went wind-powered. "We are on wind power. This hour is 100% wind-propelled,"

said the station announcer, and the whirring blades of the windmill that's connected to the generator that's connected to the storage battery that's connected to the transmitter sent the signal out to the coverage area. "We're doing it to demonstrate the feasibility of wind power," said Paul Shulins, general manager of the station and a senior at Plymouth State College. The transmitter actually averages only three to four hours a day of wind power, but when the winds are up, "sometimes we can run all day." The windmill is a 12-foot tower with an eight-foot propeller on top. Mr. Shulins says they are working up an application for a monetary grant to increase the energy capacity of the wind project, planning ultimately to run everything in the station. □ □ □ **Until then?** The station is maintaining its back-up conventional energy system. □ □ □ **Meanwhile, in far-off Bryan, Ohio.** WBNO(AM), a commercial station, is participating in a Massachusetts Institute of Technology experiment on a photovoltaic (solar energy) power system. Construction will begin on the system this spring, and the 110-foot-by-160-foot solar array is expected to be in operation by late summer. The system, which will power WBNO's transmitter, is designed to generate 15,000 watts of electric power. The system will also include a battery bank capable of storing 40,000 watt-hours of electrical energy. As part of the deal, the station has agreed to conduct tours of the new facility when it is completed.

# The Broadcasting Playlist™ Jan 8

## Contemporary

<u>Last This</u> <u>week week</u>	<u>Title</u> □ <u>Artist</u>	<u>Label</u>
1 1	<i>Le Freak</i> □ Chic	Atlantic
3 2	<i>My Life</i> □ Billy Joel	Columbia
2 3	<i>Too Much Heaven</i> □ Bee Gees	RSO
4 4	<i>Don't Bring Me Flowers</i> □ Streisand/Diamond	Columbia
5 5	<i>YMCA</i> □ Village People	Casablanca
9 6	<i>Hold the Line</i> □ Toto	Columbia
7 7	<i>Sharing the Night Together</i> □ Dr. Hook	Capitol
6 8	<i>MacArthur Park</i> □ Donna Summer	Casablanca
10 9	<i>I Love the Night Life</i> □ Alicia Bridges	Polydor
12 10	<i>September</i> □ Earth, Wind & Fire	Columbia
24 11	<i>Got to Be Real</i> □ Cheryl Lynn	Columbia
16 12	<i>We've Got Tonight</i> □ Bob Seger	Capitol
13 13	<i>Ooh Baby, Baby</i> □ Linda Ronstadt	Asylum
15 14	<i>Instant Replay</i> □ Dan Hartman	Blue Sky
14 15	<i>I'm Every Woman</i> □ Chaka Khan	Warner Bros.
8 16	<i>I Just Wanna Stop</i> □ Gino Vannelli	A&M
18 17	<i>(Our Love) Don't Throw It All Away</i> □ Andy Gibb	RSO
19 18	<i>Lotta Love</i> □ Nicolette Larson	Warner Bros.
32 19	<i>Do Ya Think I'm Sexy</i> □ Rod Stewart	Warner Bros.
— 20	<i>I Will Survive</i> □ Gloria Gaynor	Polydor
23 21	<i>Shake It</i> □ Ian Matthews	Mushroom
21 22	<i>Fire</i> □ Pointer Sisters	Planet
25 23	<i>A Little More Love</i> □ Olivia Newton-John	MCA
26 24	<i>Strange Way</i> □ Firefall	Atlantic
— 25	<i>Shake Your Groove Thing</i> □ Peaches & Herb	Polydor
20 26	<i>Promises</i> □ Eric Clapton	RSO
27 27	<i>Every 1's a Winner</i> □ Hot Chocolate	Infinity
29 28	<i>Shattered</i> □ Rolling Stones	Rolling Stones
22 29	<i>How Much I Feel</i> □ Ambrosia	Warner Bros.
11 30	<i>Time Passages</i> □ Al Stewart	Arista
44 31	<i>Somewhere in the Night</i> □ Barry Manilow	Arista
41 32	<i>Soul Man</i> □ Blues Bros.	Atlantic
30 33	<i>Bicycle Race/Fat Bottomed Girls</i> □ Queen	Elektra
28 34	<i>Sweet Life</i> □ Paul Davis	Bang
35 35	<i>New York Groove</i> □ Ace Frehley	Casablanca
33 36	<i>How You Gonna See Me Now</i> □ Alice Cooper	Warner Bros.
46 37	<i>Don't Hold Back</i> □ Chanson	Ariola
43 38	<i>Home and Dry</i> □ Gerry Rafferty	United Artists
47 39	<i>The Gambler</i> □ Kenny Rogers	United Artists
— 40	<i>Straight On</i> □ Heart	Portrait
36 41	<i>Double Vision</i> □ Foreigner	Atlantic
34 42	<i>Hot Child in the City</i> □ Nick Gilder	Chrysalis
49 43	<i>Don't Cry Out Loud</i> □ Melissa Manchester	Arista
37 44	<i>Kiss You All Over</i> □ Exile	Warner Bros.
— 45	<i>Blue Morning, Blue Day</i> □ Foreigner	Atlantic
31 46	<i>Part Time Love</i> □ Elton John	MCA
45 47	<i>Love Don't Live Here Anymore</i> □ Rose Royce	Warner Bros.
50 48	<i>Take Me to the River</i> □ Talking Heads	Sire
— 49	<i>Dancin' Shoes</i> □ Nigel Olsen	Bang
40 50	<i>Get Off</i> □ Foxy	TK

## Playback

**Disco disks.** Disco, the trend of 1978, appears to be setting the pace for 1979: two new disco records enter high on the chart this week and two others make significant moves. Gloria Gaynor's *I Will Survive* (Polydor) comes on at 20 and Peaches and Herb's *Shake Your Groove Thing* (Polydor) enters at 25. Eva Wood of WLAC(AM) Nashville calls *I Will Survive* "real gutsy disco. It's a female-type record. Lyrically it's very, very strong. It's a stronger record [than *Shake Your Groove Thing*]. It may have more longevity; it's more mass appeal—but both are legitimate [hits]." Among this week's disco prime movers, Cheryl Lynn's *Got to be Real* (Columbia) jumps from 24 to 11 and Rod Stewart's *Do Ya Think I'm Sexy* (Warner Bros.) moves from 32 to 19. **Blues bolter.** The Blues Brothers (Joliet Jake Blues and Elwood Blues—alias John Belushi and Dan Aykroyd of *Saturday Night Live* fame) have a hit with *Soul Man* (Atlantic), which bolts to 32. The single, from the platinum live *Briefcase Full of Blues* album, is a remake of the Sam and Dave classic. Many programers—Dave Masters of KODI(AM) Great Falls, Mont., among them—say the cut closely resembles the original, and with good reason: The Brothers are backed by Steve Cropper and Duck Dunn, who performed on the Sam and Dave version. Says Mr. Masters: "Musically, it's very good and very close to the original; almost identical arrangement and vocals." Mike Stone of KMGK(AM) Des Moines, Iowa, says "The band is extra tight and it's well produced." **Melissa's music.** Melissa Manchester, best known for her *Midnight Blue* hit, is out with a new single, *Don't Cry Out Loud* (Arista). It bolts to 43 this week and, says Mike Munday of WFLB(AM) Fayetteville, N.C., "It's a good record. It will be a big hit for Melissa."

## Country

<u>Last This</u> <u>week week</u>	<u>Title</u> □ <u>Artist</u>	<u>Label</u>
1 1	<i>The Gambler</i> □ Kenny Rogers	United Artists
4 2	<i>Why Have You Left...</i> □ Crystal Gayle	UA
3 3	<i>Lady Lay Down</i> □ John Conlee	ABC
6 4	<i>Your Love Had Taken Me That High</i> □ Conway Twitty	MCA
5 5	<i>Tulsa Time</i> □ Don Williams	ABC
25 6	<i>Come On In</i> □ Oak Ridge Boys	ABC
21 7	<i>The Official Historian...</i> □ Statler Bros.	Mercury
9 8	<i>Do You Ever Fool Around</i> □ Joe Stampley	Epic
2 9	<i>Gimme Back My Blues</i> □ Jerry Reed	RCA
10 10	<i>Texas (When I Die)</i> □ Tanya Tucker	MCA
7 11	<i>Burgers &amp; Fries</i> □ Charley Pride	RCA
8 12	<i>Rhythm of the Rain</i> □ Jacky Ward	Mercury
12 13	<i>I've Done Enough Dying Today</i> □ Larry Gatlin	Monument
— 14	<i>Every Which Way But Loose</i> □ Eddie Rabbitt	Elektra
16 15	<i>Please Don't Play a Love Song</i> □ Marty Robbins	Columbia
13 16	<i>We've Come a Long Way Baby</i> □ Loretta Lynn	MCA
20 17	<i>You Don't Bring Me Flowers</i> □ Brown & Cornelius	RCA
14 18	<i>Baby I'm Burnin' 'o</i> □ Dolly Parton	RCA
18 19	<i>All of Me</i> □ Willie Nelson	Columbia
— 20	<i>Wake Up in Your Arms</i> □ Kenny O'Dell	Capricorn
15 21	<i>The Bull and the Beaver</i> □ Haggard & Williams	MCA
— 22	<i>Whiskey River</i> □ Willie Nelson	Columbia
19 23	<i>On My Knees</i> □ Charlie Rich	Epic
— 24	<i>Mr. Jones</i> □ Big Al Downing	Warner Bros.
24 25	<i>I Just Want to Love You</i> □ Eddie Rabbitt	Elektra

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

## Media

**Jim Myers**, assistant general manager, KRON-TV San Francisco, joins KSFO(AM) there as VP-general manager. **Gregory W. Reed**, general sales manager, KSFO, named VP-general manager of co-owned KEX(AM) Portland, Ore.

**George C. Carpenter III**, general manager, WHO-TV Des Moines, Iowa, elected VP-general manager of WHO Broadcasting Co. division of Palmer Broadcasting Co., which includes WHO-AM-TV. Elected VP's and continuing as members of board of Palmer: **Mrs. Thomas D. McCloskey Jr.**, Lake Park, Fla.; **Mrs. Kermit S. Sutton**, Des Moines; **Mrs. J. Douglas Miller**, Davenport, Iowa, and **Robert G. Engelhardt**, Des Moines. Mrs. McCloskey, Sutton and Miller are daughters of late Dr. David D. Palmer, founder of company.



Carpenter



Hyland

**Robert Hyland III**, general sales manager, WCBS(AM) New York, appointed VP, CBS Radio Division, and general manager, WCBS, succeeding **John Lack**, who has been named executive VP, programming and marketing, Warner Cable Corp., New York (BROADCASTING, Jan. 1).

**Jack Palvino**, from WBBF(AM) Rochester, N.Y., joins WWOR(FM) there as VP-general manager.

**Tommy Walker**, general manager, WGLD-FM High Point, N.C., named general manager of co-owned WKIX(AM)-WYYD(FM) Raleigh, N.C.

**Forest F. Whitehead**, operations director, WINA(AM) Charlottesville, Va., appointed general manager. **George Habel**, news director, WINA, named general manager of co-owned Virginia News Network.

**Scott Vaughan**, general manager, and **Jack Parris**, station manager, KGUN-TV Tucson, Ariz., named VP's.

**Don Prijatel**, program director, WDTN(TV) Dayton, Ohio, named station manager.

**Don Neil**, general sales manager, KLAA(TV) West Monroe, La., assumes additional responsibilities as station manager.

**Donald W. Meyers**, general manager, WAKY(AM) Louisville, Ky., joins WMC-FM Memphis as station manager.

**Jennifer Martin**, attorney with New York law firm of Greenbaum, Wolff & Ernst, joins ABC-TV in Los Angeles as associate director of contracts, West Coast.

**Raymond J. Tucker**, secretary-treasurer, Cox Broadcasting, group owner based in Atlanta, elected VP.

**Ron Davison**, program director and air personality, WQIO(AM) Canton, Ohio, named operations manager.

**Al Petronio**, corporate accountant, WFAA-TV Dallas, joins WTAF-TV Philadelphia as assistant business manager.

**Mike Meadows**, corporate accountant, Taft Broadcasting, Cincinnati, named assistant controller. **Michael C. Brungs**, staff accountant, succeeds Mr. Meadows.

**Robert R. Landman**, manager of systems in management information systems department, NBC, New York, appointed director of TV stations systems.

New officers, Indiana Broadcasters Association: **Chris Duffy**, WTHR(TV) Indianapolis, president; **W.R. (Bill) Williamson**, WIOU(AM)-WZVZ(FM) Kokomo, president-elect; **Reid Chapman**, WANE-TV Fort Wayne, VP-TV; **Kenneth Coe**, WLOI(AM)-WCOE(FM) La Porte, VP-AM; **William Kepler**, WAOV-AM-FM Vincennes, VP-FM; **Robert Rouse**, WVTS(FM) Terre Haute, secretary-treasurer, and **Charles Blake**, WIKY-AM-FM Evansville, assistant secretary-treasurer.

## Broadcast Advertising

**Charles Bachrach**, broadcast account supervisor, **Peter Craighead**, account supervisor, and **Frances Devereux**, personnel director, Ogilvy & Mather, New York, elected senior VP's.

**Noah Bass**, account executive and creative director for entertainment division, D'Arcy-MacManus & Masius, New York, working primarily on Universal Pictures account, elected VP. **Thom Rhodes**, from Wilson, Haight & Welch, Hartford, Conn., joins DM&M in St. Louis as associate media director on General Mills accounts.



Stein

**Dick Stein**, VP, sales/marketing, Broadcast Marketing Co., Los Angeles, sales consultancy firm, named VP-retail marketing, Radio Advertising Bureau, New York.

**Doris J. Howe**, account executive, WITS(AM) Boston, joins Marv Roslin Radio Sales, Boston, as New England sales manager.

**Lloyd Senn**, specialist in farm radio in Southwest and Midwest, named director of Ag Development, newly formed agricultural marketing division of Torbet Radio, New York. He will be based in Lubbock, Tex.

**Susan Herridge**, assistant planner, Campbell-Mithun, Minneapolis, joins Carmichael-Lynch, Minneapolis, as media planner.

**C. Roger Lewis**, director of new product development, General Foods Corp., joins J. Walter Thompson, San Francisco, as management supervisor. **Alfred B. Whelan**, from Clorox Co., Oakland, Calif., joins JWT in San Francisco as account supervisor. **Don Vaughn**, partner in Tom, Vaughn & Hayashi Advertising, Honolulu, and **Stephen J. Weiss**, chief copywriter and associate creative director, Havill Associates, Washington, join creative staff of JWT in San Francisco.

**Eric R. Wessman**, senior commercial policy editor in broadcast standards department of NBC, New York, appointed commercial policy manager, broadcast standards.

**Steve Barry**, national sales manager, WDTN(TV) Dayton, Ohio, named sales manager.

**Don Walker**, from KIQQ(FM) Los Angeles, joins KMJC(AM) San Diego as general sales manager.

**Peter J. Mitchell**, national sales manager, WOR-TV New York, named VP.

**Darris Forgy**, VP-general sales manager, WING(AM)-WJAI(FM) Dayton, Ohio, named executive VP.

**John Dienert**, account executive, WSET-TV Lynchburg, Va., joins WYTV(TV) Youngstown, Ohio, as local sales manager.

**Patrick J. Gmlter**, director of television and radio sales, Cox Broadcasting, group owner based in Atlanta, elected VP-broadcast sales.



Gmlter



O'Neil

**Frank O'Neil**, sales manager, KXAS-TV Fort Worth, appointed general sales manager.

**David Gingold**, station manager, WMC-FM Memphis, named assistant manager, responsible for sales development.

**Louise Smith**, account executive, KPIX(TV) San Francisco, joins WLS-TV Chicago in same capacity.

**Andrea Weiner**, graduate student, Temple University in Philadelphia, joins sales staff of WTAF-TV there.

**Mike Gypins**, from WOL(AM) Washington, and **Jerry Lohrman**, sales manager, KRLY(FM) Houston, joins KCOH(AM) Houston as account executives.

**Rick C. Paul**, owner and president of Media Dimensions Inc., Washington, joins sales staff of WMAL(AM) there.

**James Shanahan**, from WPOP(AM) Hartford, Conn., joins WTIC-FM there as account executive.

**Sharon K. Wright**, sales representative, Bell & Howell Education Group, Chicago, joins KRNA(FM) Iowa City as account executive.

**J. Gregory Wathen**, sales manager, WKCM(AM) Hawesville, Ky., and **Timothy B. Jones**, sales representative, Media Statistics, Washington, join WGBF(AM) Evansville, Ind., as account executives.

**Jim Vann**, operations manager, WXTG(FM) Charleston, S.C., joins WEZL(FM) there as account executive.

**Bob Bonnell**, account executive, WJVA(AM) South Bend, Ind., joins WSJV(TV) Elkhart, Ind., as local account executive. **Jean Knapp**, sales secretary at WSJV, named account executive.

**Daniel Gorby**, graduate, Florida State University, Tallahassee, joins WLEQ(FM) Bonita Springs, Fla., as account executive.

**Rhonda Prewitt**, media buyer, Faulkner & Associates Advertising, Little Rock, Ark., joins KARN(AM) there as account executive.

**Lavern (Bud) Mansfield**, account executive, WTAC(AM) Flint, Mich., joins WTRX(AM) there in same capacity.

**Neil Schwartz**, senior account executive, WLKW-AM-FM Providence, R.I., and **Marianne Story**, account executive, WGNG(AM) Providence, join WJAR-TV there as account executives.

## Programing

**Arnold Turner**, producer, *Six Million Dollar Man*, NBC, Los Angeles, named producer of *Harris and Company*.

**Charles Stanford**, assistant general attorney, ABC, New York, named director of legal and business affairs for ABC Sports.

**Robert Cohen**, production manager, Performance Guarantees, joins Sandy Frank Film Syndication, New York, as account executive.



Curley

**J. Clifford Curley**, program director, KDKA-TV Pittsburgh, joins WRC-TV Washington as director of programing.

**Jeff Salgo**, editor-director of research for *International Radio Report*, joins KMJC(AM) San Diego as program director.

**Jack Casey**, program director, WROV(AM) Roanoke, Va., joins

WRXL(FM) Richmond, Va., in same capacity.

## News and Public Affairs

**E.S. (Bud) Lamoreaux III**, producer for CBS Sports, New York, named senior producer of *Sunday Morning*, CBS News.

**Ray Depa**, associate news director, WOWT(TV) Omaha, joins KGUN-TV Tucson, Ariz., as news director.

**Jim Barber**, production manager, KCRA-TV Sacramento, Calif., named news director of 5

p.m. and 11 p.m. news. **Duane Borovec**, assistant news director and executive news producer, succeeds Mr. Barber. **Steve Haskins**, assignment editor, succeeds Mr. Borovec. **Jim Drennan**, news director and assignment editor, KXTV(TV) Sacramento, joins KCRA-TV as assignment editor.



Cohen

**Steve Cohen**, director of news for WNAC-TV Boston, named director of news for WCBS-TV New York, effective Jan. 15, succeeding **Jim Cusick**.

**Jeff Gralnick**, director and executive producer of special events unit, ABC News, and **Pamela Hill**, executive producer and director of ABC News docu-

mentaries, named VP's.



Gralnick



Hill

**Scott R. White**, director of news and public affairs, WKIX(AM)-WYYD(FM) Raleigh, N.C., joins WBT(AM)-WBCY(FM) Charlotte, N.C., as news director.

**Randy Graff**, city hall reporter, WIZM-AM-FM La Crosse, Wis., appointed news director. He succeeds **Doug Breisch**, who moves to KDTH(AM) Dubuque, Iowa, in same capacity. **Scott Stein**, graduate, University of Wisconsin, La Crosse, joins WIZM as reporter.

**Susan Garrett**, reporter for WINA(AM) Charlottesville, Va., and for co-owned Virginia News Network, named news director of WINA. **Edward Swindler**, reporter, WINA and Virginia News Network, named news director of Virginia News Network.

**Allen Scott**, news editor, KULF(AM) Houston, joins KFRD-AM-FM Rosenberg, Tex., as news director.

**Ernest Ford**, assignment editor, KSL-TV Salt Lake City, named managing editor. **Janice Evans**, producer of 10 p.m. news, named executive producer of news.

**William J. Covington**, senior attorney in law department, NBC, New York, appointed senior administrator, news talent contract negotiations, NBC News.

**Carol Halmes**, from KCRL-TV Reno, joins KORK-TV Las Vegas as reporter. **Richard Pratt**, from KTHV(TV) Little Rock, Ark., joins KORK-TV as photographer.

**Rich Newberg**, general assignment reporter, WMAQ-TV Chicago, joins WIVB-TV Buffalo, N.Y., as weekend anchor and investigative reporter.

**John Buchin**, reporter, WHEC-TV Rochester, N.Y., joins WTNH-TV New Haven, Conn., in same capacity.

**Steve Silber**, production assistant, WHN(AM) New York, joins WBRE-AM-FM Wilkes Barre, Pa., as anchor-reporter.

**David R. Cochran**, news producer and assignment editor, WJZ-TV Baltimore, joins WPVI-TV Philadelphia as noon news producer.

**Sara Hassinger**, news director, WJHL-TV Johnson City, Tenn., joins WSPA-TV Spartanburg, S.C., as director of weekend news program. She will also produce public affairs programs.

**Darryl Crouch**, weekend weathercaster, WWLP(TV) Springfield, Mass., joins WVIT(TV) New Britain, Conn., in same capacity.

**Richard M. Schmidt Jr.**, partner in Washington law firm of Cohn & Marks, named chairman of board of trustees of Washington Journalism Center. He succeeds **Theodore F. Koop**, retired VP of CBS who headed Center's board for five years.

**James J. Kilpatrick**, newspaper columnist and television commentator, named to receive William Allen White Foundation award for journalistic merit from University of Kansas at luncheon Feb. 9 in Lawrence.

## Promotion and PR

**Jack Jacobson**, program director, KGUN-TV Tucson, Ariz., joins KTVK(TV) Phoenix as promotion and publicity director.

**Allison Kaplan Russell**, media specialist, American Trucking Association, Washington, joins WKYS(FM) there as advertising and promo-

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tion manager.

**Linda Brown**, director of national program promotion, noncommercial WGBH-TV Boston, joins National Public Radio, Washington, as director of promotion and public affairs.

**Morgan Jeffreys**, news director, KFRD-AM-FM Rosenberg, Tex., named public relations director.

**Jane Gibbons**, freelance writer, Los Angeles, named manager, business information, West Coast, ABC public relations.

**Ivan Ladizinsky**, manager of promotion and publicity, KTVU(TV) Oakland, Calif., joins CBS Entertainment as manager of affiliate promotion services, West Coast.

**James A. Gershman**, broadcast promotion consultant, noncommercial WSBE-TV Providence, R.I., named director of public information.

## Broadcast Technology

**Joe Reighley**, transmitter supervisor, from KSHO-TV Las Vegas, joins KORK-AM-FM there as chief engineer.

**Harold Thompson**, chief engineer, WDTN(TV) Dayton, Ohio, appointed director of engineering development.

**Joseph A. Martinez**, field project coordinator, RCA, named sales engineer for RCA broadcast systems, based in Miami. **George J. Stepanenko**, attorney adviser with Office of Opinions and Review, FCC, Washington, joins law department of RCA Global Communications, New York.

**Nate Sholar**, Eastern regional manager, Utility Tower Co., Mayfield, Ky., forms World Tower Co. there.

## Allied Fields

**Osborn Elliott**, former New York deputy mayor for economic development and former editor-in-chief and chairman, *Newsweek*, named dean, Columbia University Graduate School of Journalism, New York, effective in April. Mr. Elliott succeeds **Elle Abel**, who leaves Columbia in June to serve as Chandler professor of journalism at Stanford University, Palo Alto, Calif.

**Dennis Lane**, from Federal Energy Regulatory Commission, Washington, and **Richard H. Waysdorf**, graduate, Syracuse (N.Y.) Law School, join Wilner & Scheiner, Washington.

**John D. Pellegrin**, from Fletcher, Heald & Hildreth, Washington, opens communications law firm in Washington and Springfield, Va.

**Herbert L. Golden**, head of his own investment bank to serve entertainment industry, Lexington International Inc., New York, joins Bankers Trust Co. there as senior consultant in charge of newly formed media group.

## Deaths

**Charles Greenough Mortimer**, 78, retired chairman and chief executive officer of General Foods Corp., died Dec. 25 in Orleans, Mass. He lived in White Plains, N.Y. Mr. Mortimer, who was early chairman of Advertising Council, began his career at age 22 as baking powder salesman. He joined Madison Avenue advertising agency George Batten Co. (now BBDO) in 1921 and moved to Postum Co., which later changed its name to General Foods, in 1928. He was named executive VP in 1952; president and chief executive officer in 1954; chairman and chief executive officer in 1959, and chairman of executive committee in 1965, retiring in 1971. Survivors include his wife, Elizabeth, three sons and one daughter.

**Thomas F. Reynolds**, 67, White House correspondent for United Press during Franklin Roosevelt's administration, died Dec. 27. He was also special correspondent for NBC during national political conventions in 1960, 1964 and 1968. Survivors include his wife, Helene, and one daughter.

# For the Record

As compiled by BROADCASTING based on filings, authorizations, petitions and other actions announced by the FCC during the period Dec. 21 through Dec. 29.

Abbreviations: ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aural.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional anten-

na. Doc.—Docket. ERP—effective radiated power. freq.—frequency. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. MEOW—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. SL—studio location. SH—specified hours. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. \*—non-commercial.

## New Stations

### AM actions

■ **Floralá, Ala.**—Broadcast Bureau granted Floralá Broadcasting Co. 1230 khz, 1 kw-U. Address: P.O. Box 202, Floralá 36442. Estimated construction cost \$42,377; first-year operating cost \$31,680; revenue undetermined. Format: MOR. Principals: Larry Grover, president, and 19 others. None has other broadcast interests. Mr. Grover is accountant at Lawrenceville, Ga., bank. (BP-20575) Action Dec. 18.

■ **Tuba City, Ariz.**—Broadcast Bureau granted Navajo Bible School and Mission 1050 khz, 5 kw-D. P.O. address: Drawer F, Window Rock, Ariz. 86515. Estimated construction cost \$25,075; first-year operating cost \$25,146; revenue \$27,394. Format: Religious, pops. Principals: Applicant is licensee of KHAC(AM) Window Rock (BP-20,475). Action Dec. 18.

■ **Pittsburg, Ky.**—Broadcast Bureau granted Q Radio Group 1600 khz, 500 w-D. P.O. address: Route 2, Box 243, London, Ky. 40741. Estimated construction cost \$32,245; first-year operating cost \$32,100; revenue \$60,000. Format: Contemporary. Principals: James A. Jones, David I. Humes and Mark A. Cole (33-1/3% each). Mr. Jones is engineer for different Kentucky stations. Mr. Cole is announcer for WVLC(AM) Lexington, Ky., as is Mr. Humes. (BP-20, 616) Action Dec. 18.

■ **Lebanon, Tenn.**—Broadcast Bureau granted S&W Enterprises 1600 khz, 500 w-D. P.O. address: Box 40333, Nashville 37204. Estimated construction cost \$10,000; first-year operating cost \$35,000; revenue \$48,000. Format: C&W, pops. Principals: P.L. Severy and S.B. Walker. Mr. Severy deals in machine tools Mr.

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Walker is station manager at WAMB(AM) Donelson, Tenn. (BP-20, 386) Action Nov. 13.

■ Pleasant Prairie, Wis.—Broadcast Bureau returned as unacceptable for filing application for CP of Metro Broadcasting Corp. for new AM. Action Dec. 1.

#### FM actions

■ Haleyville, Ala.—Broadcast Bureau granted Haleyville Broadcasting Co. 92.7 mhz, 3 kw, HAAT: 238 ft. Address: PO 805, Route 5, North Haleyville 35565. Estimated construction cost \$78,079; first-year operating cost \$36,500; revenue \$45,000. Format: Standard pop. Applicant is owned by John L. Slatton who owns 42.5% of WLAY-AM-FM Muscle Shoals, Ala., 100% of WMSL(AM) Decatur, Ala. (BPH-11100) Action Dec. 6.

#### AM starts

■ WENA(AM) Penuelas, P.R.—Authorized program operation on 1330 khz, 500 w-D. Action Nov. 8.

#### FM starts

■ WALZ(FM) Machias, Me.—Authorized program operation on 95.3 mhz, ERP: 3 kw, HAAT: 220 ft. Action Nov. 21.

■ KOGA-FM Ogalala, Neb.—Authorized program operation on 92.7 mhz, ERP: 3 kw, HAAT: 295 ft. Action Nov. 15.

■ KREK(FM) Bristow, Okla.—Authorized program operation on 104.9 mhz, ERP: 3 kw, HAAT: 300 ft. Action Nov. 13.

■ KSLE(FM) Seminole, Okla.—Authorized program operation on 105.5 mhz, ERP: 3 kw, HAAT: 295 ft. Action Nov. 8.

■ KICR(FM) Coos Bay, Ore.—Authorized program operation on 98.3 mhz, ERP: 700 w, HAAT: 550 ft. Action Nov. 13.

■ WQVE(FM) Mechanicsburg, Pa.—Authorized program on 93.5 mhz, ERP: 3 kw, HAAT: 300 ft. Action Nov. 21.

■ KORM Orem, Utah—Authorized program operation on 107.1 mhz, ERP: 3 kw, HAAT: 920 ft. Action Oct. 27.

#### AM licenses

■ Broadcast Bureau granted following licenses covering new stations:

■ WYZZ(AM) Dobson, N.C. (BL780926AG); KHOL(AM) Beulah, N.D. (BL780912AF); WTNR(AM) Kingston, Tenn. (BL-14,482); WNPC(AM) Newport, Tenn. (BL780829AI); and WWBB(AM) Madison, W.Va. (BL781016AB).

#### FM licenses

■ Broadcast Bureau granted following licenses covering new stations:

■ KJCO(FM) Yuma, Colo. (BLH780928AA); \*WPCD(FM) Champaign, Ill. (BLED1743); \*WMSS(FM) Middletown, Pa., and WOTB(FM) Middletown, R.I. (BLH780918AH).

## Ownership Changes

#### Applications

■ KKTT(AM) Los Angeles and KUTE(FM) Glendale, Calif. (AM: 1230 khz, 1 kw-D, 250 w-N; FM: 101.9 mhz, 640 kw)—Seeks assignment of license from Tracy Broadcasting Co. and Progress Radio Network, respectively, to Inner City Broadcasting Corp. of Los Angeles for \$4,500,000 plus \$800,000 non compete agreement. Tracy is parent of Progress and is wholly owned by Richard B. Stevens who also owns KUPL-AM-FM Portland, Ore. Buyer is wholly owned subsidiary of Inner City Broadcasting. Percy E. Sutton is chairman and 29.3% owner. His brother Oliver has 22.6% interest. No other stockholder has more than 5%. Group, through subsidiaries, owns WLIB(AM)-WBLS(FM) New York; been granted FCC consent to buy WBRB-FM Mt. Clemens, Mich., and has purchased KRE-AM-FM Berkeley, Calif., subject to FCC approval. Ann. Dec. 18.

■ KIDO(AM) and CP for KNFR(FM) Boise, Idaho (AM: 630 khz, 5 kw-U, DA-2; FM: 104.3 mhz, 50 kw)—Seeks assignment of license from KIDO Broadcasters Inc. to Sundance Broadcasting Inc. for \$715,000 plus \$100,000 non compete agreement. Seller is owned (100%) by Dale G. Moore who owns 91.8% of Western Broadcasting, licensee of KCAP-AM-FM Helena, KGVO(AM) Missoula, all Montana; and

KMVT-TV Twin Falls and KSEI(AM)-KRBU(FM) Pocatello, both Idaho. Western is also half owner of WAPA-TV San Juan, P.R. Buyer is owned (100%) by David E. Reese, director of banks in Prescott, Ariz., and Columbus, Ohio. He has no other broadcast interests. Ann. Dec. 18.

■ KWRL(AM) Sparks, Nev. (1270 khz, 1 kw-D)—Seeks assignment of license from Peter Forsythe (receiver) to Jonsson Broadcasting Corp. for \$250,000. Seller: Mr. Forsythe is general manager of station which previously filed bankruptcy. Buyer is owned by Kenneth A. Jonsson (65%); his wife, Diana (10%), and son, Michael (15%). Group recently purchased KROY(AM)-KROI(FM) Sacramento, Calif. Mr. Jonsson is also former 33% owner of KRLO(AM)-KAFM(FM) Dallas and has interest in bank and computer service company. Ann. Dec. 18.

■ WELX(AM) Xenia, Ohio (1110 khz, 250 w-D, DA)—Seeks assignment of license from H&H Broadcasters Inc. to L&D Broadcasting for \$160,000 plus 60,000 non compete agreement. Seller is owned by Harold J. Wright (90%) and his wife, Eleanor (10%), who formerly owned WHBM(FM) Xenia. Buyer is owned by LaRue (40%) and Darnell (20%) Turner (brothers), Francis Thomas (33%) and two others. LaRue Turner is director of telecommunications at Central State University, Wilberforce, Ohio. Darnell Turner is insurance agent and Mr. Thomas is retired professor at Central State. They have no other broadcast interests. Ann. Dec. 11.

■ WSJW(AM) Woodruff, S.C. (1510 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from R.F.D. Radio Inc. to Newton-Conover Communications Inc. for \$170,000. Seller is owned by Ronald K. Edwards who has no other broadcast interests. Buyer is principally owned by David and Janet Lingafelt (24% each) and Charles and Glenna Lingafelt (17.27% each). David and Charles are brothers. David (general manager) and Janet (assistant manager) work at WNNC(AM) Newton, N.C. Charles is former broadcast engineer and announcer. Ann. Dec. 18.

■ KCLT(AM) Lockhart, Tex. (1060 khz, 250 w-D, DA)—Seeks assignment of license from Radio Caldwell County Inc. to Triple R Broadcasting Inc. for \$240,000. Seller is owned by L.M. Pruess (80%) and Franklin Kasper (20%). They have no other broadcast interests. Buyer is owned by Esther Lou Copeland, Richard G. Copeland and Gayle C. Atchley (33.25% each), but Ralph D. Copeland (.25%) is president. Ralph, Richard and Gayle are children of Esther. Group also owns KIKZ(AM) Seminole, Tex. and is applicant for new FM in Seminole, Tex., and AM-FM in Ruidoso, N.M. Principals also are partners in aviation school in Sonora, Tex. Ann. Dec. 18.

#### Actions

■ KYDE(AM) Pine Bluff, Ark. (1590 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from KPBA Inc. to Smith Davis and Shields Inc. for \$325,000. Seller is owned by Dan W. Curran (45%), Frank D. Deramus (45%) and Dan D. Moulds (10%), who also own WKDL(AM) Clarksdale, Miss. Buyer is equally owned by John J. Shields, Warren B. Smith and Don J. Davis. All are owners of KGMR(FM) Jacksonville, Ark. Mr. Shields also owns 51% of KFLO(AM) Shreveport, La. (BAL-9356) Action Dec. 19.

■ KPLY(AM) Crescent City, Calif. (1240 khz, 250 w-U)—Broadcast Bureau granted assignment of license

from Mason C. Deaver and wife, Virginia (50% each) (Summit Broadcasters) to Mr. Deaver (100%), following death of his wife. (BAL781214EA) Action Dec. 21.

■ KVRE-AM-FM Santa Rosa, Calif. (AM: 1460 khz, 1 kw-D; FM: 101.7 mhz, 135 kw)—Broadcast Bureau granted assignment of license from KVRE Inc. to Visionary Radio Euphonics Inc. for \$400,000 plus assumption of liabilities. Seller: equally owned by Mr. and Mrs. Edward LaFrance and Mr. and Mrs. William H. Colclough, who have no other broadcast interests. Buyer: principally owned by Joyn Detz Jr., former vice president of Century Broadcasting Corp., who has applied for new AM-FM at Apple Valley, and new FM at Fort Bragg, Calif. (BAL781106ED, BALH781106EE) Action Dec. 26.

■ KSTR(AM) Grand Junction, Colo. (620 khz, 5 kw-D)—Broadcast Bureau granted transfer of control of Lincomm Inc. from Roy H. and Cecilia Adamson (68.69% before; none after) to group headed by William H. Nelson (none before; 23.8% after). Consideration: \$142,500. Other principal buyers are Paul S. Barru, Ben E. Carnes, Gregory K. Hóskin and George R. White (11.7% each). Mr. Nelson is an attorney. None have other broadcast interests. Robert A. Collins, who is operator of KSTR, will retain control of his shares (29.4%). (BTC781106EA) Action Dec. 26.

■ WAYK(AM)-WSWF(FM) Lehigh Acres, Fla. (AM: 1440 khz, 5 kw-D, 1 kw-N; FM: 107.1 mhz, 2.35 kw)—Broadcast Bureau granted assignment of license from Broadcast Management Inc. and Lee County FM Inc., respectively, to Dwyer Broadcasting. Robert Dwyer was granted ownership of licensee corps. on Sept. 29, 1978 and is now merging them into new corp. (BAL781220EA) Action Dec. 22.

■ WLOO(FM) Chicago (100.3 mhz, 6 kw); WABX(FM) Detroit (99.5, 36 kw); KWST(FM) Los Angeles (105.9 mhz, 72 kw), and KMEL(FM) (106.1 mhz, 69 kw) San Francisco—Broadcast Bureau granted acquisition of de jure control of licensees of WLOO and WABX and Century Broadcasting Corp. (parent corporation of KWST(FM) and KMEL) to George A. Collias, Howard Grafman and Anthony C. Karlos through purchase of stock from Paul V. Vranos, Lola P. Vranas, Sam N. Souleles, George N. Souleles and Steven Souleles for \$315,000 (BTCH781212EC EF). Action Dec. 22.

■ KJOT(FM) Boise, Idaho (105.1 mhz, 43 kw)—Broadcast Bureau granted assignment of CP from Gem State Broadcasting Corp. in reorganization involving no change in ownership. (BAPH781204EC) Action Dec. 19.

■ WYGO-AM-FM Corbin, Ky. (AM: 1330 khz, 5 kw-D, DA; FM: 99.3 mhz, 3 kw)—Broadcast Bureau granted assignment of license from James C. Vernon to Vernon-McCreery Broadcasting Inc. James Vernon has formed new licensee corp. in which John McCreery has purchased 20% interest for \$12,500. Mr. McCreery also has option to buy additional 30% interest. (BAL781218ED, BAPLH781218EE) Action Dec. 22.

■ WVLK-AM-FM Lexington, Ky. (AM: 590 khz, 5 kw-D, 1 kw-N; FM: 92.9 mhz, 100 kw)—Broadcast Bureau granted assignment of license from Bluegrass Broadcasting Co., parent of licensees of four stations, to newly formed subsidiary, WVLK Radio Inc. (BAL781215EC, BALH781215ED) Action Dec. 22.

■ WQRC(FM) Barnstable, Mass. (99.9 mhz, 50 kw)—Broadcast Bureau granted transfer of positive control of Cape Cod Broadcasting Co. from Richard D.

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Walsh and others (56% before; none after) to Donald P. Moore and others (44% before; 100% after). Consideration: \$369,000. Principals: Mr. Walsh and eight others are transferring their holdings to company president, Mr. Moore, who, after approval, will own 91% of stock (39% originally). Marguerite Cooper is retaining her 5% interest. Remaining shares are to go to John W. Miller, station manager. Mr. Moore is applicant for new AM at Middleborough, Mass. None of other principals has other broadcast interests. (BTCH781107ED) Action Dec. 26.

■ WACQ(AM)-WTTK(FM) Boston (AM: 1150 khz, 5 kw-U; FM: 100.7, 50 kw)—FCC granted assignment of license from Plough Broadcasting to GCC Communications for \$3.3 million plus \$250,000 covenant not to compete. Seller: Licensee of WPLO(AM)-WVEE(FM) Atlanta, WCAO(AM)-WXYV(FM) Baltimore, WJJD(AM)-WJEZ(FM) Chicago, WMP5(AM)-WHRK(FM) Memphis, WSUN(AM) St. Petersburg and WQXM(FM) Clearwater, both Fla., is public Delaware corporation. Buyer: is licensee of WFI-FM Philadelphia and WEFM-FM Chicago. It is 25% owned by Alexander M. Tanger and 75% by General Cinema Corp., public Delaware corporation with controlling interest in WFI and WEFM and licensee of WCIX-TV Miami. Action Dec. 21.

■ WCIB-FM Falmouth, Mass. (FM: 101.9 mhz, 50 kw)—Broadcast Bureau granted transfer of negative control of New England Media Corp. from Ralph Guild (37.5% before; none after) to Kenneth J. Patch (25% before; 50% after). Consideration: \$236,379. Principals: Mr. Guild is selling his 37.5% interest in licensee with 25% going to Mr. Patch, 10.2% to Roger A. Neuroff (31% before; 41.2 after), 1.7% going to John R. Neuhooff (5.5% before; 7.2% after), and .3% going to Geoffrey H. and Marion C. Neuhooff (.5% each before; .8% after). New principal, Mr. Patch is general manager and president of station and has no other broadcast interests. (BTCH781013EC) Action Dec. 19.

■ WNBY-AM-FM Newberry, Mich (AM: 1450 khz, 1 kw-D, 250 w-N; FM: 93.5 mhz, 3 kw)—Broadcast Bureau granted assignment of license from Newberry Broadcasting Co. to Prime Time Productions Inc. for \$141,500 plus \$1,000 covenant not to compete. Seller is sole proprietorship of Thomas Stewart Backus, who

is terminally ill. Buyer is owned by Alfred E. Thomas, president (50%), and Janet M. Johnson, secretary and treasurer (50%). Mr. Thomas is owner and president of Communication Service Co., two-way radio service of which Miss Johnson is also an officer. Mr. Thomas and Miss Johnson are also half owners and officers of Nashville recording studio. Neither has other broadcast interests. (BAL781106EB, BALH781106EC) Action Dec. 26.

■ WDSK(AM)-WDLT(FM) Cleveland, Miss. (AM: 1410 khz, 1 kw-D; FM: 92.7 mhz, 3 kw)—Broadcast Bureau granted assignment of license from Segars Broadcasting Inc. to Delta Radio Inc. for \$188,000. Seller is owned by Kelly Segars who owns WVOM(AM)-WTIB(FM) Iuka, Miss. Buyer is principally owned by Robert M. Williamson, president, who is general manager of WNLA-AM-FM Indianola, Miss. He has no other broadcast interests. (BAL781023EC, BALH781023ED) Action Dec. 26.

■ KSHE(FM) Chestwood, Mo. (94.7 mhz, 100 kw)—Broadcast Bureau granted acquisition of de jure control of Century Broadcasting Corp. (parent corp. of licensee) by George A. Collins, Howard Grafman and Anthony C. Karlos through purchase of stock from Paul V. Vranas, Lola P. Vranas, Sam N. Souleles, George N. Souleles and Steven Souleles for \$315,000. (BTCH781212EG) Action Dec. 22.

■ KDXT(FM) Missoula, Mont. (93.3 mhz, 38 kw)—Broadcast Bureau granted assignment of license from Jensen Broadcasting Co. to Jensen Broadcasting Co.-Ingstad Enterprises (partnership). Jensen Broadcasting, owned by Rex, Jack and Lamont Jensen, has formed partnership with Robert E. Ingstad who will own 48% interest for \$135,000 and \$20,000 consultancy agreement. (BAPLH781204EB) Action Dec. 19.

■ WMVB-AM-FM Millville, N.J. (AM: 1440 khz, 1 kw-D; FM: 97.3 mhz, 5.2 kw)—Broadcast Bureau granted assignment of license from Garden State

## Call Letters

### Applications

Call	Sought by
	<b>New AM's</b>
WDDW	Dennis F. Doelitzsch, Johnston City, Ill.
KJJR	Benny Bee, Whitefish, Mont.
	<b>New FM's</b>
*KESP	Ozark Public Broadcasting, Eureka Springs, Ark.
WHPO	Walter Tatar, Hoopston, Ill.
WGUY	Stone Communications Inc., Brewer, Me.
*WVRM	WVRM Inc., Hazlet, N.J.
KPNC-FM	Montez Radio Co., Ponca City, Okla.
WJHR	Madison County Broadcasting, Mackson, Tenn.
KITE	Media Properties Inc., Portland, Tex.
WPDZ	Cheraw Broadcasting Co., Cheraw, S.C.
WGBK	Radio Blue Ridge Inc., Harrisonburg, Va.
	<b>New TV</b>
WBHW	Windmill Broadcasting Co., Springfield, Ill.
	<b>Existing AM's</b>
WEFF	WQVO Highland Park-Deerfield, Ill.
WXKS	WWEL Medford, Mass.
KESY	KOOO Omaha, Neb.
KK3Y	KPAR Albuquerque, N.M.
KOKD	KFCB Redfield, S.D.
KVGM	KOOT Yakima, Wash.
	<b>Existing FM's</b>
WLAZ	WULA-FM Eufaula, Ala.
KAYZ	KEZU El Dorado, Ark.
KHOW-FM	KXKX Denver
KCCY	KCSJ-FM, Pueblo, Colo.
WHLY	WYLY Leesburg, Fla.
KOWI	KSWI Clarinda, Iowa
WXKS-FM	WWEL-FM Medford, Mass.
WQVR	WESQ-FM Southbridge, Mass.
KESY-FM	KOOO-FM Omaha, Neb.
KOZZ	KGLR Reno, Nev.
KKJY-FM	KPAR-FM Albuquerque, N.M.
KLVF	KFUN-FM Las Vegas, N.M.
WJYE	WBNY Buffalo, N.Y.
WWOO-FM	WEMA Wilmington, N.C.
WPCT	WTHJ Lobelville, Tenn.

### Grants

Call	Assigned to
	<b>New AM's</b>
KJEM	JEM Broadcasting Co., Bentonville, Ark.
WPOE	Poe's Seat Broadcasting Inc., Greenfield, Mass.
KNCW	North Central Washington Broadcasters Inc., Grand Coulee, Wash.
	<b>New FM's</b>
*WAED	University of Alabama, Huntsville, Ala.
KTED	Edward Alsinger, Fowler, Calif.
KVVO	Kenneth Orchard, Victorville, Calif.
*KCMC	Cheyenne Mountain Public Broadcast House Inc., Manitou Springs, Colo.

### Grants (cont.)

Call	Assigned to
	<b>New FM's</b>
*WUFT-FM	University of Florida, Gainesville, Fla.
*WUWF	University of West Florida, Pensacola, Fla.
WDAX-FM	John Davidson, McRae, Ga.
KIOB	Idaho Broadcasting Co., Coueur D'Alene, Idaho
KNAO	Inland Broadcast Co., Rupert, Idaho
KLXL	Tower Power Corp., Dubuque, Iowa
KOAK-FM	Red Oak Radio Co., Red Oak, Iowa
*KANZ	Kanza Society, Inc., Garden City, Kan.
*WRBH	Radio for the Blind and Print Handicapped Inc., New Orleans
WCTD-FM	Caroline Broadcasting Co., Federalsburg, Md.
WYAJ	WLSR-FM Inc., Sudbury, Mass.
KLWT-FM	Lebanon Broadcasting Co., Lebanon, Mass.
KELN	Dahl FM Broadcasting Co., North Platte, Neb.
KSDW	Lula M. Stone, Sulphur, Okla.
WYSS	Saegertown Broadcasting Corp., Saegertown, Pa.
WJZ	Community Educational Group Corp., Levittown, Pa.
WONE	Bradley Enterprises Inc., Cleveland
KEYE-FM	Perryton Radio Inc., Perryton, Tex.
*WVPM	West Virginia Educational Broadcasting Authority, Morgantown, W. Va.
*WVNP	West Virginia Educational Broadcasting Authority, Wheeling, W. Va.
	<b>New TV's</b>
WTSG	Southeast Broadcasting Co., Albany, Ga.
WEEG	Cleveland Associates Co., Cleveland
	<b>Existing AM's</b>
KMAY	KHNY Riverside, Calif.
WJBR	WTUX Wilmington, Del.
WAEC	WXAP Atlanta
WYNR	WPIO Brunswick, Ga.
WDJD	WJCO Jackson, Mich.
WKXI	WRBC Jackson, Miss.
KJLA	KAYO Kansas City, Mo.
	<b>Existing FM's</b>
WZYP	WJOF Athens, Ala.
WJBR-FM	WJBR Wilmington, Del.
WPIO	WYNR-FM Brunswick, Ga.
KKRL	KCIM-FM Carroll, Iowa
WUGO	WGOH-FM Grayson, Ky.
WLBS	WBRB-FM Mt. Clemens, Mich.
KIDX	KBMS Billings, Mont.
KDLN	KDBM-FM Dillon, Mont.
WSLT	WSLT-FM Ocean City, N.J.
WNIO-FM	WBZA Glens Falls, N.Y.
WIGS-FM	WLUF Gouverneur, N.Y.
WGSX	WEYA Bayamon, P.R.
WZNT	WSRA San Juan, P.R.
WXBO-FM	WFHG-FM Bristol, Tenn.-Va.
WOWN	WTCH-FM Shawano, Wis.



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Broadcasting Corp. to Sel-Thom Communications Inc. for \$400,000. Seller is principally owned by Fairleigh S. Dickinson Jr., principal owner of WKIP (AM) Poughkeepsie, N.Y. Buyer is owned by James B. Thompson, account executive at KYW-TV Philadelphia and principal in trophy and awards store in Willow Grove, Pa.; he has no other broadcast interests. (BAL781018EA, BALH781018EB) Action Dec. 19.

■ KPSA (AM) Alamogordo, N.M. (1230 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted assignment of license from Wycom Communication to Cottonwood Communications Corp. in reorganization intended to increase interest of station manager, Robert Flotte in KPSA in exchange for part of his interest in Wycom, station's principal owner. (BAL781201EB) Action Dec. 21.

■ WALL-AM-FM Middletown, N.Y. (AM: 1430 khz, 1 kw-D, 250 w-N; FM: 92.7 mhz, 3 kw)—Broadcast Bureau granted assignment of license from Castle Communications to Sillerman-Morrow Broadcast Group for \$1,875,000. Seller, which is owned by James F. O'Grady and 15 others, owns WHPN (AM)-WHVS (FM) Hyde Park, N.Y. Buyer is owned by Robert Sillerman, son of Mickey Sillerman who was founder of Keystone Broadcasting System and television programing and sales pioneer, and Bruce (Cousin Brucie) Morrow, broadcast personality. (BAL781010EH, BALH781010EI) Dec. 19.

■ KXRB (AM)-KIOV (FM) Sioux Falls, S.D. (AM: 1000 khz, 10 kw-D; FM: 104.7 mhz, 100 kw)—Broadcast Bureau granted transfer of control of KXRB-KIOV Radio Inc. from John L. Breese (100% before; none after) to Southern Minnesota Broadcasting Co. (none before; 100% after). Consideration: \$760,000 plus \$50,000 covenant not to compete. Principals: G. David Gentling, president and 100% owner of Southern Minnesota Broadcasting, is 80% stockholder of Antares Broadcasting Co., licensee of KTYD-AM-FM Santa Barbara, Calif. G. David Gentling votes Antares stock and is executive vice president and secretary of Antares. Mr. Breese has no other broadcast interests. (BAL781212EA, BALH781212EB) Broadcast Bureau simultaneously granted assignment of license of station from Southern Minnesota to Sioux Falls Radio Inc. to effect corporate reorganization. Action Dec. 21.

■ KAPS (AM) Mt. Vernon, Wash. (1470 khz, 500 w-D, DA)—Broadcast Bureau granted transfer of control of Totem Broadcasters Inc. from George B. Aller (100% before; none after) to Valley Broadcasters Inc. (none before; 100% after). Consideration: \$380,000. Principals: Mr. Aller is retiring and has no other broadcast interests. Buyer is 60% owned by Bruce Shorts, Seattle real estate investor, and 40% owned by James J. Keane, KREM-AM-FM Spokane, Wash. sales manager. Mr. Shorts daughter and son-in-law own KNOI (AM) Pullman, Wash. (BTC781205EB, BTCH781205EC) Action Dec. 19.

■ WWQM (AM) Madison-WWQM-FM Middleton, Wis. (AM: 1550 khz, 5 kw-D; FM: 106.3 mhz, 1.75 kw)—Broadcast Bureau granted transfer of control of Hudson Broadcasting Corp. to Hudson Communication Corp. in reorganization that involved no change of ownership. (BTC781205EB-EC) Action Dec. 19.

## Facilities Changes

### FM applications

■ KWJM (FM) Farmerville, La.—Seeks CP to make changes in ant. system; change SL and RC to 113 North Main, Farmerville, La.; change type trans.; change type ant.; increase HAAT: 280 ft. (H&V) and change TPO. Ann. Dec. 20.

■ WNWN (FM) Coldwater, Mich.—Seeks CP to relocate trans. and ant.; change TL to Herricksville Road, Girard, Mich.; change SL and RC to 174 N. Angola Road, Coldwater, Mich.; change type trans.; change type ant.; decrease HAAT: 469 ft. (H&V); increase ERP: 50kw (H&V) and change TPO. Ann. Dec. 20.

■ WDCE (FM) University of Richmond, Va.—Seeks CP to change TL to Fine Arts Building, University of Richmond, operate trans. by RC from Student Center, Commons Building, University of Richmond and increase HAAT: 86 ft. Action Dec. 27.

### AM actions

■ KSRB (AM) Hardy, Ark.—Granted CP to increase power to 1 kw. (BP-20732). Action Dec. 21.

■ KEZY (AM) Anaheim, Calif.—Broadcast Bureau

returned as unacceptable for filing application for CP of KEZY Radio Inc. to increase daytime power from 5 to 10 kw. Action Dec. 22.

■ KIIX (AM) Fort Collins, Colo.—Granted CP to increase power to 5 kw daytime; make changes in ant. system; change TL: 4.0 miles east of interstate 25 and 0.7 mile south of Highway 14; change trans.; conditions. (BP-21,114) Action Dec. 20.

■ WNRK (AM) Newark, Del.—Granted CP to increase power to 1 kw and change trans.; conditions. (BP-21,258) Action Dec. 20.

■ KSPD (AM) Boise, Idaho—Granted CP to change TL and SL to 5201 Overland Road, Boise. (BP-21,122) Action Dec. 5.

■ WRTH (AM) Wood River, Ill.—Granted CP to increase daytime power to 1 kw, make changes in DA ant.; conditions. (BP-21,253) Action Dec. 20.

■ KBAB (AM) Indianola, Iowa—Broadcast Bureau Granted CP to make changes in ant. system (increase height); conditions. (BP-21,232) Action Dec. 19.

■ WOOP (AM) Danville, Ky.—Granted mod. of CP to change TL to three miles northeast of city and 0.4 mile south of state road 34, Danville; conditions. (BMP-14,573) Action Dec. 15.

■ KLUV (AM) Haynesville, La.—Broadcast Bureau Granted CP to make changes in ant. system, change TL to 1803 N. 1st East, Haynesville. (BP-21,182) Action Dec. 19.

■ WJMQ (AM) Norfolk, Mass.—Granted CP to increase power to 1 kw; conditions. (BP-21,252) Action Dec. 20.

■ WARE (AM) Ware, Mass.—Granted mod. of CP to increase night power to 2.5 kw and make changes in DA-2; conditions. (BMP-14,620) Action Dec. 20.

■ WELV (AM) Ellenville, N.Y.—Granted CP to change type trans. and increase daytime power to 5 kw. (BP-20,789) Action Dec. 21.

■ WKBQ (AM) Garner, N.C.—Granted CP to change TL to Creech Rd., Garner. (BP-21,001) Action Dec. 15.

■ WEUC (AM) Ponce, P.R.—Granted CP to change TL to Calle Santa Marta, Playa, Ponce Ciudad, P.R.; redesignate studio and remote control location as Ponce By-pass, Canas Urbano, Ponce Municipio, P.R.; install new trans. and make changes in ant. system (increase height). (BP-780908AF) Action Dec. 19.

■ KWKC (AM) Abilene, Tex.—Broadcast Bureau granted CP to make changes in ant. system (reduce height), redesignate TL and SL to 2449 South Treadaway, Abilene. (BP-21,080) Action Dec. 19.

■ KKIK (AM) Waco-Marlin, Tex.—Broadcast Bureau granted CP to add nighttime power with 2.5 kw, change hours of operation to unlimited, change TL to Marriah Church Rd., 3 miles NW of Riesel, Tex. (nighttime); conditions. (BP-20,571) Action Dec. 18.

■ KSUB (AM) Cedar City, Utah—Granted CP to increase daytime power to 5 kw. (BP-20,734) Action Dec. 20.

■ KBBX (AM) Centerville, Utah—Granted CP to increase power to 5 kw; change trans.; change TL to 1578 West 1200 North Street, West Bountiful, Utah. (BP-21,195) Action Dec. 20.

■ WYVE (AM) Wytheville, Va.—Granted CP to increase power to 2.5 kw; change type trans. (BP-20,739) Action Dec. 20.

■ WHAR (AM) Clarksburg, W.Va.—Granted CP to increase ant. output power to 1 kw day and 250 w night; conditions. (BP-21,144) Action Dec. 18.

### FM actions

■ \*KUSC (FM) Los Angeles—Granted CP to make changes in ant. system and TPO. (BPED-780822AM) Action Dec. 15.

■ WPCH (FM) Atlanta—Granted CP to install new aux. ant. at TL to be operated on 94.9 mhz; ERP: 9.522 kw (H&V); ant. height: 500 ft. (H&V), for auxiliary purposes only. (BPH-780831AX) Action Dec. 19.

■ WTMS (FM) Presque Isle, Me.—Granted mod. of CP to make changes in ant. system, change TL, redesignate SL as 489 Main Street, Presque Isle; change type trans. and ant.; install auxiliary trans. at main TL; ERP: 100 kw (H&V); ant. height: 1310 ft. (H&V); remote control permitted. (BMPH781019AF) Action Dec. 6.

■ \*WIAA (FM) Interlochen, Mich.—Broadcast Bureau granted CP to install new trans. and ant. (BPED-2471) Action Dec. 18.

### TV action

■ WHAS-TV Louisville, Ky.—Granted CP to replace station's transmission line. (BPCT-780807IA) Action Dec. 15.

## In Contest

### Designated for hearing

■ Columbus, Ohio—FCC has designated for hearing competing applications of Commercial Radio Institute Inc. and Christian Voice of Central Ohio for new UHF on ch. 28 there. Action Dec. 21.

### Initial decisions

■ Charlottesville, Va.—ALJ David I. Kraushaar, in summary decision, granted WUVA Inc. CP for new FM on 92.7 mhz there and accepted its amended application updating its financial qualifications. He also dismissed competing applications of Charlottesville Broadcasting Associates Inc. and Brown Broadcasting Co. and approved agreement whereby WUVA would reimburse other two applicants for expenses incurred in processing their applications. Action Dec. 21.

### Procedural rulings

■ Moulton and Albertville, Ala., and Aberdeen, Miss. (Moulton Broadcasting Co. et al.) **AM Proceeding:** (Docs. 78-287-89)—ALJ Lenore G. Ehrig set certain procedural dates and scheduled hearing for April 3. Action Dec. 11.

■ Los Angeles and Norwalk, Calif. (RKO General Inc. and Fidelity Television Inc.) **TV Proceeding:** (Docs. 16679-80)—Office of Opinion and Review granted petition by RKO and accepted amendment reflecting information regarding disposition of certain

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## Summary of broadcasting

### FCC tabulations as of Oct. 31, 1978

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,498	5	44	4,547	34	4,581
Commercial FM	3,010	2	67	3,079	138	3,217
Educational FM	940	0	42	982	73	1,055
Total Radio	8,448	7	153	8,608	245	8,853
Commercial TV	724	1	3	728	57	785
VHF	513	1	2	516	7	523
UHF	211	0	1	212	50	262
Educational TV	245	3	12	260	9	269
VHF	94	1	7	102	5	107
UHF	151	2	5	158	4	162
Total TV	969	4	15	988	66	1,054
FM Translators	249	0	0	249	73	322
TV Translators	3,566	0	0	3,566	446	4,012
UHF	1,146	0	0	1,146	247	1,393
VHF	2,420	0	0	2,420	199	2,619

\*Special temporary authorization

\*\*Includes off-air licenses

litigation. Action Dec. 12.

■ **Largo, Fla. (WLCY-TV Inc.) TV Proceeding:** (Doc. 19627)—Office of Opinion and Review granted petition by WLCY-TV and accepted amendment reflecting that Lawrence M. Clamage is now vice president of licensee. Action Dec. 12.

■ **Largo, Dunedin, Safety Harbor, Fla. (BIE Broadcasting Co. et al.) FM Proceeding:** (Docs. 78-169-71)—ALJ Joseph Stirmer, by separate actions, ordered that Stereo FM 92 Inc.'s "Partial Opposition to Taking of Deposition" is overruled, its request for protective order denied and deposition of John P. Southmayd may be taken; set certain procedural dates and scheduled hearing for April 3 at 10 A.M.; ordered that J. Tweed McMullen's deposition shall not be taken and denied request by Concert Radio for issuance of subpoena duces tecum. Actions Dec. 8.

■ **Kalkaska, Mich. (Kaltrim Broadcasting Co. and Peninsula Broadcasting Inc.) FM Proceeding:** (Docs. 78-37-38)—ALJ Lenore G. Ehrig, by two separate actions, granted joint petition by applicants, accepted settlement agreement and dismissed with prejudice Kaltrim's application; granted motion by Peninsula for summary decision and terminated proceeding. Actions Nov. 28.

■ **New York, N.Y. (WPIX Inc. and Forum Communications Inc.) TV Proceeding:** (Docs. 18711-2)—Office of Opinion and Review granted motion by Forum and accepted amendment reflecting that Robert Rosenkranz has withdrawn as partner of Oppenheimer & Co. and is general partner of Rosenkranz & Company, New York, investment firm; Leon Levy will vote stock of Forum held by Oppenheimer & Co.; Ronnie Myers Eldridge has been appointed manager, community relations programs for Port Authority of New York/New Jersey. Action Dec. 12.

■ **Greenville, Ohio (Lewel Broadcasting Inc. and Korin Broadcasting Co.) FM Proceeding:** (Docs. 21267,78-91)—ALJ John H. Conlin granted motion by Lewel and extended to Jan. 15 and Feb. 5, respectively, time to file proposed findings of fact and conclusions of law and time to file replies. Action Dec. 7.

#### Review Board actions

■ **Stockton, Calif.—FCC Review Board** granted application of Robert D. Carson, Susan V. Carson and Clarence L. Elfman (Carson Communications) for new FM on 100.1 mhz at Stockton, Calif., denied competing application of McLean Communications Corp. and dismissed application of Barnes Enterprises Inc. for same facilities. Action Dec. 6.

#### FCC actions

■ **Sarasota, Fla.—FCC** has granted application of Sarasota-Bradenton Florida Television Company Inc. to change facilities of its WXLTV there and denied request by WLCY-TV Inc., licensee of WLCY-TV Largo, Fla., to deny S-B's application. Action Dec. 21.

■ **Savannah-Pembroke, Ga.—FCC** has granted application of Georgia State Board of Education for renewal of license for noncommercial educational WVAN-TV there. However, it conditioned renewal on

final disposition of employment discrimination complaint by Paula Whitley who is awaiting authorization from U.S. Department of Justice to file suit in federal court. In granting conditional renewal, FCC rejected petition to deny filed by Savannah Branch of National Association for the Advancement of Colored People. Action Nov. 30.

■ **Boston—FCC** has renewed licenses of WACQ(AM)-WTTK(FM) there and granted their assignment from Plough Broadcasting Company Inc. to GCC Communications of Boston Inc. over objections of Committee for Community Access. Action Dec. 21.

■ **Cornwall-on-Hudson, N.Y.—FCC** has denied WWLE Inc. review of staff action refusing to accept company's exceptions to initial decision, released Oct. 20, 1977, that recommended denial of its license renewal for WWLE(AM) there. Action Dec. 12.

■ **Rochester, N.Y.—FCC** has denied motion by Rochester Black Media Coalition to strike reply to its exceptions in case involving renewal applications of Federal Broadcasting System Inc. and Niagara Broadcasting System for WSAY(AM) there and WNIA(AM) Cheektowaga, N.Y., respectively. Action Dec. 12.

■ **Hendersonville, N.C.—FCC** has denied The Mountaineer Corp. waiver of rule to permit WHVL(AM) there to increase power and returned its application as unacceptable for filing. Action Dec. 12.

■ **Ponce, P.R.—FCC** has waived its one-to-a-market rule to permit Tele-Luz Washington Inc. to acquire WRIK-TV there from United Artists Broadcasting Inc. Action Dec. 21.

## Allocations

#### Petitions

■ **Aspen, Colo.—Pitkin County Broadcasters Inc.** requests amendment of FM table of assignments to assign 103.9 mhz to Snowmass, Colo. Ann. Dec. 21.

#### Actions

■ **Scottville, Mich.—Broadcast Bureau** has proposed assigning 95.9 mhz there as its first FM. Action was in response to petitions by Eldon Stielstra and Eugene A. Barre. Comments are due Feb. 12, replies March 5. Action Dec. 12.

■ **Broken Bow, Okla.—Broadcast Bureau** has proposed assigning 106.3 mhz there as its first FM. Action was in response to petition by Chris Daniel. Comments are due Feb. 12, replies March 5. Action Dec. 12.

■ **Vinita, Okla.—Broadcast Bureau** has proposed assigning 95.9 mhz there as its first FM. Action was in response to petition by David Leon Boyd and William E. Davis. Comments are due Feb. 14, replies March 7. Action Dec. 14.

■ **Savannah, Tenn.—Broadcast Bureau** has proposed assigning 93.5 mhz there as its second FM. Action was in response to petition by The Tennessee River Broad-

casting Inc. Comments are due Feb. 12, replies March 5. Action Dec. 12.

## Fines

■ **Corpus Christi, Tex.—FCC** has reduced, from \$10,000 to \$8,000, forfeiture assessed on KCCT(AM) there for logging violations. Action Dec. 21.

## Translators

#### Applications

■ **Seaford, Del.—Delaware Citizens' Committee** seeks CP for UHF translator on ch. 64 to rebroadcast WHYY-TV Wilmington, Del. Ann. Dec. 22.

■ **Brainerd, St. James and Willmar, Minn.—Hubbard Broadcasting** seeks CP for three UHF translators—ch. 22 (HAAT: 350 ft., TPO: 1 kw), ch. 38 (HAAT: 600 ft., TPO: 1 kw) and ch. 14 (HAAT: 500 ft., TPO: 1 kw)—to rebroadcast its KSTP-TV St. Paul, Minn. Ann. Dec. 22.

#### Action

■ **Eau Claire and Aitkin, Minn.—Broadcast Bureau** returned as unacceptable applications for CP's of Hubbard Broadcasting Inc. for new UHF television translators there. Action Dec. 20.

## Cable

#### Service Registrations

■ The following operators of CATV systems have filed service registrations:

■ **Keyser Television Co., for Keyser, W.Va. (WV0140)** add signal.

■ **Oceanic Cablevision Inc., for Honolulu, Oahu Central, North Shore, all Hawaii (H10005,4,12)** add signals.

■ **South Gwinnett Cable TV, for Gwinnett, Ga. (GA0222)** add signal.

■ **Cablecom-General of Clarksdale/Lyon, for Lyon, Miss. (MS0092)** add signal.

■ **Cablevision Systems Suffolk Corp., for Amityville, N.Y. (NY0391)** add signal.

■ **Derry-Decatur TV Line Inc., for Derry and Decatur, both Pennsylvania (PA1410,11)** add signal.

■ **UA-Columbia Cablevision of Texas Inc., for Olmos Park, Tex. (TX0504)** new system.

■ **Cablevision of New Jersey, for Paramus, N.J. (NJ0311)** new system.

■ **Inter-County Television of Suffolk Inc., for Huntington, N.Y. (NY0392)** and signals.

■ **Alabama TV Cable Inc., for Homewood, Center Point, Midfield, Fairfield and Hueytown, all Alabama (AL0005,8,9,1,6)** add signals.

■ **Community TCI of Colorado Inc., for Lakewood, Colo. (CO0077)** add signal.

■ **Community Cable Corp., for Walnut Ridge and Hoxie, both Alabama (AR0009,61)** add signal.

■ **Frankfort Cable Communications Inc., for Frankfort and Clinton, Ind. (IN0138,67)** add signal.

■ **Westmoreland Cable Co., for New Kensington, Harmar, Spring, Oakmont, Harrison, Cheswick, Lower Burrell, Tarentum, Blawnox, East Derr, Springdale, Brackenridge, Verona and O'Hara, all Pennsylvania (PA0624, 727, 012, 724, 619, 615, 621, 630, 725, 617, 629, 613, 723, 464)** add signals.

■ **Televents of Colorado Inc., Craig, Colo. (CO0122)** new system.

■ **Total TV Inc., for Beaver Dam, Wis. (WI0150)** add signal.

■ **Camarillo Cable TV Inc., for Rancho Camarillo and Camarillo, both Calif. (CA0638,57)** add signals.

■ **Total TV Inc., for Hartford, Wis. (WI0066)** add signal.

■ **Shelby County Cable TV Inc., for Shelbyville, Ind. (IN0115)** add signal.

■ **Columbia Cable TV Co., for Columbia, Richland, Lexington, West Columbia, Cayce, and Springdale, all**

# Professional Cards

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<p><b>STEEL, ANDRUS &amp; ASSOCIATES</b> 2029 K Street, N.W. Washington, D.C. 20006 (301) 827-8725 (301) 384-5374 Member AFCCE</p>	<p><b>HAMMETT &amp; EDISON, INC.</b> CONSULTING ENGINEERS Radio &amp; Television Box 68, International Airport San Francisco, California 94128 (415) 342-5208 Member AFCCE</p>	<p><b>JOHN B. HEFFELFINGER</b> 9208 Wyoming Pl. Hilland 4-7010 KANSAS CITY, MISSOURI 64114</p>	<p><b>JULES COHEN &amp; ASSOCIATES</b> Suite 400 1730 M St. N.W. 659-3707 Washington, D.C. 20036 Member AFCCE</p>
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South Carolina (SC0064, 53, 52, 127, 126, 93) add signal.

■ The Times Mirror Co., for Oceanside, Calif. (CA0776) add signal.

■ Arkansas Video Inc., for Forrest City, Marianna, Brinkley, and Wynne, all Arkansas (AR0122, 120, 2, 46) add signals.

■ Pacific Cablevision Corp., for Honolulu (HI0006) add signal.

■ Gloucester County Cable Television Inc., for Westville, N.J. (NJ0312) new system.

■ Redwood Cable Vision Inc., for Ferndale, Calif. (CA0633) add signal.

■ Centre Video Corp., for Wilmerding, Pa. (PA0177) add signal.

■ TCI Cablevision Inc., for Moberly, Mo. (MO0032) add signal.

■ Athena Cablevision Corp. of Knoxville, for Knoxville, Tenn. (TN0081) add signal.

■ Prosser Cable TV, for Prosser, Wash. (WA0226) add signal.

■ Central Washington Cable Systems Inc., for Sunnyside, Wash. (WA0226) add signal.

■ Twin State Cable TV Inc., for Lebanon, Hanover, and Enfield, all New Hampshire, and Hartford and Norwich, both Vermont (NH0022, 21, 67, VT0021, 96) add signal.

■ CATV Service Co., for Independence, N.J. (NJ0314) new system.

■ Delaware County Cable Television Co., for Folcroft and Prospect Park, both Pennsylvania (PA1720, 21) new systems.

■ Peninsula Cable Television Corp. of San Mateo, for San Mateo, Calif. (CA0206) add signal.

■ Fort Dodge Cablevision, for Fort Dodge, Iowa (IA0070) add signal.

■ Ozark Cablevision Co., for Ozark, Ark. (AR0024) add signal.

■ Cass Community Antenna TV Inc., for Sanford, N.C. (NC0023) add signal.

■ Clear Sight Television Cable Co., for Las Vegas, N.M. (NM0008) add signal.

■ WKBC Cablevision Inc., for North Wilkesboro, Wilkesboro, and Wilkes, all North Carolina (NC0058, 76, 05) add signal.

■ Northstar CATV, for Placer, Calif. (CA0777) add signals.

■ Valparaiso Communication, for Valparaiso, Fla. (FL0340) add signals.

■ Selmer Cable Ltd., for Selmer and Adamsville, both Tennessee (TN0053, 126) add signal.

■ O and D Cable Ltd., for Obion, Newbern, Troy and Trimble, all Tennessee (TN0120-3) add signal.

■ Community TV of Madison, for Madison, S.D. (SD0040) add signal.

■ Cable TV of Chattahoochee Inc., for Chattahoochee, Fla. (FL0167) add signal.

■ Carroll Cable Co., for Carroll, Iowa (IA0050) add signal.

■ Karneck Corp., for Carrizo Springs and Crystal City, both Texas (TX0185-6) add signals.

■ Atlanta Cablevision Corp., for Atlanta and Queen City, both Tex. (TX0506-7) new systems.

■ Cable Television of Eagle Pass Inc., for Eagle Pass, Tex. (TX0114, 436) add signal.

■ Gulf Communications Inc., for Barefoot Bay, Fla. (FL0282) add signal.

■ Amherst County Cablevision Inc., for Amherst, Va. (VA0208, 149) new system and add signals.

■ Citizens Cable of Fort Wayne Inc., for Fort Wayne, Ind. (IN0203) add signals.

■ Cox Cable TV, for Jefferson, La. (LA0098) add signal.

■ Communicable of Crane Inc., for Crane, Tex. (TX0414) add signal.

■ Scottsboro TV Cable Inc., for Hollywood, Ala. (AL0169) new system.

■ Atlantic Cablevision Systems Inc., for Audubon, Iowa (IA0054) add signal.

■ Chief Cablevision Inc., for Cherokee, Iowa (IA0042) add signal.

■ Greater Algona Cable TV Inc., for Algona, Iowa (IA0014) add signal.

■ UA-Columbia Cablevision, for Ramsey, N.J. (NJ0313) add signal.

■ North Gibson County Cable TV Inc., for Dyer, Kenton, and Rutherford, Tenn. (TN0071, 72, 70) add signal.

■ People Cableco II, for East Rochester, N.Y. (NY0763) new system.

■ Atlantic Cablevision Systems Inc., for Atlantic, Iowa (IA0034) add signal.

■ South Padre Cable Inc., for Cameron, Tex. (TX0501) new system.

■ Alert Cable TV of South Carolina Inc., for Scranton, S.C. (SC0005) add signal.

■ Clay Video Inc., for Orange Park and Clay, Fla. (FL0435, 405) add signal.

■ Alert Cable TV of South Carolina Inc., for Lake City and Florence, both South Carolina (SC0003-4) add signals.

■ National Cable Co., for Meridian, Mich. (MI0337) add signal.

■ Youngsville TV Corp., for Youngsville, Pa. (PA0663) add signal.

■ Keyser Television Co., for Mineral, W.Va. (WV0572) new system.

■ Inyo-Mono Broadcasting Co., for Round Valley, Calif. (CA0779) new system.

■ Micro-Cable Communications Corp., for Bloomingdale, Bogota, Butler, Cedar Grove, Clifton, Garfield, Glen Rock, Hackensack, Hawthorne, Kin-nelton, Lincoln Park, Little Falls, Maywood, North Caldwell, North Haledon, Nutley, Oakland, Paramus, Pequannock, Pompton Lakes, Ramsey, Ridgewood, Ringwood, River Edge, Riverdale, Saddlebrook, South Hackensack, Teaneck, Tenafly, Totowa, Wanaque, Washington, Wayne, West Patterson, and Westwood, all New Jersey (NJ0201, 033, 176, 219, 245, 227, 228, 196, 171, 185, 183, 244, 181, 215, 224, 034, 226, 191, 035, 313, 195, 076, 264, 184, 265, 276, 204, 212, 197, 075, 271, 036, 180, 266) add signals.

■ Micro-Cable Communications Corp., for Rochelle Park, N.J. (NJ0315) new system.

■ P J Cable Co., for Rush and Morgan, both Ohio (OH0030) new systems.

■ Ione Cablevision, for Pend Oreille County and Ione, Wash. (WA0283, 82) new systems.

■ Wy-Dak Cable TV of Edgemont South Dakota, for Edgemont, S.D. (SD0042) new system.

■ Wheeling Antenna Co., for St. Clairsville, Belmont, Provi-dent, Richland, all Ohio, and Wheeling W.Va. (OH0154, 151-3, 214) add signals.

■ Daphne Cablevision Inc., for Daphne, Ala. (AL0170) new system.

■ Samson Cable TV Inc., for Samson, Ala. (AL0055) add signals.

■ Golf Cable TV Systems Inc., for Spanish Fort, Ala. (AL0171) new system.

■ Florida Cable TV Inc., for Florida, Ala. (AL0054) add signals.

■ Slocomb Cable TV Inc., for Slocomb, Ala. (AL0069) add signals.

■ Hartford Cable TV Inc., for Hartford, Ala. (AL0070) add signals.

■ Lockhart Cable TV Inc., for Lockhart, Ala. (AL0071) new system.

■ Centerville Telecable Co., for Centerville, Ga. (GA0160) add signal.

■ Pott County Cablevision Co., for Shawnee, Okla. (OK0161) new system.

■ Sonic Cable TV Corp., for San Luis Obispo, Calif. (CA0778) new system.

■ Alert Cable TV of Wilson Inc., for Wilson, N.C. (NC0110) new signal.

■ Sammons Communications Inc., for Ceres and Stanislaus, Calif. (CA0434, 35) add signal.

■ Outer Banks Video Inc., for Kill Devil Hills, Nags Head, Dare and Manteo, all North Carolina (NC0047-49, 85) add signals.

■ Centerville Telecable Co., for Byron, Ga. (GA0180) add signal.

■ Watson Communications Co., for Mobile World/Forest, Ga. (GA0218) add signal.

## Other

■ FCC has denied Rob Warden's appeal of FCC staff ruling that partially denied his request for access to audio tapes, written instructions from commission officials, internal memoranda and transcripts of inquiry into broadcast of obscene material. Action Dec. 21.

■ Broadcast Bureau granted requests by Harris Corp. and Motorola Inc. and extended from Dec. 29 to Feb. 27 time for filing comments and from Jan. 31 to March 30 time for filing replies in matter of AM stereophonic broadcasting (Docket 21313). Action Dec. 22.

■ FCC has begun inquiry into most economical way to improve television reception and to increase use of radio spectrum. Comments are due July 1, replies Oct. 1. Action Dec. 20.

■ FCC has terminated its inquiry, initiated March 24, 1977, to determine ways to improve the legibility of on-the-knob UHF channel displays. It said it was concurrently adopting two inquiry notices that together would provide a more comprehensive framework for investigation of question of UHF channel readout. Action Dec. 20.

■ FCC has denied petition by Consumer Electronics Group of Electronic Industries Association for reconsideration of FCC's Aug. 1 order requiring improvement in UHF television reception in nearly all new television sets effective Oct. 1, 1979 and further improvement by Oct. 1, 1982. Action Dec. 20.

■ FCC has initiated inquiry into need for incorporating television receiver performance standards into its rules. It stated that UHF noise figure and peak picture sensitivity were only requirements now present in its rules that gave some measure of picture quality produced by receiver. Action Dec. 20.

■ FCC has found plan by Storer Broadcasting Co. that would make \$1 million available to minority broadcasters would cause no violation of FCC's multiple ownership rules. Action Dec. 12.

Please send

## Broadcasting

The newswEEKly of broadcasting and allied arts

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# Classified Advertising

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## RADIO

### 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 station in two-station group. EOE. Reply Box Q-75.

**Finance Manager/Controller** needed for expanding radio/newspaper corp. Accounting or finance degree required. We want a creative/take charge Mgr. Send resume to G. Scantland, Pres., WDIF Radio, Box 524, Marion, OH 43302.

**Arkansas Small Market** station needs selling General Manager. Buy-in possible. 615-794-3799.

**Manager—Western States**—beautiful growth area with excellent climate. Must be outstanding local salesperson—extra sharp on detail. EOE/MF. Box R-92.

**Minnesota Public Radio** seeks a project manager to supervise construction, staffing, and operation of a new full-service public radio station in South Central Minnesota. (Mankato and St. Peter). Experience in, or knowledge of public broadcasting; development and promotion; interest in arts and news; general knowledge of engineering requirements. 14.5K to 17.5K. Resume and letter of interest immediately to: Tom Kigin, MPR, 400 Sibley, St. Paul, MN 55101. AA/EOE.

**FM General Manager/Sales** small-medium market, Middle Atlantic multi-city, salary, commission, investment, potential. Resume Box R-102.

**General Manager** for 50,000 watt, non-commercial, religious radio station needed after February 1, 1979. Experience in management of religious station desirable. Send resume, references, and audition tape to: Dr. Timothy Warner—WBCL Radio, Fort Wayne Bible College, Fort Wayne, IN 46807.

**Bilingual experienced** General Sales Manager for El Paso counterpart of Mexican Radio Group. Call Tom Narvaez. 915-533-9300.

**GM for successful** station in desirable small/medium market. Need maturity & strong radio sales background. Submit b.g. & full qualifications including realistic dollar need. An E.O.E., we encourage application by qualified women and ethnic minorities. Box R-121.

**GM needed** for top 100 AM-FM combination in Texas. Must have background in sales, programming and management. Fine company benefits. This is a unique opportunity. EOE. Send resume, track record and salary requirements to Box S-13.

**Radio Management Wanted:** Small market resort-growth area with TM programmed dominant AM/FM combo needs a sales leader who can deliver results and professionalism. Young company with future GM needs. Strong draw/commission/override and car, other excellent benefits. Must have two year commitment. EOE. Resume/track record/references to: J.D. Williams, GM WUME, Box 26, Paoli, IN 47454.

### HELP WANTED SALES

**Experienced Sales Persons** immediately wanted for two new stations, western capital city in the Rocky Mountains. Applicants must have radio sales experience (retail and ad agencies), plus ability and potential to grow with us! Top money, bonuses, company car, expense allowance, plus best insurance benefits possible. Future guaranteed with our young, very successful company, which is expanding rapidly in both radio and TV. Established account list. 5,000-watt AM adult contemporary. 100,000-watt FM AOR station. Contact General Manager, 208-344-8661, or write General Manager, KIDO-Radio, PO Box 8087, Boise, ID 83707.

**KRDR, Portland, Oregon** suburban station, seeks experienced radio salesperson with management potential. Very high growth area. Company is expanding with station acquisitions pending FCC approval. Call or send resume to Charles Banta, KRDR, PO. Box 32, Gresham, OR 97030. EEO Employer.

**Join the sales experts** in growing San Francisco Bay area market. Earn big bucks if you can hack it. Learn how the experts sell the sizzle/prepare, produce 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. M/F-EOE. Box Q-132.

**Airmedia, Incorporated** seeks sales person for one of its stations. Must have minimum of two years experience. Send resume with monthly billing record and minimum income required to Bill Brown, Box 3032, Fort Pierce, FL 33450. Airmedia is an Equal Opportunity Employer.

**Small market AM-FM** needs experienced salesperson. Ambitious and willing to achieve for the company as well as yourself. Third Class license. Salary, commission, and benefits. Send resume to Frank Timberlake, WWDR, Box 38, Murfreesboro, NC 27855. EOE.

**Sales Consultant:** WSHH Radio, one of Pittsburgh's two top Arbitron rated radio stations is looking to add to their sales department. 1 to 4 years radio sales experience necessary. Send resume to: David E. Gerard, General Sales Manager, WSHH Radio, Broadcast Plaza, Crane Avenue, Pittsburgh, PA 15220. WSHH Radio is owned by Nationwide Communications, Inc./ An Equal Opportunity Employer.

**Salesperson wanted** for KKZZ/KOTE. Letter and resume to GM, PO. Box 1152, Lancaster, CA 93534.

**Sales manager,** California market of 50,000. If you'll settle here and make our station a success, you can earn \$15-30,000 fairly rapidly, and in five years own part of the station. Box S-21.

**Wanted:** World's greatest "small" market-50,000 plus-sales person ... or the person who just thinks they're the greatest. Live and work by the ocean in Georgia selling No. 1 AM & FM stations. \$200.00 a week for first six weeks, then \$100.00 a week, plus 15%, plus \$40.00 a month gas. Send resume as soon as possible to Box S-22.

**KOUL Radio,** Corpus Christi, Texas, seeks experienced sales people with management potential to sell soft country music. Expanding company actively looking for 3rd and 4th stations. Call or send resume to Bill Heyman, 512-883-0927, PO. Box 898, Corpus Christi, TX 78403.

**WDXI, Jackson, TN** needs one more strong street selling account executive. WDXI is the dominant station in the booming West Tennessee area. Excellent opportunity for person desiring exciting job with a good Group broadcaster, and interested in above average earnings. Send resume to Betty Mastick, Station Manager, WDXI 1310 RADIO, PO. Box 3845, Jackson, TN 38301 EOE/MF.

**New management** in good lowa market wants aggressive salesperson with minimum two years experience. Established accounts and growth potential. E.O.E. Resumes to Box S-1.

**Pittsburgh's only** full-time AM Country Station needs retail Sales Specialist. We train you for career growth. Resumes to: WWSW, One Allegheny Square, Pittsburgh, PA 15212 E.O.E.

**Sales Manager,** February opening due to promotion in three-station group. Resume to Bob Zellmer, KRZD, Wray, CO 80758.

**Perfect Climate.** Would you like to live in one of America's loveliest areas. Napa Valley, California, 45 miles from San Francisco. Market of 150,000. Contact KVON/KVYN. Write George Carl, PO Box 2250, Napa, CA 94558.

**Wanted Top-Notch Go-getter** in radio sales for Southern Georgia Stations. Resort area. We are looking for an aggressive sales person for one of Georgia's fastest growing markets. Excellent growth potential with one of the top groups in the Southeast. Send complete resume to Charles Hicks, WYNR/WPIQ, Brunswick, GA.

**Thinking about a new job** for the new year? 50,000 watt AOR needs experienced salesperson for immediate opening. Excellent opportunity for the right person. E.O.E. Resume to WFSK, PO. Box 1703, Poughkeepsie, NY 12601.

**Fast Growing FM-AM,** 2 year old station, in booming oil related small market has opening for ambitious salesperson who is interested in a future with a growth minded company. Applicants should have radio sales experience, or educational requirements. Send resume to PO. Box 847, Morgan City, LA 70380 or call 504-395-2853.

### HELP WANTED ANNOUNCERS

**WTLC-FM/Indianapolis** accepting applications for future on air positions. Applicants must have at least one years experience on air large or medium market. Send tape and resume to Ass't Manager, WTLC, 2126 N. Meridian, Indianapolis, IN 46202. EOE/MF.

**St. Cloud MN** seeking announcers and newpersons for Jan. 1st AM/FM split. Tapes and resumes to J J Justin or Pat Kelly, KCLD, Box 1458, St. Cloud, MN 56301.

**Night Announcer**—Mature, natural sound for adult contemporary Midwest station. Some production. Send tape and resume to—Jim Miller, KFOR Lincoln, NE. Equal opportunity employer.

**Florida Fine Arts** Station has immediate openings for two proven announcers/program producers. Must have: pleasing voice, proficiency in classical pronunciation, good knowledge of composers, orchestras and artists. Production and programming experience essential. 3rd endorsed. Top dollars and benefits. Tape should include classical pronunciation, news items, and ad lib. Tape and resume to Norm Vincent, WJCT-FM, 2037 Main Street Jacksonville, FL 32206. EOE. M/F.

**Experienced Announcers** needed immediately, new AM FM, contemporaries, top Western capitol city. Tape, resume, Program Director, KIDO, Box 8087, Boise, ID 83707.

**Morning DJ** needed immediately. Must have at least a year's experience. Send tape, references, and salary requirements to William Winn, PD. Radio Station WFSB, Bradford, PA 16701.

**Suburban Washington D.C.** Top 40 has an opening for a personality announcer with first. Opportunity to become assistant PD or MD. Exciting station with incredible potential. Call Randy, Swingle 703-368-3108 weekdays before 3 PM. Personal interview necessary. EOE.

**Afternoon personality** for quality MOR. Prefer good industry references and track record in 18-35 demographics. Excellent pay and fringes. Tape and resume, no calls, to PD., WBNS, 62 East Broad Street, Columbus, OH 43215. An Equal Opportunity Employer. M/F.

**One of America's Top Ten** country markets wants you. No beginners, must be sharp. Send tape and resume to KLUR, Box 5344, Wichita Falls, TX 76307. An Equal Opportunity Employer.

**Immediate need** for mature sounding person to handle middays at one of the Southeast's most respected country stations. Great production is a necessity. Good bucks for the right person. Send resume, and other info today! Box R-90.

**Inspirational Religious Educational** FM station seeks announcer; possible PD position. Send tape, resume, references, salary requirements to Larry Soblotne, KRPC, 315 S. Grove, Owatonna, MN 55060. No calls.

**Experienced staff announcer** for midnight shift. 24-hour MOR station and automated Beautiful Music on Stereo. Send resume and tape to Roger Fischer, Box 518, Marion, OH 43302. An equal opportunity employer.

**Come Work in the sun.** Small market station seeks announcer with writing skills. Send tape and resume to Box 1118, Clifton, AZ 85533. EOE.

## HELP WANTED ANNOUNCERS CONTINUED

**Communicator Needed**—We serve 60,000 people with the only station in the county. We want a career minded individual who wants to grow with progressive company. If interested contact Don Wohlenhus, KRWC Radio, Buffalo, MN 55313.

**We're searching** for experienced contemporary jocks and newscasters to work in top-40 and modern country formats at our stations in Michigan. Rush tape, resume and salary requirements to Tim Achterhoff, P.O. Box 5260, Muskegon, MI 49445.

**Immediate opening** at small market Adult Contemporary for experienced Morning person who works well with remote broadcasts. Send resume including availability and salary requirements. EOE. Box R-109.

**Denver—Beautiful music** pros needed by leading group station: Must have smooth delivery and excellent production ability. Send tape; resume; and salary requirements to: Joe Taylor, Operations Manager; KHOW-FM, Petroleum Bldg., Denver, CO 80202. Equal Opportunity/Affirmative Action Employer.

**Florida Announcer** with first class radio telephone permit. Voice quality and delivery important. Salary open. Write to P.O. Box 216, Fort Myers, FL 33902 giving resume including qualifications and past experience. An Equal Opportunity Employer.

**One of the South's** leading radio broadcast facility is accepting applications for a full time staff announcer. Position requires 3 to 5 years broadcast experience, FCC Third Class License with Broadcast Endorsement. An Equal Opportunity Employer. Submit detailed resume to Box R-122.

**Florida, Country Format** air personality. (Morning shift). Must also be fast and creative production pro; this is major requirement. \$300 a week. 3rd with broadcast endorsement required. Send resume and tape to P.O. Box 216, Fort Myers, FL 33902. An Equal Opportunity Employer.

**Florida, Contemporary Format** air personality afternoon drive. Must also be fast and creative production pro. This is major requirement. \$300 week to start. 3rd with broadcast endorsement required. Send resume and tape to P.O. Box 216, Fort Myers, FL 33902. An Equal Opportunity Employer.

**After eleven years**, one of our heavy hitters leaves to run his own business. Can you take his place? Jock/newsman combo. Tape, resume, salary in first letter. E.O.E. WRTA, P.O. Box 272, Altoona, PA 16603.

**Morning Personality** in top 50 market. Immediate opening, must be experienced. A.O.R. format. Good salary. Send resume Box S-29.

**Experienced, mature-voiced** announcer for Beautiful Music. Good production a must. New facilities in medium Southeast market. Resume to Box S-27.

**Natural Sounding Announcers**, music, news, production, for new pop progressive format, Western United States. Box number S-2.

**Upstate New York AM-FM** consolidating part-time news people and part-time announcers in additional full-time utility person. Seek experience in news, announcing, production, with adaptability to tightly controlled format. Not Mom/Pop operation. Good salary and benefits. EOE Send resume to Box R-107.

**Adult Contemporary jock** for AM-FM in stable market. Good equipment, no hassle, bonuses, paid insurance & vacation. Tape & resume to: Bob Mays, WKTG, Madisonville, KY 42431.

**Wanted immediately** good all around man. Announce, sell and other station duties including Assistant to Management. 314-586-8577 for Mgt.

**Accepting applications** for future expansion. Two years commercial experience required. WMCB, 1903 Springland Ave., Michigan City, IN 46360.

**Beautiful Music Staff Announcer.** Must have good voice and reading ability, third phone endorsed. Send tape, resume and references to: John Neal, WSIV AM & FM, 28 South 4th, Pekin, IL 61554. An Equal Opportunity Employer.

**Announcer/Sales Person** wanted immediately. Third endorsed, good attitude, hard worker, 5,000 watt Northern Arizona adult contemporary ready to hire. Manager or Program Director, 602-524-3994, KDJI.

**Weekend Announcer.** Major market contemporary experience required. Send tape with resume to Jay Williams, Jr., WVBF-105 Radio, Box 8550, Boston, MA 02114. EOE.

**Midwest medium-market** Beautiful/MOR station seeking announcer. Mature voice, good reading skills. Television potential. Please send tape, resume and salary needs. Equal Opportunity Employer. Box S-30.

## HELP WANTED TECHNICAL

**Minneapolis area medium market** high power automated FM and fulltime AM seeks chief. Major group owner with substantial benefits, including pension. Send resume and salary requirements to Box R-24.

**Chief Engineer.** 1KW daytime and 10 KW FM Stereo. City of 25,000 in West Central Illinois. Top Salary and fringe benefits. Technical only. EOE. WLDS/WELI, P.O. Box 1180, Jacksonville, IL 62651.

**Wanted: Full Time Chief Engineer** for a full time AM/FM station affiliated with the Forward Communications Corporation in the Fargo—Moorhead market. Must have a first class license and be familiar with all aspects of FCC engineering rules and regulations. Contact Rick Abel, KVOC Radio, P.O. Box 97, Moorhead, MN 56560. Call 218-233-1522. We are an equal opportunity employer.

**South Florida major market AM** needs engineer with experience in all areas. Must be comfortable with sophisticated directional (day and night) system. Position includes all responsibilities of Chief including ability to repair equipment. Salary commensurate with ability. Send resume to Box R-78.

**Chief Engineer**—Group-owned AM and FM combination, in Roanoke needs engineer to assume total technical responsibility. Job includes maintenance of directional AM, transmitters, studios, and automation along with the usual paperwork. Requires 1st class FCC license and broadcast equipment maintenance experience. An Equal Opportunity Employer. Reply to Box R-88.

**Complete resumes** now being accepted for engineer for a Class IV station in the Southeast. Will be moving into a new facility February. Must be familiar with newer types of equipment. Tell all in first letter and resume. Some combo. R-89.

**Jock with Studio Engineer** abilities. Modern Country. WPVA, Box 87, Petersburg, VA 23803.

**Chief Engineer.** 5 KW—DA nite and stereo FM. Fulltime engineering position with fulltime assistant, truck benefits, regular raises, \$18,000 to \$25,000. Resume, references to Box R-116.

**Minnesota Public Radio** seeks engineer to provide network engineering support for six-station public radio network. Report to Director of Network Engineering. Evaluation, specification, design and construction of RF and audio equipment to ensure high standard of audio and transmission quality throughout network including extensive field work. \$14,000 to \$22,000. FCC 1st or equivalent. Strong experience. Resume, references and letter of interest immediately to Dan Rieder, Director of Engineering, MPR, 400 Sibley Street, St. Paul, MN 55101. AA/EOE.

**WDEE/Detroit** has an opening for an Assistant Chief Engineer. Candidates must have a First Class license and experience in directional systems. (WDEE operates a 12 tower critical array) Transmitter and studio maintenance experience is also required. Reply in confidence to: Craig Roberts, Chief Engineer, WDEE, 21700 Northwestern Highway, Southfield, MI 48075. No phone calls. Equal Opportunity Employer.

**Immediate Opening** for chief engineer. Call or write WASA/WHDG, Havre De Grace, MD 21078; 301-939-0800.

**Sharp? Capable?** Want to get ahead and do things? Come grow with us. Head our engineering department. Midwest group, three stations, with outstanding record and reputation. Small town living expenses. \$18,000 minimum. All replies in strictest confidence. E.O.E. Box S-35.

**Top Northwest New Mexico AM/FM** taking applications for Chief Engineer. Must know directional, Stereo, STL and automation. Great opportunity for a take-charge, well organized self-starter. Call 505-863-4444 in Gallup.

**Radio Engineer** needed for Southern medium market facility. FCC license required. Will accept minimal experience. Contact Jim Cope at 501-661-7500 or 501-661-7544.

**Chief Engineer** for group owned, Binghamton, New York, 5KW AM directional and 50 KW stereo automated FM. Must have extensive knowledge of directional antennas, automation, and studio maintenance. Contact: Don Wilson, WENE, Inc./WMMRV-FM, P.O. Box 151, 2721 E. Main Street, Endwell, NY 13760. 607-785-3351.

**Chief Engineer** for a large, modern well equipped, AM carrier current broadcast system. Must have experience in AM and have strong performance in audio and studio maintenance repair and construction. Supervisory and carrier current experience highly desirable. Will supervise 1-2 student assistants and be responsible for 6 studios and 13 transmitters. This is a full-time year round position. Starting salary \$11,000 or more depending on qualifications and experience. Good fringe benefits package. Reply to: Michigan State University Personnel Office, 110 Nisbet Bldg., East Lansing, MI 48824. Refer to position No. C81134. An Equal Opportunity Employer.

**Chief Engineer** for Public 24.5KW Stereo FM in Southern California. Approximately \$14,000 first year plus full family benefit package. Minimum of 3 years broadcast experience in design, installation, repair, and maintenance of equipment. Letters of intent and/or applications must be postmarked by 2 February 1979. For more information and application form contact Winston W. Carl, Personnel Officer, KVCR-TV/FM, San Bernardino Community College District, 631 South Mt. Vernon Avenue, San Bernardino, CA 92410. 714-888-6511, ext 105. EOE.

**South Florida** station needs chief with DA experience and ability to handle all aspects of station's engineering. Salary commensurate with ability, experience. Send resume to Jim Glassman, Vice President, WGMA Radio, Hollywood, FL 33024. Please do not call. EOE M/F.

**Chief engineer**, small market directional AM-stereo FM stations, mid-Atlantic area. Should know F.C.C. R&R, transmitters, installation and maintenance. Good pay and benefits. Near beaches. Light experience considered. E.O.E. Send resume to Box S-33.

**Chief Engineer:** Automation, AM/FM, immediate opening, group owner, resort area. Send complete resume to Ted Bryant, WYNR/WPIQ, Brunswick, GA.

## HELP WANTED NEWS

**Anchor-reporter** to handle morning drive news in Southeastern Top 50 market. Must be super-strong on air. Prefer two or more years experience in radio news. Starting salary range \$180-230 weekly. Great benefits. Equal Opportunity Employer. Send resume and tape to Mike Edwards, WRAL FM, N.C. News Network, P.O. Box 17000, Raleigh NC 27609.

**We're looking** for a self-starter, morning-anchor for our Illinois city of 50,000. We need the fresh angle on the otherwise routine news and enterprise reporting. Send your complete resume, and air-check tape to: Mark Fredrickson, news director, WITY Radio, Box 142, Danville, IL 61832.

**Needed Immediately** ... Two reporter/anchors for regional radio station in Upper Midwest. These people should sound reasonably good on the air. He/She may do our morning drive newscasts. Experience preferred. Salary is negotiable and our company has good fringe benefits. 44 hour week with every third weekend off. Send tape and resume to: Jan Thomas, News Director, KFYR Radio, Box 1738, Bismarck, ND 58501. Equal Opportunity Employer.

**Creative person** with at least 3-years experience. Must be able to write conversational news and deliver it in a person to person manner. Excellent opportunity to join top notch air staff at a Capital Cities' station. Send tape and resume to Henry Brach, News Director, WKBW, 695 Delaware Ave., Buffalo, NY 14209. An equal opportunity employer.

## HELP WANTED NEWS CONTINUED

**Right now.** Opening for one person news staff. Gather and deliver local news for daytimer in Southeastern city of 20,000. Equal Opportunity Employer. Box R-108.

**Growing Broadcasting Company** (now operating 7 stations) looking for a tough, aggressive, News Manager. The right person will manage a 6 person staff ... and totally supervise the news operation for a full time AM/FM in the Midwest. You'll have plenty of equipment, mobile units, etc., to work with, management backing, and the best facilities available in the Midwest. The individual we're looking for is a family person, reliable, experienced, dedicated to all phases of electronic news gathering, and ready to make a permanent move. Salary commensurate with experience and talent. An Equal Opportunity Employer. Send complete resume to Box R-77.

**News/Information oriented Midwest radio-TV** operation will pay top dollar for creative writer-announcer. Excellent benefits. Send tape and resume to Carl Dickens, News Director, WAKR, P.O. Box 1590, Akron, OH 44309. EEO/MF.

**Immediate opening**—News Director, experienced only. Mature voice. Tape, resume. WLRG, P.O. Box 8428, Roanoke, VA 24014.

**Newsperson Needed** Medium Market, No. 1 rated stations. Part of a growing chain. At least 1-2 years experience required. Strong delivery and writing talent a must. College degree preferred. Tape and resume to Bob Bennett, News Director WAZY, Box 1410, Lafayette, IN 47902. An E.O.E. employer.

**Aggressive, Medium Southeast** station is looking for personality newscaster to work with four-person, contemporary morning drive team. Only experienced professionals considered. Opportunity for advancement. EOEMF Box S-12.

**News Director.** Eastern major market adult contemporary. Existing staff needs motivation and leadership. Only mature, experienced administrators with strong on-air ability need apply. Excellent opportunity for a solid, hard-working individual now in medium market. Equal Opportunity Employer. Box S-16.

**Reporter/Announcer.** Must be strong on-air with good writing ability. Overnight shift. Respond with tape and resume first reply. Mark Davis, WVBF-105/WKOX, Box 8550, Boston, MA 02114. EOE.

**Immediate opening** for News Director who can gather, write, interview, obtain actualities, direct others. Experience needed, no phone calls, send tape, complete resume, to J. R. Russ, Program Director, WLOI/WCOE, Box 385, La Porte IN 46350. EOE.

**News Director** to manage three person news staff for Regional power medium market station that emphasizes news. CBS affiliate. Good opportunity for aggressive person with authoritative, professional delivery. Send resume to General Manager, KFEQ, Box 879, St. Joseph, MO 64502.

## HELP WANTED PROGRAMING, PRODUCTION, OTHERS

**One of the Top Ten Black Stations** in the Midwest has a growth opportunity for a Program Director. Applicants should either have their college degree or five years radio experience. Ability to motivate creative people a must plus good administrative skills. Send tape and resume to General Manager, Box 697, Indianapolis, IN 46206. EOE/MF.

**Experienced Program Director.** 12-15 thousand per year. Hire-supervise program staff. Air shift. Competitive 30 thousand Midwest. Box Q-121.

**Minneapolis area medium market** is searching for deep voice production whiz for high power FM contemporary and AM MOR. Experience in automation programming is desired. Major group owner with substantial benefits, pension. Send resume and salary requirements to Box R-41.

**KSO, Des Moines** needs experienced continuity and production pro. Must have good voice, and creative imagination and be used to heavy load. Great working conditions and professional staff to assist. Production samples and resume to Program Director, 3900 N.E. Broadway, Des Moines, IA 50317 EOE.

**Creative Production-Announcer** pro for Modern Country. Cooker. Contact Royal Bruce, Box 87, Petersburg, VA 23803, 804-732-3478.

**Outstanding opportunity** for creative and enthusiastic Program Director. Should have full knowledge of FCC regulations, be able to supervise an announcing staff, and be capable of all types of production (music format, commercials, etc.). Station located in San Diego County. Write S. Leonard, 7118 El Fuerte, La Costa, CA 92008.

**Help Wanted: Production/Promotion—(Radio).** AM-FM Stations in highly competitive Northern Wisconsin market need person with experience and creativity to work with commercial production and station promotion. Limited air work. Send resume. Box R-103.

**Major market contemporary** country station has immediate opening for program director. Our program director has done a super job and got an offer he couldn't refuse from a top station in another major market. Position also involves air shift. Send tape and resume immediately to WGMA Radio, Hollywood, FL 33024. No calls please. EOE M/F.

**Production Specialist;** creative copy and production. On air experience desirable. Contact the Operations Manager, KCOL AM/FM Radio, P.O. Box 1339, Fort Collins, CO 80522.

## SITUATIONS WANTED MANAGEMENT

**Southeast and Florida stations,** I am a successful General Manager with 25 years broadcast background. A professional with a solid track record, and integrity. Christian family man. Desire permanent location in Southeast, or Florida. Box R-114.

**General Manager,** running successful MOR station, on West Coast. Desire relocation. Organizer and leader. Accomplished sales, programming, promotion, fee regulations, license renewal, new station application. Highly experienced broadcaster. Part ownership plan welcomed. Box 115.

**General Manager** highly experienced and very successful looking for an upward move. Write Box R-97.

**Young, experienced,** successful manager looking for a new challenge. Sales and profit oriented. Box 119.

**General Manager** who can prove it, winner, track record, super heavy background in programming, sales, administration, management. FCC regulations, searching stable permanent position, credentials speak for themselves. Reply in confidence. Box Q-64.

**General manager** with a winning track record in programming, sales and management. Fourteen years broadcast experience. Seeking stable permanent position. Ratings getter. Money maker. Have learned from the best. Available early 1979. Prefer Midwest. Reply in confidence. Box S-19.

**GM/GSM.** Motivation, organization, training. A track record of success that shows that I get the job done. Lets talk about how my ideas and drive can bring about the results that you demand. Box S-14.

**Medium Market.** Radio sales manager with fine radio and television background including management, programming, administration, on-air. Seeks management. Box S-10.

**General Manager,** amazing qualifications, and abilities, in sales, programming, administration, promotion, publicity. Looking for stable management position. Must want to win and pay price to do so. Can we win together? Box S-26.

## SITUATIONS WANTED ANNOUNCERS

**Soul Personality** Seeking to relocate to either North Carolina, South Carolina or Virginia area. 919-483-6530.

**Professional Singer,** now totally broadcast trained, minority female disc jockey, newscaster, resonant voice, warm personality experienced in audience appeal, and a performance background that spells "communication". Call Larella Brewington at 215-878-7296 or 215-922-2530.

**Bright Minority Female** jock with more hours in broadcast training than most people in this section. Need I say more! Send for tape and compare. Call Rose Burroughs at 215-848-0861 or 215-922-2797.

**Western New York** discotheque personality desires radio (weekends acceptable). Radio experience (1960's). License. 716-631-0851, Ralph.

**Announcer—DJ—**automation board operator, 3rd endorsed, 27, wants to sharpen skills and learn great radio in Florida. Short on experience, but long on talent and ambition, with good voice and production ability. Box R-112.

**Seasoned Black Broadcaster—**Actor. Some commercial experience and extensive broadcast training. "Alonzo Muse" 215-849-0132 or 922-2530. P.O. Box 183—Philadelphia, PA 19105.

**Announcer** (warm, mellow, sexy voice)—31 yrs., single, 2 yrs college, prefer top 40 or MOR. Experience in commercials, writing, part time local news and 7 years police radio, 3rd class license and Broadcasting school graduate. I'm a stable, sincere, hard worker. Good background. You'll be impressed by tape. Can work for \$200 a week. Willing to work on all levels of station operation. I'm looking for experience. P.O. Box 17729, Philadelphia, PA 19135.

**Audition Tape** custom-made for small market radio and a program director who wants results not excuses. Box S-20.

**Top-40 late nights.** Seeks break with small market. 2 yrs. experience. 3rd, 305-721-0582.

**Disc Jockey** and Production Man looking for first break. Recent college grad. New England states preferred, will relocate anywhere. 3rd Class Endorsed. Write: Alan Katovich, 34788 Fargo, Sterling Hts., MI 48077, or call 313-939-8063. Will send tape and resume.

**D.J. 3½ years** experience, all formats. Looking for job in Midwest only. Scott; Evenings 216-382-2159.

**Talented, Reliable announcer** with third endorsed. Experienced in announcing, news, sales, copy, sports: play-by-play. Journalism and broadcasting degrees. Call Ron, 1-608-365-8563.

**Female, college media graduate,** will relocate. Has First phone. 1 year radio experience. Call 615-254-1415. Excellent diction.

**Experienced Announcer 15 years**—looking, available January 5th. Let's talk. Call Randy 904-771-7386 or write: 3907 Angol Place, Jacksonville, FL 32210.

**Female Announcer/Copywriter,** radio/TV 3rd Endorsed. Five years copywriting experience, some radio exp. Exceptional voice quality, creative, terrific person. For T&R call Martine Wood 415-834-1124; write 3009 Harrison, Oakland, CA 94611.

**Humorous, Serious Outrageous.** 1st Phone air personality desires Top 40, Adult Contemporary or Oldies small market station, anywhere. S. H. Green, 212-347-5149.

**Talented, ambitious,** good voice, hard working young man with First phone, college degree, six years of experience. Looking for a challenging position. Box S-32.

**3rd Endorsed** with 3 years experience. Will go anywhere. Call 319-391-0072. Ask for Joe.

## SITUATIONS WANTED TECHNICAL

**Chief 29 years** AM/FM DA. Installations. Western States. Box R-117.

**Experienced Chief Engineer,** AM-DA, FM Stereo. Automation, STL, Announcing, TV, Radar. Quality oriented engineer with good ear seeks quality oriented station. Box S-31.

**Experienced Chief Engineer,** AM-DA, FM, Stereo. Prefer South. Box S-28.

## SITUATIONS WANTED NEWS

**Florida only.** 4 years experience, MSJ, currently ND, 28, married. Market size unimportant. Box R-82.

## SITUATIONS WANTED NEWS CONTINUED

**Experienced reporter**, BA, 3rd endorsed. Please call Chris Long, 213-851-8894 or 213-466-3534.

**Experienced anchor/reporter** seeking larger market station with news emphasis. Solid news and public affairs background. 207-353-2308.

**Top sportscaster available**. Currently with major network O&O 50K clear channel. Write Box 15, Rosemont, NJ 08556.

**Public Affairs**. Intelligent, well-produced programming which complements your format and generates promotion. . . . Seeking Public Affairs Director position with a quality, adult-oriented station in the San Jose, California market. Box S-23.

**Seeking first break** in news at your station. UNC Graduate, BA Broadcast Journalism. Stringer experience. Will relocate. For tape and resume contact: Charles Freiman, 1404 Hillwood Court, Charlotte, NC 28210. 704-525-1477.

## SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

**If you're looking** for someone who does just what's needed, I'm not interested. But, if you need a "doer", that gives 100% then let's talk. Eight years experience on-air; production; continuity; traffic; personnel; programming; music; organization and sales service. First Phone. Rick 301-352-5888.

**Major Market Program Director** looking to move to a more challenging, aggressive major or medium market station. Box S-15.

## TELEVISION

### HELP WANTED MANAGEMENT

**General Manager**, chief operating officer, KVIE, Channel 6, Central California Educational Television, Sacramento Area. To qualify, completed application form must be postmarked by February 23, 1979. For job description, station and environmental information and application form, write Ms. Lynn Burgener, KVIE Search Committee, 717 K Street, Suite 509, Sacramento, CA 95814.

**Manager National Operations**. Growing television facility is in need of a Manager of National Operations to co-ordinate activities of national program production and oversee budgets. Position will work closely with business office and vendors as well as project producers and unit managers. Requires degree, or experience, in business and accounting, plus two to three years experience as unit manager for national program projects, or related job experience at a major TV production facility, local station or network. Salary mid-teens. Send resume with salary history to Personnel, P.O. Box 610001, Miami, FL 33161. An Equal Opportunity Employer.

**Promotion Manager**—Major market network affiliate in Sunbelt. We are looking for a sharp person who knows the business. Experienced in all media, strong in on-air production. Total campaign planning and execution important. No beginners. Salary commensurate with experience. Provide all details in first letter. We are driving hard to become number one. Join us if you have the desire and ability. Equal Opportunity Employer M/F. Box S-17.

**Business Manager**—Major market in Southeast, group owned network affiliate. Will be responsible for accounting, computerized traffic/billing, work closely with General Manager on budget, fiscal planning. Salary commensurate with experience. Equal Opportunity Employer M/F. Send complete resume in confidence to Box S-18.

**Station Manager**—for new community-based public TV station. Responsible for total administrative leadership including all phases of station operations. Requires management experience in broadcast administration; minimum of bachelor's degree. No application by phone. Submit resume, salary history, and 3 professional references by Feb. 15 to Search Committee, Northern Minnesota Public Television, Box 188—Bemidji State University, Bemidji, MN 56601. An Affirmative Action EOE.

### HELP WANTED SALES

**Need a street fighter**, one who is creative and can deal with clients on a direct basis. Great income and opportunity for advancement. Must have 2 years experience and want to be with a winner in Virginia. Box R-123.

**Local Account Executive** Top 50 market in Sunbelt; VHF Network affiliate; 3-5 years experience in local sales required; should have desire and ability to advance into management in 1-2 years. Send resume to Box S-10.

**Account executive** for VHF ABC affiliate in a fast growing Southeastern market. Requires an experienced, street-wise, self-starter looking to move up with an aggressive group owner. Equal Opportunity Employer. Send resume to Box S-16.

### HELP WANTED TECHNICAL

**Maintenance Chief** to top 50 market. Midwest ABC affiliate. Applicant must have working knowledge for repair of TR-70s, TK-27s, PC-70s. Knowledge of digital systems a must. Station is well-equipped but needs pride and polish. Growing area with affordable living. An Equal Opportunity Employer. Send resume and salary requirements to Box R-98.

**Director of Engineering/Production** for outstanding Virginia small operation. Require solid knowledge of studio, engineering and transmitter equipment. Prior supervisory experience necessary. Contact Arthur Hamilton, WHSV-TV, P.O. Box TV-3, Harrisonburg, VA 22801-703-433-9191. EOE.

**Chief engineer** for Western Montana VHF commercial station. Must be strong maintenance engineer with transmitter, VTR and studio equipment experience. Located in growing university community in beautiful mountainous area. EOE. Send resume and salary requirements to Pete Friden, KPAX-TV, P.O. Box 4827, Missoula, MT 59806, or call 406-543-7106.

**Chief Engineer**—WROC-TV, Group owned VHF in Rochester, New York. Experienced management and technical. Experience should include Transmitter, Studio, ENG, Administrative. Send resume and salary requirements to T. B. Sheally, Mgr of Eng., 320 Market St., Steubenville, OH 43952. Phone, 614-282-0911. EOE, M/F.

**Chief Engineer**: Major Mid-West videotape production house looking for top quality chief engineer who has a production background as well as management and fiscal responsibility. Must have experience with broadcast systems & have the ability to troubleshoot, schedule maintenance & staff in accordance with heavy production load. Also this desired individual must be able to communicate with clients. Starting salary commensurate with experience. You prove you can set the example and we'll show you a growth position hard to equal. E.O.E. Box R-101.

**Would you believe** that 53 degrees is the average January temperature in the Lower Rio Grande Valley—why would anyone want to live anywhere else? Year-round fishing, golfing and backyard barbecue. Nice area to raise a family or retire—safe to walk the streets at night. Get out of the cold. We need an experienced, energetic individual to maintain broadcast equipment in Harlingen, Texas. Contact the Personnel Director, KGBT-TV, P.O. Box 711, Harlingen, TX, 78550 or call collect 512-423-3910. We are an affirmative action, equal opportunity employer.

**TV Maintenance Engineer**—Electronic Engineering education or equivalent experience. ENG maintenance experience desirable. Contact Harold B. Wright, WVIR-TV, Charlottesville, 22902. 804-977-7082. An Equal Opportunity Employer.

**Maintenance/Production**: Video and Audio equipment. 2-3 years experience. Salary \$11,000+. Resume to Jim Whitman, 214 Reed McDonald Building, Texas A&M University, College Station, TX 77843. EOE.

**Director of Photography** for expanding small market. Leader for staff of three not afraid of the cold and interested in bright future under Aurora Borealis. Arri, Nikon, Photostar, Jamieson 8-16. Resume to General Operations Manager, KIMO, 3910 Old Seward Highway, Anchorage, AL 99503. An Equal Opportunity Employer.

**Maintenance Engineer**. 1st FCC Ticket, experience with helical VTR, studio & remote cameras, microwave preferred. WQRF-TV, Box 4478, Rockford, IL 61110. 815-987-3950.

**Control Room Operator**. Must have previous experience in Master Control operation and 2 inch VTR operation. Three days off per week to enjoy Idaho's mountains, lakes, fishing and hunting. First Class Ticket required. Call or write Dave Schnuckel, 5407 Fairview, Boise, ID 83707 208-375-7277. An E.O.E.

**Chief Engineer**—for new public TV station. Assist in initial construction. Responsible for complete electronic maintenance and operation. Minimum 5 years TV experience required, including transmitter, studio, color VTR, STL. 1st class FCC license required. Prefer minimum 2 years technical school. No application by phone. Submit resume, salary history, and 3 professional references by Feb. 15 to Search Committee, Northern Minnesota Public Television, Box 188—Bemidji State University, Bemidji, MN 56601. An Affirmative Action EOE.

**Assistant Maintenance Engineer**—4 AVR-2 VTR's, RCA TTU-30 transmitter, 3/4" Sony ENG. Assist in repairs and preventive. Minimum 2 years experience. \$11,500. Start immediately. Send resume to Margie Lasoski, WSKG Public Television, Box 97, Endwell, NY 13760. 607-754-4777. EOE/AA/M-F.

**Television Maintenance Engineer** with First Class FCC License. Immediate opening, ideal community, located in Alaska. Send resume, experience and salary requirements to: George Howard, Chief Engineer, Northern Television, Inc., Box 2200, Anchorage, AL 99510. An EOE.

**Switcher, video technician**. Must be experienced in 3/4 VTR. 1st Class License. Quiet setting: hard workers only. WSVI, P.O. Box 8 ABC, Christiansted, St. Croix, U.S. Virgin Islands. Reply with Resume.

**Position open** for an operating technician. Operating experience preferred. First phone not necessary. Equal Opportunity Employer. Send resume to Jim Martens, WGEM-TV, 513 Hampshire, Quincy, IL 62301.

**Television Technicians**: Syracuse University needs a qualified Video Engineer for studio maintenance and operations. The person must have an AAS in electronics (or an equivalent combination of education/experience) and three years experience in color studio maintenance procedures. The annual salary is \$12,200. Syracuse University's liberal benefits include free employee tuition (12 cr. hrs./yr., transferable to spouse), free tuition for the employees children (four years undergraduate), and an annual one month vacation. Send resumes before January 15, 1979 to: Ms. Kelly Rose, Syracuse University Personnel Dept., Skytop Offices, Syracuse, NY 13210. Syracuse University is an Equal Opportunity/Affirmative Action Employer.

**Chief Engineer**—Immediate opening, CBS affiliate on California Monterey Peninsula. Experienced in studio, transmitter and microwave maintenance. ENG and UHF experience necessary. Salary negotiable. Contact Chuck Muntean, KMST-TV, 46 Garden Court, Monterey, CA 93940. 408-649-0460. Equal Opportunity Employer.

### HELP WANTED NEWS

**Combination reporter/photographers** skilled in shooting and editing film and tape. Journalism/Communications degrees or comparable experience necessary. Equal opportunity employer. South Florida TV station. Send resume to Box Q-134.

**Weekend Sports Announcer and Anchor**—Both positions require bright, energetic applicants with on-air experience. Ideal year round recreational area. Equal Opportunity Employer. Send video cassette and resume to Art Angelo, VP, KPLC-TV, Box 1488, Lake Charles, LA 70601. No phone calls.

**Weather Anchor**—West Coast medium market network affiliate seeks personable, competent, experienced, Weatherperson capable of building a weather department. No beginners. EOE, M/F. Resume and salary history to Box R-104.

**Anchor-Producer**: Pro with 1-2 years experience news production/sub-anchor looking to move up. Resume and VTR first letter. Contact News Director, WSTV-TV, 320 Market St., Steubenville, OH 43952. Equal Opportunity Employer.



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## HELP WANTED NEWS CONTINUED

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**Producer—West Coast** medium market network affiliate wants take charge producer with solid news judgement and production know-how who can build a fast paced watchable broadcast. Minimum two years producing experience. EOE, M/F. Please submit resume and salary history to Box R-105.

**Combination meteorologist/environmental reporter.** Minimum two years professional TV experience; South Florida station. Equal opportunity employer. Send resume to Box R-93.

**Hard news reporter.** Journalism training. Minimum two years professional TV experience. Work with ENG and film. Co-anchor possibility if experienced. South Florida TV station. Equal Opportunity employer. Send resume to Box R-94.

**Consumer news oriented reporter.** Minimum two years professional TV experience. Work with ENG and film. Self starter. South Florida TV station. Equal opportunity employer. Send resume to Box R-95.

**Sports Director/Anchor,** for M-F casts, 6 and 10. Experience necessary; work with live remotes, ENG and film. Upper Midwest, Big Ten sports. EEO employer. Send resume and letter to Box R-99.

**We want to strengthen our anchor team.** We're looking for an accomplished broadcast journalist to do both. Chemistry is important. So is maturity. VTR of anchor and reporting work must be available. We're solid and committed. Box R-91.

**Photographer:** must have 3 years experience as a news photographer; 16mm film experience is necessary along with ENG experience, preferably working as a one-man crew; should be familiar with shooting live stories and editing film or tape. A first class technician license is preferred. Send resume and 3/4" tape of news stories to Steve Caminis, News Director, WJAR-TV, 176 Weybosset Street, Providence, RI 02903. No phone calls please. An Equal Opportunity Employer.

**Sports Reporter/Anchor** with experience, heavy on writing, good on camera presentation. Respond with resume, salary requirements, videocassette. No phone calls. Wayne Ashworth, WXII-TV, Box 11847, Winston-Salem, NC, 27106.

**Weekend-Noon Anchor.** Must have news experience. Will consider radio background. Prefer someone with knowledge of agriculture. Send tape, resume and salary requirements to: Ron Heller, KTVO-TV P.O. Box 945, Kirksville, MO 63501.

**Producer:** For Midwest ABC Affiliate to produce 6 & 11 PM newscasts. Must have 3-5 years experience in television news including at least 1 year of news production. Must be a strong writer, creative thinker. Replies including VTR cassette, resume, writing samples to: News Director, Jerry L. Scott, WYTV, Inc., 3800 Shady Run Road, Youngstown, OH. An EOE.

**We're an NBC TV affiliate** in the Midwest and we're looking for a top flight sports director. If you have lively delivery, can write, shoot, and edit film and handle the responsibility of reporting all types of sports, including the Big Ten, send tape and resume to Ron Davis, News Director, WICD-TV, 250 Country Fair Drive, Champaign, IL 61820.

**Associate Producer** needed for hour-long newscast at leading station in Northwest major market. Must be organized, efficient, creative and have prior experience in TV news operation. Good opportunity for advancement in leading broadcast group. Equal Opportunity Employer. Reply Box S-5.

**No. 1 Rated** top 40's TV station with heavy commitment to news is expanding and needs experienced personnel: General Assignment Reporters with a track record for breaking hard news, enterprise stories, Feature Reporter who can write and produce creative "down home" stories, Photographers who are creative with both film and ENG, Producers who write the way people talk ... are good teachers for reporters ... have management potential, Assignment Editor full of ideas and angles who can move personnel and equipment efficiently. Must be experienced, highly motivated and successful. EOE, M/F. Send resume, references with phone numbers and current salary to Box S-3.

**Photographer** needed for news operation at major group-owned station in Northeast. Must be creative and willing to hustle. Should have experience in commercial TV news operation with both 16mm film and ENG. Equal Opportunity Employer. Reply Box S-6.

**News Anchor:** Sunbelt Area, Anchor for 6 and 10PM newscast in major Southwestern market. An Equal Employment Opportunity Employer. Send resume to Box S-7.

**Public Affairs:** Creative writer, producer, presenter for Midwest TV-Radio network affiliate in 50-100 market category. Prefer news background. Position involves editorials, documentaries, and on-air capabilities. Salary negotiable. Send resume and requirements to Box S-11.

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## HELP WANTED PROGRAMING, PRODUCTION, OTHERS

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**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, PO Box 80888, San Diego, CA 92138. An E.O.E.

**Producer/Director**—Responsible for instructional programming. Writing experience mandatory. Minimum 3 years professional television experience. Bachelor's degree required; M.A. desirable. Send resume to: Paul Stankovich, Teleproduction Center, University of Wisconsin-Stout, Menomonie, WI 54751. UW-Stout is an Equal Opportunity, Affirmative Action Employer.

**Cinematographer/Editor** familiar with commercial production, Documentaries and Public Service filming. Some producing experience desired. Top 50 market. Group owned station. Immediate start. E.O.E. Send resume to Box R-86.

**Production Manager**—Public T.V. station WIPB has an opening for a Production Manager. Responsibilities include the coordinations of production, operations, regular, special events and remote broadcast; compilation of daily program log. BS in radio and TV with 2-3 years experience as a producer-director of TV programs required. Educational opportunities, 18 days paid vacation. Immediate opening. Application deadline 1-15-79. Send resume to: Ball State University, Personnel Services Office, Muncie, IN 47306. Equal Opportunity/Affirmative Action Employer.

**Program Manager**—For medium market CBS Affiliate. Must be experienced in television programming and able to administer Production and News Departments. Send resume to James N. Armistead, Vice President & General Manager, WRDW-TV, Drawer 1212, Augusta, GA 30903. EOE.

**Producer:** Individual or company wanted on a consulting basis to help develop pilot for regional television game show. Send resume to The Game Show, Box 68, Marblehead, MA 01945.

**Manager** for Production/Creative Services Department in top 50 market TV station. Highly experienced in supervision of large staff, production of quality creative work, overseeing local-regional commercial production EOE, M/F. Send resume to Box S-4.

**Information Specialist II** Professional public information and public relations work, involving writing promotion material; developing campaigns; coordinating TV promotion activities with community groups. Contact: Jim Moran, Program Manager, WFSU-TV, 202 Dodd Hall, Tallahassee, FL 32306.

**Director of Programming** Position Availability. 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 manages all programming functions including planning, development, production, acquisition, scheduling, and ascertainment. Position requires demonstrated administrative skills in budgeting, public contact, program development, grantsmanship, FCC rules, management principles, and supervision of a large and diversified staff. For position description and requirements, contact: Rod Thole, Executive Director, IPBN, P.O. Box 1758, Des Moines, Iowa 50306. Applications close January 31, 1979. An Equal Opportunity Employer.

**Public Affairs Producer**—Produce public affairs programs for KUSD-TV and the South Dakota Public Television Network. College degree in journalism, English or communications and 3 years experience in public affairs or an equivalent combination required. Experience as on-air reporter with extensive writing and editing skills and proven research abilities desired. Must be familiar with all facets of ENG, quad, and cassette editing. Application deadline, January 31, 1979. Reply to: USD Personnel Department, University of South Dakota, Vermillion, SD 57069. An Equal Opportunity Employer.

**Production Crew Chief.** We need an experienced working supervisor who can lead a crew through our busy studio/remote schedule. No phone calls, please. Letter and resume to: NJPTV, 1573 Parkside Ave., Trenton, NJ 08638. Closing date 1/22/79.

**TV Production Manager** South Carolina Educational TV Network Station, WNSC-TV 30, Rock Hill, S.C. Immediate opening for aggressive, experienced TV Director to manage production staff of six (6). Strong knowledge of directing, lighting, studio operation and electronic field production. Apply: WNSC-TV, P.O. Box 11766, Rock Hill, SC 29730. 803-324-3184.

**Production Photographer:** Work with writers, clients. Send resume, samples to "Manager," KSFY-TV, Sioux Falls, SD 57102. E.O.E.

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## SITUATIONS WANTED MANAGEMENT

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**Medium Market** radio sales manager with fine radio and television background including management, programming, administration, on-air. Seeks management. Box S-10.

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## SITUATIONS WANTED NEWS

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**High rated,** medium market anchorman wants more challenging market. \$25,000 minimum. 10-years experience. Box R-47.

**35 year old** small-town anchor made wrong move into big market. Too much hassle. Want more cordial situation. Money is not everything. Shoot, write, edit. Box R-84.

**Reporter/Anchor/Producer,** 4 yrs. TV news experience, net feeds, currently at top-rated small market station, wants to move up. Box R-113.

**Weathercaster/Meteorologist** looking for small or medium market station where I can grow. Currently employed major market. Box S-8.

**Reporter/Photographer,** not into shallow stories, talking heads. Heavy ENG experience. Live, net feeds. Strong writing. B.S., FCC. Energetic, professional, seeking reporting, or combination position. Box S-9.

**T.V. Weatherman** available immediately. Television and radio experience. B.S. meteorology, November, 1978. Bob Demers, 301-449-1948.

**News Producer** or Assignment Desk position desired. Currently AM/FM News Director. Two years TV news experience. Box S-34.

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## SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

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**If Comedy Writing/Acting** is your dream, call Ed Janik at 812-476-4596.

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## ALLIED FIELDS

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### HELP WANTED SALES

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**Sales Manager,** experienced in Production Facility Sales; require solid background in television engineering-video tape commercial production-travel. Send resume to Personnel Director, WSM, Inc., Box 100, Nashville, TN 37202. An Equal Opportunity Employer.

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### HELP WANTED TECHNICAL

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**Donrey Media Group** in Las Vegas and Reno seeks qualified Microwave Service technicians for Lenkurt 75/76 systems on 7 KMC. Send resume and salary requirement or call: E. Doren, Director/Engineering Donrey Media Group, P.O. Box 70, Las Vegas, NV 89101. An Equal Opportunity Employer.

## HELP WANTED MANAGEMENT

**State Public Broadcasting Coordinator**—Staff position to Idaho State Board of Education located in Boise, Idaho. The Coordinator acts as liaison between the public broadcasting stations, Board of Education, state legislature, Department of Education, and other state agencies. Administers state microwave interconnect, provides staff advice to the Public Broadcasting Committee and State Board of Education. Reviews and recommends state budget requests, provides planning services for the licensee in facilities and broader policy areas and coordinates activities of stations and other interested agencies. Qualifications: Education: Master's degree or equivalent in a field related to public broadcasting. Experience: Four years broadcasting experience, including a combination of three years in broadcasting and at least two years experience at an administrative level. PTV experience and experience in public administration preferred. Salary \$21,000-\$26,000. Applications close January 26, 1979. Send complete resume with employment history, educational background, and references to: Dr. Cliff Trump, Office of the State Board of Education, Len B. Jordan Building, Room No. 307, 650 West State Street, Boise, ID 83720. Phone: 208-384-2270. An Equal Opportunity Employer.

## HELP WANTED INSTRUCTION

**Florida College** seeks Associate of full Professor of Communications to teach, and to coordinate the development of a rapidly expanding program in the electronic/film media. Professional experience in Broadcasting and publications essential. Doctorate preferred. Salary negotiable. Send resume to Chairman, Dept. of Communications, P.O. Box 248127, Coral Gables, FL 33124.

**Radio-Television Broadcasting**, faculty position: Applications being accepted for full-time teaching position to begin fall semester 1979. Instructor/Assistant Professor to teach courses in TV & Radio Production, Advanced Broadcast Production, TV Directing, Writing, Electronic News Gathering Techniques, & Broadcast Management & Sales. Ph.D. in Broadcasting preferred with some university level teaching experience. Salary: \$12,500-\$13,800. Forward resume, academic transcripts, three (3) letters of recommendation to: Dr. Gil Clardy, Chairman, Department of Communication Arts, Washburn University, Topeka, KS 66621. Closing date: February 1, 1979. An Equal Opportunity Employer.

**Two Positions**, Broadcast Journalism: radio-TV news writing and news gathering. Broadcasting/Mass Communication: radio and television production, 1/2" video. Ph.D. and media experience, or M.A. and outstanding professional broadcasting experience. Salary competitive. Write Dr. Mary Williamson, Search Committee Department of Communication, University of Nebraska at Omaha, Omaha, NE 68182, an equal opportunity affirmative action employer.

## WANTED TO BUY EQUIPMENT

**Wanting 250, 500, 1,000 and 5,000 watt AM FM Transmitters**. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

**Wanted: Used top condition AM Transmitter 5000 Watt** cut back to 1000 or 10,000 Watt we can convert to 5000. KEES Radio, Box 1426, Gladewater, TX 75647, 214-758-5229.

**3M Drop Out Compensator for Quad**. D. Zulli 213-466-5441.

**Wanted**—Tektronic 146 NTSC Test Signal Generator. Call: 312-236-5535 (Days).

**Instant Cash For TV Equipment**: Urgently need UHF transmitters, antennas, VTR's, color studio equipment. Call Bill Kitchen, Quality Media Corporation, 404-568-1155.

**Wanted**, 2500 and 5000 AM transmitters, must be top condition. 250 and 180 foot towers. Bob, 303-332-4171.

**Wanted**: RCA, TER, CAVEC, and DOC. Contact Fred Higbie, 614-476-2800.

## FOR SALE EQUIPMENT

**AM and FM Transmitters**—used, excellent condition. Guaranteed. Financing available. Transcom. 215-379-6585.

**5" Air Heliac** Andrews HJ9-50. Can be cut and terminated to requirement. Below Mfrs Price. Some 3" also available. BASIC WIRE & CABLE 860 W. Evergreen, Chicago, IL 312-266-2600.

**Towers**—AM-FM-Microwave-CATV & TV. New and used. Terms available. Tower Construction and Service. 904-877-9418.

**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.

**1-200' Self-Supporting tower**, angle legs 2-300', 1-180', 2-220', 48" face towers, all used Telco towers, 1-275' Tubular leg. Call. 901-274-7510 days 901-853-8037 nights.

**RCA - TTU-30A Telv. Transmitter**. For UHF broadcasting. Contact M. Palmquist 815-964-4191.

**100 Watt General Electric TV Transmitter** on Channel 22. Switcher, Test Set, Synch Generator, Antenna with Feed Line. D. Zulli 213-466-5441.

**DE23 New Block converters** for qualified operators. 212-434-1074 or 253-1880.

**Scully 250-2**: Stereo recorders, in stock, bargain prices. Val-tronics Inc. Call collect 717-655-5937. Excellent condition; E. Porter, 900 3rd Street, San Francisco, CA 94107, 415-777-5777.

**For Sale**—Character Generator 3M D-2400. Brand new keyboard \$995. Call: 312-236-5535 (Days) or Write: Panos Productions, 168 North Michigan Avenue, Chicago, IL 60601.

**Ampex KSC-60** Video cassettes: below factory price. Val-tronics Inc., call collect 717-655-5937.

**Technics Turntables**: Direct drive, in stock, bargain prices. Val-tronics Inc. Call collect 717-655-5937.

**Available January 1979**: used GE Transmitter model TT50 Driver and TF4 Power-Amplifier currently tuned to channel 9. Also Alford Diplexer. Phone Mid-Florida Television, Orlando 305-423-4431 for information.

**RCA TR-4 Hi Band**—Two available, new heads, one with editor, \$14,000 ea. GE-PE 250/350 Color Cameras—Three available, excellent condition, \$12,000 ea. GE 12 KW Klystron Transmitter—With channel 14 antenna, \$35,000. Call Bill Kitchen, Quality Media Corporation, 404-568-1155.

**For Sale**: One AM 240 ft. Stainless Tower, complete with Base Insulator, Guide Lines, Guide Anchors, and Lighting Kit. Delivered: \$3,300.00. W. Burckhalter, P.O. Box 114, Ladson, SC 29456. Phone-803-761-2518.

**JVC 6300 3/4"** VCR with still frame, tuner, timer. Excellent condition. \$1300. 215-272-0292.

**For Sale**: 11-20 foot sections-Andrews 3-1/8 inch rigid line-other miscellaneous pieces, with connectors, spring hangers, 1-1/4 inner conductor. Box R-3.

**10KW FM CCA**, 6 yrs. old, stereo, exc. cond. M. Cooper, 215-379-6585.

**5 KW FM Collins 830-E**. Stereo, exc. condition. M. Cooper 215-379-6585.

## COMEDY

**Free sample** of radio's most popular humor service! O'LINERS, 366-C West Bullard, Fresno, California 93704.

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

**Not Comedy**—Total personality service for Top 40, MOR, AOR. Sample: GALAXY, Box 98024-B, Atlanta, GA 30359 (phone 404-231-9884).

**"Free" Catalog!** D.J. Comedy ... Wild Tracks ... more! Command, Box 26348-H, San Francisco 94126.

**Phantastic Phunnies** ... introductory month's 400 one-liners ... \$2.00! 1343-B Stratford Drive, Kent, OH 44240.

## MISCELLANEOUS

**Prizes! Prizes! Prizes!** National brands for promotions, contests, programming. No barter or trade ... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

**Have a client** who needs a jingle? Custom jingles in one week. Philadelphia Music Works, Box 947 Bryn Mawr, Pa. 19010. 215-525-9873.

**Radio and TV Bingo**. Oldest promotion in the industry. World Wide Bingo—P.O. Box 2311, Littleton, CO 80160, 303-795-3288.

## INSTRUCTION

**OMEGA STATE INSTITUTE** training for FCC First Class licenses, color TV production, announcing and radio production. Effective placement assistance, too. 237 East Grand, Chicago, 312-321-9400.

**Free booklets** on job assistance. 1st Class FCC license and D.J.-Newscaster training. A.T.S. 152 W. 42nd St. N.Y.C. Phone 212-221-3700. Vets benefits.

**1978 "Tests-Answers"** for FCC First Class License Plus—"Self-Study Ability Test". Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348-B, San Francisco, 94126.

**REI teaches electronics** for the FCC first class license. Over 90% of our students pass their exams. Classes begin February 19 and April 9. Student rooms at each school. 6 week announcing course. Emphasis on creative commercial production at Sarasota.

**REI 61 N. Pineapple Ave.**, Sarasota, FL. 33577. 813-955-6922.

**REI 2402 Tidewater Trail**, Fredericksburg, VA. 22401.

**First Class FCC License** in six weeks. Contact Elkins Radio License School, P.O. Box 45765, Dallas, TX 75245, 214-352-3242.

**San Francisco, FCC License**, 6 weeks 1/15/79. Results guaranteed, Veterans Training Approved. SCHOOL OF COMMUNICATION ELECTRONICS, 150 Powell St., SF 94102 415-392-0194.

**1st class FCC**, 6 wks., \$500 or money back guarantee. VA appvd. Nat'l Inst. Communications. 111488 Oxnard St., N. Hollywood CA 91608.

## RADIO

### Help Wanted Sales

### NATIONAL SALES MANAGER AM/FM TRANSMITTERS

Rapidly expanding AM/FM transmitter manufacturer needs experienced and aggressive sales professional to develop effective sales program. Considerable travel involved. Send resume and salary history to: Box S-25.

### In a small or Medium market?

Ready to move up to a major facility in a major market? WLKW AM & FM, No. 1 in Providence, has an Account Executive opening now!! Send resume ASAP to Pete Vincelette, 1185 North Main Street, Providence, RI. EOE.

## Help Wanted Sales Continued

### SALES HELP WANTED

One of our top salesmen has taken a GM position elsewhere. South Georgia's leading country operation has a choice opening for the right salesman/announcer. Only serious, experienced persons need apply. Tapes and resume to: WJEM, P.O. Box 368, Valdosta, GA. 31601 WJEM is an equal opportunity employer.

### WCOD-FM

The No. 1 station in New England's No. 1 living area—beautiful Cape Cod. We're looking for an afternoon drive jock who's strong on production. An excellent opportunity to join an outstanding contemporary station. Pros only, please. Send tape, resume, and salary requirements to Ray Brown, PD, WCOD-FM, 105 Stevens Street, Hyannis, Mass. 02601.

## Help Wanted News

### KIMN—Denver

Searching nationwide for outstanding news communicator. Street reporting experience a must. Tapes and resumes to: Rod Fritz, KIMN, 5350 W. 20th Ave., Denver, Colo. 80214 (EOE)

## Situations Wanted News

### Experienced:

Broadcast journalist, probing for opportunity. Top market radio anchor-reporter. TV anchor experience. Print media writer. News Director. Specialties: science and politics. (212) 929-3535.

## Help Wanted Announcers

### BURGLARIZED!!!!

Two years ago, we lost our nightman to WVBF/Boston. Now, ABC Radio, KAUM, Houston has taken Howard Hoffman away. If you are a killer night jock, with excellent production skills, and the ability to maintain top ratings on Southern New England's Number One Rocker, send your tape, resume and salary requirements to:

Gary Berkowitz, Program Manager  
92/PRO-FM  
1502 Wampanoag Trail  
East Providence, Rhode Island 02915  
PRO-FM is a Capital Cities Station/An Equal Opportunity Employer.

## Help Wanted Technical Continued

### VITAL HAS A FUTURE FOR YOU

Dynamic, growth opportunities for video engineers with experience in video switching systems. Enjoy Florida living. Work for hi-technology company. Send resume to: Dale Buzan, Vital Industries, Inc., 3700 N.E. 53rd Avenue, Gainesville, Florida 32601.

## Help Wanted News

### SPORTS ANNOUNCER

Desired for Medium-Sized radio and television market in Northeast. Excellent opportunity for creative sports story reporting, weekend sports anchor work and potential for limited play-by-play. Must be experienced, dependable, have writing ability and work well with people. Send resume and videotape to Program Director, WSyr-TV, 1030 James Street, Syracuse, N.Y., 13203.

An Equal Opportunity Employer.

### NEWS PEOPLE:

Can you type 35-40 words per minute?  
Is your copy grammatically correct?  
Is your spelling above reproach?  
Is your copy interesting and succinct?  
Is your delivery authoritative?  
Are you willing to do 'phone and leg work?  
Do you know how to ferret out local news stories?  
Can you edit and produce actualities?  
Would you be interested in limited P.B.P.?  
Is your overall work and appearance truly professional?

If you answered these questions affirmatively, we're interested in talking with you. "We" are the premier news voice of East Texas. Send aircheck, resume, references and financial requirements to:

Perry Andrews

EOE

**KEBE**  **KOOI**  
RADIO 1400 STEREO 106

Waller Broadcasting, Inc. P. O. Box 1648 Jacksonville, Texas 75766

## TELEVISION Help Wanted Technical

### T.V. Station Chief Engineer

Due to expansion plans, station WDTN-Dayton, Ohio is seeking a qualified candidate to supervise engineering operations. Supervisory experience and college level electronics education including First Class FCC license required. Please phone: Mr. John Stoddard, Office/Personnel Manager, 513-293-2101 for employment application forms.

An Equal Opportunity Employer M/F/H.

### ENG Photographer

wanted for Top 30 market, qualified ENG photographer/editor, who has some familiarity with film. No beginners please. We are looking for someone with a news background to help us with our expanding ENG operation. Good salary and a Number 1 news operation. Contact Bill Applegate, News Director, WKBW-TV, 7 Broadcast Plaza, Buffalo, NY 14202. An Equal Opportunity Employer.

### 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 23230. E.O.E.

### Investigative Reporter "Wanted"

We are still looking for an Investigative Reporter who can fill the shoes of our previous Troubleshooter, who is now with WCBS in New York. We want someone with television investigative skills, and a flair for the dramatic presentation. Contact Bill Applegate, News Director, WKBW-TV, 7 Broadcast Plaza, Buffalo, NY 14202. An Equal Opportunity Employer.

## Situations Wanted News

### Experienced:

Broadcast journalist, probing for opportunity. Top market radio anchor-reporter. TV anchor experience. Print media writer. News Director. Specialties: science and politics. (212) 929-3535.

## Situations Wanted Management

### Shirt-Sleeves Manager COMMERCIAL OPERATIONS PROGRAMMING/ETC.

Twenty years of wide-ranging management experience in TV, primarily in major market indies (New York/LA). Now securely employed but fed up with smog, traffic, games and corporate politics. Interested in a position as Commercial Ops Manager, Admin. Asst. to the G.M., etc. Looking for a pleasant middle or lower market location where dealings are on a first name, face-to-face basis and emphasis is on results. Salary open. Detailed resume on request. Write Box S-36.

## Help Wanted Programing, Production, Others

### Programmer/Analysts

Station Business Systems, one of the nation's leading suppliers of business automation systems for the broadcasting industry, has several openings for Programmer/Analysts to work in our new Greenwich, Ct. headquarters. We use COBOL and less sophisticated languages such as DATABUS. Knowledge of the broadcast industry certainly is an added plus. Our positions involve being trained by our systems development staff, then working on independent or small team projects. We offer excellent salary, benefits and opportunities to advance with a growing organization. If you feel you can make a solid contribution to an expanding organization involved in an interesting and exciting industry, give us a call at (203) 622-2400 or 800-243-5300 or send a detailed resume including desired compensation to:

### STATION BUSINESS SYSTEMS

600 W. Putnam Ave.

Greenwich, Ct. 06830

Attn: Delane W. Bell

An Affirmative Action Employer M/F

## ALLIED FIELDS

### Help Wanted Technical

## MANAGER, TECHNICAL SERVICES

SHOWTIME needs a Manager of Technical Services with management and administrative experience.

**MICROWAVE and SATELLITE EARTH STATIONS** experience should include (1) survey, (2) system design, (3) equipment selection, (4) cost analysis, and (5) installation.

**CATV Systems** experience should include (1) cassette operations, and (2) security devices.

**BROADCAST** experience should include (1) transmission, and (2) studio operations.

Exciting opportunity in a fast-paced organization, medium to heavy travel. Please send resume with salary requirements in confidence to Dept. M,

Showtime  
Entertainment

A joint venture of  
Viacom International Inc.  
and Teleprompter Corporation.  
1211 Avenue of the Americas,  
New York, N.Y. 10036  
An Equal Opportunity Employer

## Wanted To Buy Stations

### RADIO STATIONS WANTED BY PRINCIPAL

Corporation wants FM or AM/FM stations top 100 market. Immediate action. Brokers invited, V.P. Acquisitions, Southwest Fla. Enterprises, PO Box 35-460, Miami, FL 33135, 305-649-3000.

## For Sale Stations

### 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.

## Ideal

College Town Daytimer in Georgia priced to sell. Terms available for qualified buyer. Box R-72.

## Radio Programing

The GREEN  
HORNET  
Radio Mystery Series  
IS BACK ON THE AIR!



Now available for local purchase

CHARLES MICHELSON, Inc.  
9350 Wilshire Blvd., Beverly Hills, Ca. 90212 • (213) 278-4546



LUM and ABNER  
5 - 15 MINUTE  
PROGRAMS WEEKLY  
Program Distributors  
410 South Main  
Jonesboro, Arkansas 72401  
Phone: 501-972-5884

## 1000 WATT DAYTIME

... Lower South Carolina near nationally known resort area. Real Estate and building owned. 49% to be purchased immediately for \$20,000 cash. 51% for \$35,000 cash upon FCC approval. Assume long term mortgage of \$52,000. Priced at two times gross. Building and real estate valued at \$35,000. Fast action will buy great potential. Reply to Box R-75.

# THE EASY WAY TO ADVANCE YOUR CAREER IN BROADCASTING!

## IMMEDIATE OPENINGS NOW

If you've been struggling to get a better job, you know how tough the competition can be. Sometimes you'll be competing with hundreds of qualified applicants for a single opening!

Now, there's a technique that will sharply increase your odds: Job Leads. It's the weekly employment newsletter that will give you a definite edge over the competition.

It really works. While some of the large trade journals claim readerships of more than 100,000, Job Leads is distributed to a select group of "career climbers." When you pursue an exclusive Job Leads listing, you'll often compete with just a handful of others. And if you have the talent, there's little doubt that you'll soon land a job.

### OPENINGS NOW IN THESE MEDIA CATEGORIES: (a partial list)

Announcers/Disc Jockeys  
Camera Operators  
Directors  
Editors  
Engineers  
General Managers  
Music Directors  
News Reporters & Directors  
Production (Radio or TV)  
Program Directors  
Public Affairs  
Public Relations Consultants  
Sales Executives  
Sports Play-by-Play  
Talk Show Hosts  
Videotape Editors  
Writers & Producers  
—and many, many more

Our employers need help. Full-time as well as part-time. In major cities as well as small towns.

#### FREE FOR ANNUAL SUBSCRIBERS

Accept a one-year subscription to Job Leads and we'll send you the guidebook that tells all—

- How to qualify for the best jobs
- Secrets of preparing resumes.
- Where and how to apply
- What to say during the interview
- And much, much more...



"How to Get Into Broadcasting" is packed with everything you need to know... about FCC licenses... reference sources... salaries... as well as practical tips on "getting in the back door" in the exciting world of Radio and TV. And it's just as valuable whether or not you have experience or formal training.

To qualify for this FREE 28-page report, order your annual subscription today!

#### Experience Not Required

Job Leads carries a wide variety of classified openings... from big-salary jobs for executives and on-air talent... to trainee jobs with more modest salaries. There's a real need for your talent and natural abilities—even if you lack extensive experience.

Each lead that we publish is the result of real digging by our staff. We contact employers day in and day out... uncovering the important jobs. Many of these jobs will never be listed anywhere else. But beware. The good jobs are filled quickly—sometimes in a day or two.

That's why a weekly subscription to Job Leads is the only practical way to keep in touch with the fast-changing media marketplace.

#### Free Situations Wanted

Here's what your subscription will do for you:

- Inform you of hundreds of openings, including the key jobs in your area of interest.
- Let you list your availability in our famous "Situations Wanted" section ABSOLUTELY FREE. (This bonus alone is worth more than the full subscription price!)
- Rush you weekly newsletter issues by First Class mail... guaranteeing your leads are fresh, ripe for picking.
- Give you peace of mind... knowing you're plugged into the most respected independent listing service in the media community.

What do you want from your career? More money? Prestige? A chance to show what you can do?

Picture yourself in a new career environment, preparing to take the challenge—to prove you have what it takes. Job Leads will put you in the picture.

#### What Subscribers Say...

Let Job Leads work for you. It's already working for media pros everywhere:

"...I am a previous subscriber to Job Leads and obtained my present job from an ad you printed in 1975. Since I'm looking again, and I remember how helpful your service was in the past, I would like to renew my subscription...."

—D.C., Lawton, Oklahoma

"...Please renew my subscription for one year. I have found your publication most useful...."

—S.S., Rialto, California

"...Thus far, I have been very satisfied with the service you have provided me with...."

—K.C., Baltimore, Maryland

"...Most impressive...."

—M.L., London, England

(Documentation on file in our editorial offices at Hollywood & Vine, Hollywood, California.)

Now, you're invited to join the talent pool thousands of employers have used to select their key people.

#### Fully Guaranteed

And remember the famous Job Leads No-Risk Guarantee: "If, after accepting this offer, you are not absolutely convinced Job Leads is a solid help to your career, we guarantee to promptly refund your payment. No strings. No questions asked. This guarantee is good forever." We take the risk. There's no way you can lose—unless you fail to act now.

Clip out and mail with your payment today!

## Job Leads

Job Leads  
Suite 820-JO  
1680 Vine Street  
Hollywood, CA 90028

**YES**, rush me the latest issue of Job Leads and start my subscription to the nation's number one media listing service. I'm enclosing my check or money order.

#### SATISFACTION GUARANTEED

- \$15 Three-Month Trial (12 issues)  
 \$35 One-Year Discount Rate (50 issues)  
*(Entitles me to FREE bonus)*

Name \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

I'm an employer. Tell me how I can use the free Job Leads listing service to reduce my recruiting costs.

U.S. funds only. Rates outside North America on request.

©Copyright 1978 Job Leads.

## ATTENTION: TV PRODUCTION DIRECTORS

### EXCESSIVE BLANKING WIDTHS A PROBLEM?

(Public Notice FCC78-423)

DON'T THROW AWAY THAT VALUABLE VIDEO! WE CAN, USING DIGITAL VIDEO EXPANSION, RETURN YOUR VIDEO TO FCC SPECS. WE WILL DELIVER VIDEO STARTING ON LINE 19 AND 11.0 MICRO SECONDS HORIZONTAL BLANKING. IMMEDIATE TURN-AROUND AVAILABLE!

FOR MORE INFORMATION CALL:

**CHARLES BALTIMORE**  
**(717) 823-3101**

**WBRE-TV**  
WILKES-BARRE, PA.

### For Sale Stations Continued



#### STATIONS

STATIONS	CONTACT
S Small Fulltime \$400K \$100K	Bill Chapman (404) 458-9226
S Small AM \$185K 29%	Bill Cate (404) 458-9226
Mid-Atl. Small CATV \$2.4MM	Cash Bill Cate (404) 458-9226
W Small FM \$185K \$54K	Bill Martin (303) 597-6168
MW Suburban FM \$1.4MM \$406K	David Kelly (414) 499-4933

To receive offerings of stations within the areas of your interest, write Chapman Company, Inc., 1835 Savoy Dr., N.E., Atlanta, Ga. 30341

### For Sale Stations Continued

- AM/FM. Southern Kentucky. Real Estate. \$340,000.
  - FM large metro area. Midwest. \$500,000.
  - Daytimer with potential to go full time. Plus CP for FM in New York State. \$500,000.
  - AM/FM within 100 miles of Monroe, La. Fantastic Potential. Extra good coverage. Real Estate. \$450,000.
  - Overseas AM/FM/TV. New equipment. Automation. \$420,000.
  - S.E. daytimer. \$225,000.
  - AM/FM in Kentucky. \$360,000. Terms.
  - AM/FM in New Hampshire. Real Estate. Profitable. \$460,000.
  - Fort Worth-Dallas area. Fantastic coverage. Billing \$500,000. Make offer.
  - N.C. Daytimer. Real estate. Growing market. \$400,000. Terms.
  - Two central Georgia properties.
- All stations listed every week until sold. Let us list your station. Inquiries and details confidential.
- BUSINESS BROKER ASSOCIATES**  
615-756-7635 24 HOURS

### HOLT CORPORATION

BROKERAGE - APPRAISALS - CONSULTATION  
OVER A DECADE OF SERVICE  
TO BROADCASTERS

The Holt Corporation West  
Westgate Mall, Suite 205 5944 Luther Lane, No. 401  
Bethlehem, PA 18017 Dallas, TX 75225  
215-865-3775 214-696-1353

### H.B. La Rue, Media Broker

RADIO - TV - CATV - APPRAISALS

West Coast:  
44 Montgomery Street, 5th Floor-San Francisco, California 94104 415/673-4474

East Coast:  
210 East 53rd Street, Suite 50-New York, N.Y. 10022 212/288-0737

### MEDIA BROKER, APPRAISER...

318-797-8668

This is one of those rare FM Class C's, complete with AM, medium market, the South, \$1.1 mil. Can be dominant. Also, 750K Class C, Fla.

**JOHN MITCHELL**  
P.O. Box 1065 Shreveport, LA 71163

**MEDIA BROKERS APPRAISERS**

RICHARD A. **SHANEEN** INC.

435 NORTH MICHIGAN - CHICAGO 60611

**312-467-0040**



**SHERMAN and BROWN ASSOC.**

MEDIA BROKER SPECIALISTS  
TV RADIO CATV

P.O. Box 4475, Ft. Lauderdale, Fla 33338  
Phone (305) 561-9334

### RALPH E. MEADOR

Media Broker  
AM - FM - TV - Appraisals  
P.O. Box 36  
Lexington, Mo. 64067  
Phone 816-259-2544

### LARSON/WALKER & COMPANY

Brokers, Consultants & Appraisers

213/826-0385	202/223-1553
Suite 214	Suite 417
11681 San Vicente Blvd.	1730 Rhode Island Ave. N.W.
Los Angeles, CA. 90049	Washington, D.C. 20036

### BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or money order only. (Billing charge to stations and firms: \$1.00).

Deadline is Monday for the following Monday's issue. Orders and/or cancellations must be submitted in writing. (No telephone orders and/or cancellations will be accepted).

Replies to ads with *Blind Box* numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using *Blind Box* numbers cannot request audio tapes, video tapes, transcriptions, films or VTR's to be forwarded to BROADCASTING *Blind Box* numbers. Audio tapes, video tapes, transcriptions, films and VTR's are not forwardable, and are returned to the sender.

Rates: Classified listings (non-display) Help Wanted: 70c per word. \$10.00 weekly minimum. Situations Wanted: (personal ads) 40c per word. \$5.00 weekly minimum. All other classifications: 80c per word. \$10.00 weekly minimum. *Blind Box* numbers: \$2.00 per issue.

Rates: Classified display: Situations Wanted: (personal ads) \$30.00 per inch. All other classifications: \$80.00 per inch. For Sale Stations, Wanted To Buy Stations, Employment Services, Business Opportunities, and Public Notice advertising require display space. Agency Commission only on display space.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

# Stock Index

Stock symbol	Exch.	Closing Wed. Jan. 3	Closing Tues. Dec. 26	Net change in week	% change in week	High	1978-79 Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)			
<b>Broadcasting</b>													
ABC	ABC	N	36 1/8	36	+	1/8	+	.34	41 1/4	23 1/2	8	27,472	992,426
CAPITAL CITIES	CCB	N	39 3/8	40 1/4	-	7/8	-	2.17	75	38 1/2	11	14,300	563,062
CBS	CBS	N	52	51 3/8	+	5/8	+	1.21	64	43 7/8	8	28,100	1,461,200
COX	COX	N	55 3/4	55 1/4	+	1/2	+	.90	56 1/2	25 1/2	14	6,667	371,685
GROSS TELECASTING	GGG	A	18 7/8	19 1/8	-	1/4	-	1.30	23 7/8	13 5/8	8	800	15,100
KINGSTIP COMMUN.*	KTVV	O	11 1/2	11 1/2					11 3/4	3 7/8	21	462	5,313
LIN	LINB	O	37	35 1/2	+	1 1/2	+	4.22	43	16 1/2	10	2,789	103,193
METROMEDIA	MET	N	55 1/4	54	+	1 1/4	+	2.31	71	25 1/4	10	5,134	283,653
MOONEY	MOON	O	6 1/2	6 1/2					6 1/2	1 7/8		425	2,762
RAHALL*	RAHL	G	20 1/2	20 1/2					21 1/4	8 5/8	23	1,264	25,912
SCRIPPS-HOWARD	SCRP	O	46 1/2	49	-	2 1/2	-	5.10	52	30 1/2	9	2,589	120,388
STARR	SBG	M	12 1/4	12 1/4					13 1/2		13	1,512	18,522
STORER	SBK	N	32 3/8	33 1/8	-	3/4	-	2.26	34 7/8	19 3/8	10	4,893	158,410
TAFT	TFB	N	19 1/8	19 1/2	-	3/8	-	1.92	24 7/8	12 1/4	7	8,508	162,715
TOTAL										104,915		4,284,341	

Stock symbol	Exch.	Closing Wed. Jan. 3	Closing Tues. Dec. 26	Net change in week	% change in week	High	1978-79 Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)			
<b>Broadcasting with other major interests</b>													
ADAMS-RUSSELL	AAR	A	11 1/8	9 3/4	+	1 3/8	+	14.10	14 7/8	3 3/4	10	1,233	13,717
AMERICAN FAMILY	AFL	N	9 1/4	10 1/4	-	1	-	9.75	17 1/8	9 1/4	4	10,536	97,458
JOHN BLAIR	BJ	N	23 3/4	23 1/4	+	1/2	+	2.15	31 3/8	11 1/8	6	2,447	58,116
CHARTER CO.	CHR	N	5 1/4	5	+	1/4	+	5.00	8	3 7/8	6	17,941	94,190
CHRIS-CRAFT	CCN	N	10	10					11 3/8	4 1/2	91	4,413	44,130
COCA-COLA NEW YORK	KNY	N	6 5/8	6 1/2	+	1/8	+	1.92	9 1/4	6 1/8	9	17,641	116,871
COMBINED COMM.	CCA	N	29 1/4	28 3/4	+	1/2	+	1.73	45 1/8	19	12	10,308	301,509
COWLES	CWL	N	19 1/2	20 1/8	-	5/8	-	3.10	25 1/4	12 1/2	18	3,969	77,395
DUN & BRADSTREET	DNB	N	35	34 3/4	+	1/4	+	.71	38	26 1/4	15	27,886	976,010
FAIRCHILD IND.	FEN	N	27	28	-	1	-	3.57	35 1/4	9 1/2	8	5,708	154,116
FUQUA	FQA	N	9 1/8	9 3/8	-	1/4	-	2.66	13 5/8	8	5	12,661	115,531
GANNETT CO.	GCI	N	40 3/4	41 7/8	-	1 1/8	-	2.68	49	32 3/4	14	22,430	914,022
GENERAL TIRE	GY	N	25	25					30 5/8	22 3/8	5	22,710	567,750
GLOBE BROADCASTING*	GLBTA	O	4 1/2	4 1/2					4 3/4	2 1/8		2,772	12,474
GRAY COMMUN.	O	21 1/2	20 1/2	+	1	+	4.87	24	8		8	475	10,212
HARTE-HANKS	HHN	N	22 1/2	22 1/4	+	1/4	+	1.12	24 3/8	13	14	9,104	204,840
JEFFERSON-PILOT	JP	N	30 3/8	30 1/4	+	1/8	+	.41	34 1/2	26 5/8	9	23,134	702,695
MARVIN JOSEPHSON	MRVN	O	13 1/2	13	+	1/2	+	3.84	14 3/4	8 1/4	7	2,516	33,966
KANSAS STATE NET.	KSN	O	10 1/2	10 5/8	-	1/8	-	1.17	14 3/8	4 3/4	10	1,740	18,270
KNIGHT-RIDDER	KRN	N	23 3/8	22 1/8	+	1 1/4	+	5.64	28 1/8	13 1/4	11	32,797	766,629
LEE ENTERPRISES*	LEE	N	21 5/8	21 5/8					22 3/4	11 1/8	7	7,371	159,397
LIBERTY	LC	N	30 3/4	31 3/4	-	1	-	3.14	33 7/8	18	8	6,762	207,931
MCGRAW-HILL	MHP	N	24 1/4	24	+	1/4	+	1.04	25 3/4	15 5/8	10	24,753	600,260
MEDIA GENERAL	MEG	A	19 1/2	19 3/8	+	1/8	+	.64	23 1/8	13 5/8	10	7,451	145,294
MEREDITH	MOP	N	29	27	+	2	+	7.40	40 1/4	17 3/8	6	3,082	89,378
MULTIMEOIA	MMD	O	25	24 3/4	+	1/4	+	1.01	28 1/4	16 1/4	12	6,630	165,750
NEW YORK TIMES CO.	NYKA	A	27 1/2	28 1/4	-	3/4	-	2.65	31 5/8	15 3/4	11	11,599	318,972
OUTLET CO.	OTU	N	22 3/4	28 1/4	-	5 1/2	-	19.46	32 7/8	16 5/8	6	2,445	55,623
POST CORP.	POST	O	16 1/2	14 1/2	+	2	+	13.79	19 3/8	8 1/8	4	1,824	30,096
REEVES TELECOM	RBT	A	2 5/8	2 3/4	-	1/8	-	4.54	3 3/4	1 3/4	26	2,388	6,268
ROLLINS	ROL	N	18	17 1/4	+	3/4	+	4.34	24 1/4	14 7/8	9	13,407	241,326
RUST CRAFT	RUS	A	31 1/8	30 5/8	+	1/2	+	1.63	31 1/8	8 1/2	18	2,319	72,178
SAN JUAN RACING	SJR	N	13 1/4	14	-	3/4	-	5.35	15 5/8	7 5/8	24	2,509	33,244
SCHERING-PLOUGH	SGP	N	29 7/8	30	-	1/8	-	.41	44 3/4	26 3/8	9	53,580	1,600,702
SONDERLING	SDB	A	24 1/2	24 1/2					24 1/2	8 3/8	9	1,105	27,072
TECH OPERATIONS	TO	A	5	4 1/8	+	7/8	+	21.21	8 3/4	2 3/8	45	1,345	6,725
TIMES MIRROR CO.	TMC	N	31	30	+	1	+	3.33	35	20 3/4	9	34,811	1,079,141
TURNER COMM.*	O	16	16						16	5		3,800	60,800
WASHINGTON POST CO.	WPO	A	46 3/8	46	+	3/8	+	.81	47 5/8	21 3/4	10	8,134	377,214
WOMETCO	WOM	N	14 3/8	13 5/8	+	3/4	+	5.50	18 1/4	10 7/8	8	8,524	122,532
TOTAL										436,260		10,679,804	

Stock symbol	Exch.	Closing Wed. Jan. 3	Closing Tues. Dec. 26	Net change in week	% change in week	High	1978-79 Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)			
<b>Cablecasting</b>													
ACTON CORP.	ATN	A	9 1/2	9 1/4	+	1/4	+	2.70	13 5/8	3 1/8	7	2,419	22,980
AMECO*	ACO	O							1/2			1,200	
ATHENA COMM.	O	2 1/4	2 1/8	+	1/8	+	5.88	5 1/2	1/8			2,125	4,781
BURNUP & SIMS	BSIM	O	4 1/4	4 3/8	-	1/8	-	2.85	6 1/8	3 1/8	21	8,531	36,256
CABLE INFO.*	O	2 1/4	2 1/4						3	1/4	11	648	1,458
COMCAST	O	12 1/2	12 1/2						14 1/4	3 3/4	15	1,617	20,212
COMMUN. PROPERTIES	COMU	O	16 1/2	16 3/8	+	1/8	+	.76	16 1/2	3 5/8	19	5,018	82,797
ENTRON*	ENT	O	3 1/2	3 1/2					3 1/2	7/8	4	979	3,426
GENERAL INSTRUMENT	GRI	N	29 3/8	28 3/4	+	5/8	+	2.17	40	17 5/8	8	7,682	225,658
GENEVE CORP.	GENV	O	12 1/2	12 1/4	+	1/4	+	2.04	15 3/4	7 1/2	5	1,121	14,012
TELECOMMUNICATIONS	TCOM	C	14 7/8	15 1/8	-	1/4	-	1.65	19 1/8	2 7/8	53	5,327	79,239
TELEPROMPTER	TP	N	13 1/2	13 1/2					14 1/4	6 3/4	22	16,931	228,568
TEXSCAN	TEXS	O	1 3/4	1 7/8	-	1/8	-	6.66	2 7/8	1 1/4	10	786	1,375
TIME INC.	TL	N	43 3/4	42 1/8	+	1 5/8	+	3.85	50	31 3/4	9	20,505	897,093
TOCOM	TOCM	O	9 1/4	8 1/2	+	3/4	+	8.82	11	2 1/4	20	993	9,185
UA-COLUMBIA CABLE	UACC	O	37 1/2	36 1/2	+	1	+	2.73	40 1/4	15 1/2	20	1,679	62,962
UNITEO CABLE TV	UCTV	O	25 1/2	25 1/2					25 1/2	3 7/8	24	2,047	52,198
VIACOM	VIA	N	25 3/4	26 1/8	-	3/8	-	1.43	27 1/8	16 5/8	15	3,799	97,824
TOTAL										83,407		1,840,024	

Stock symbol	Exch.	Closing Wed. Jan. 3	Closing Tues. Dec. 26	Net change in week	% change in week	High	Low	1978-79	PIE ratio	Approx. shares out (000)	Total market capitalization (000)	
<b>Programming</b>												
COLUMBIA PICTURES	CPS	N	24 3/8	22 3/4	+ 1 5/8	+	7.14	24 1/2	7 3/8	5	9,749	237,631
DISNEY	DIS	N	41 3/8	40	+ 1 3/8	+	3.43	47 5/8	32 1/4	14	32,397	1,340,425
FILMWAYS	FWY	N	14	14 7/8	- 7/8	-	5.88	17	6 7/8	9	4,113	57,582
FOUR STAR			1 1/4	1 1/2	- 1/4	-	16.66	2 1/8	1 1/2	13	666	832
GULF + WESTERN	GW	N	14 3/8	14	+ 3/8	+	2.67	18 3/8	10 1/4	5	48,177	692,544
MCA	MCA	N	43 5/8	42 3/4	+ 7/8	+	2.04	48 1/4	25 3/4	7	23,227	1,013,277
MGM	MGM	N	44 5/8	38 3/4	+ 5 7/8	+	15.16	54	16	15	14,551	649,338
TRANSAMERICA	TA	N	16 1/2	16 3/8	+ 1/8	+	.76	19	13 1/4	6	66,475	1,096,837
20TH CENTURY-FOX	TF	N	32 7/8	31 5/8	+ 1 1/4	+	3.95	39 3/8	10	3	7,907	259,942
VIDEO CORP. OF AMER	O		4 3/4	4 3/4				9 3/4	3 1/2	9	988	4,693
WARNER	WCI	N	49 1/8	48 1/4	+ 7/8	+	1.81	56 7/8	25 3/4	9	14,054	690,402
WRATHER	WCO	A	13	12 1/4	+ 3/4	+	5.12	14 7/8	4 1/2	31	2,308	30,004
<b>TOTAL</b>										<b>224,612</b>	<b>6,073,507</b>	

### Service

BBDO INC.	BBDO	O	34	33 1/4	+ 3/4	+	2.25	38 3/4	22 1/2	8	2,513	85,442
COMSAT	CO	N	39 1/2	39 5/8	- 1/8	-	.31	48 3/4	28 3/4	12	10,000	395,000
DOYLE DANE BERNBACH	DOYL	O	17 1/4	17 1/4				31	16 1/4	5	1,776	30,636
FOCTE CONE & BELDING	FCB	N	18 1/8	18 1/2	- 3/8	-	2.02	23 1/8	14 3/4	6	2,538	46,001
GREY ADVERTISING	GREY	O	33	32 1/2	+ 1/2	+	1.53	34	16 1/2	4	624	20,592
INTERPUBLIC GROUP	IPG	N	31 1/4	31 3/4	- 1/2	-	1.57	39 1/4	22 1/4	7	2,387	74,593
MCI COMMUNICATIONS	MCIC	O	3 7/8	3 3/4	+ 1/8	+	3.33	5 3/4	7/8	39	20,431	79,170
MOVIELAB	MOV	A	2 3/4	2 1/4	+ 1/2	+	22.22	3 3/4	1	13	1,414	3,888
MPO VIDEOTECHNICS	MPO	A	4	4 3/8	- 3/8	-	8.57	65 3/8	4	5	520	2,080
A. C. NIELSEN	NIELB	O	23	23 1/2	- 1/2	-	2.12	28 1/2	18 7/8	11	10,980	252,540
OGILVY & MATHER	OGIL	O	22	21 1/2	+ 1/2	+	2.32	56 1/2	20	7	3,610	79,420
TPC COMMUNICATIONS	TPCC	O	7 3/4	.7 3/4				10 1/2	2 1/4	14	899	6,967
J. WALTER THOMPSON	JWT	N	23	22 5/8	+ 3/8	+	1.65	32 7/8	15 1/8	6	2,649	60,927
WESTERN UNION	WU	N	16	15 1/2	+ 1/2	+	3.22	21 1/4	15	7	15,177	242,832
<b>TOTAL</b>										<b>75,518</b>	<b>1,380,088</b>	

### Electronics/Manufacturing

AEL INDUSTRIES	AELBA	O	5 5/8	5 1/2	+ 1/8	+	2.27	10 1/4	2 3/8	5	1,672	9,405
AMPEX	APX	N	14 5/8	15	- 3/8	-	2.50	19 1/4	7 3/8	12	11,371	166,300
ARVIN INDUSTRIES	ARV	N	14 1/4	14 1/4				22 1/2	12 1/2	4	5,959	84,915
CCA ELECTRONICS*	CCA	C	1/8	1/8				5/8	1/8	1	897	112
CETEC	CEC	A	4 1/8	4 1/8				5 3/4	1 3/4	9	2,127	8,773
COHU	COH	A	3	3 1/8	- 1/8	-	4.00	5 1/2	2 1/8	9	1,732	5,196
CONRAC	CAX	N	14 3/4	13 5/8	+ 1 1/8	+	8.25	27 1/4	13 1/2	7	2,030	29,942
EASTMAN KODAK	EASKD	N	62 1/8	62 5/8	- 1/2	-	.79	86 3/4	42	13	161,376	10,025,484
FARINON	FARN	O	11 3/4	11 1/2	+ 1/4	+	2.17	16 1/2	8	12	4,782	56,188
GENERAL ELECTRIC	GE	N	47 7/8	48 1/8	- 1/4	-	.51	56 5/8	44 1/2	9	184,581	8,836,815
HARRIS CORP.	HRS	N	29 1/2	29 3/4	- 1/4	-	.84	35 3/4	19 7/8	14	25,189	743,075
HARVEL INDUSTRIES*	HARV	O	6	6				6	3 1/8	16	480	2,880
INTL. VIDEO CORP.**	IVCP	O	1 5/8	1 5/8				2 5/8	1/4		2,701	4,389
M/A COM, INC.	MAI	N	33 3/4	35 1/2	- 1 3/4	-	4.92	41 7/8	20 1/4	15	1,320	44,550
3M	MMM	N	63 5/8	64	- 3/8	-	.58	64 3/4	43 1/2	15	116,473	7,410,594
MOTOROLA	MOT	N	40 1/4	40	+ 1/4	+	.62	56 7/8	34 1/4	11	28,544	1,148,896
N. AMERICAN PHILIPS	NPH	N	25 1/4	25 1/4				36	24 1/2	5	12,033	303,833
OAK INDUSTRIES	OAK	N	17 3/4	17 5/8	+ 1/8	+	.70	24	6 1/4	17	2,973	52,770
RCA	RCA	N	27	27 1/8	- 1/8	-	.46	33 5/8	22 3/4	8	74,819	2,020,113
ROCKWELL INTL.	RDK	N	35	35 1/8	- 1/8	-	.35	37 1/4	28 1/4	7	33,900	1,186,500
RSC INDUSTRIES	RSC	A	2 3/4	2 5/8	+ 1/8	+	4.76	4	1 5/8	15	2,412	6,633
SCIENTIFIC-ATLANTA	SFA	A	33 1/4	33 5/8	- 3/8	-	1.11	35 5/8	16 3/4	16	2,471	82,160
SONY CORP.	SNE	N	8 5/8	7 7/8	+ 3/4	+	9.52	10 3/8	7	15	172,500	1,487,812
TEKTRONIX	TEK	N	49 3/8	48 5/8	+ 3/4	+	1.54	68 1/2	28 1/4	15	17,995	888,503
TELEMATION	TLMT	O	1 1/2	1 1/2				2 1/4	1/2	2	1,050	1,575
VALTEC	VTEC	O	9 1/4	10 1/8	- 7/8	-	8.64	12 3/4	6 1/2	24	4,200	38,850
VARIAN ASSOCIATES	VAR	N	14 1/4	14 1/2	- 1/4	-	1.72	21	13	9	6,838	97,441
WESTINGHOUSE	WX	N	17 1/8	17	+ 1/8	+	.73	24 1/2	16 1/4	5	86,511	1,481,500
ZENITH	ZE	N	12 7/8	12 7/8				28	11 3/8	32	18,800	242,050
<b>TOTAL</b>										<b>987,736</b>	<b>36,467,254</b>	
<b>GRAND TOTAL</b>										<b>1,912,448</b>	<b>60,725,018</b>	

Standard & Poor's 400 Industrials Average 109.07 108.06 +1.01

A-American Stock Exchange  
M-Midwest Stock Exchange  
N-New York Stock Exchange  
O-over the counter (bid price shown)  
P-Pacific Stock Exchange

Over-the-counter bid prices supplied by  
Loeb Rhoades Hornblower, Washington.

Yearly high-lows are drawn from trading days  
reported by *Broadcasting*. Actual figures  
may vary slightly.

\*Stock did not trade on Wednesday, closing  
price shown is last traded price.

\*\*No P/E ratio is computed, company  
registered net loss.

\*\*\*Stock split.

+Traded at less than 12.5 cents.

P/E ratios are based on earnings per-share  
figures for the last 12 months as published  
by Standard & Poor's Corp. or as obtained  
through *Broadcasting's* own research. Earnings  
figures are exclusive of extraordinary  
gains or losses.



## What's in a name; what's in a review board chairman

Leonidas Polk Bills Emerson: Now, there's a handle. There is in it a brief course in American history. A "fighting bishop of the Confederacy" is in there—Lieutenant General Leonidas Polk, himself the grandson of a Revolutionary War colonel and the cousin of President James K. Polk. So is the family of poet Ralph Waldo Emerson.

The burden of that family history rests on the shoulders of the chairman of the FCC's review board. He allows as how, yes, the ancestors are "interesting." But the real question, he says, is "What will they think of you?" The classicists on his mother's side who named many Polk baby boys after the Spartan king who died holding off the Persians at Thermopylae might not appreciate the nickname, "Lonnie," he goes by. Democracy and the classics sometimes are uneasy partners.

But other than that, the ancestors would probably have no cause for concern. For after some years with the commission—he began in 1949 but spent four years in the 1950's in private practice—he appears to be a distillate of much that is good in the civil servant.

One private lawyer who has worked with him on committees and who knows him as a judge on the review board, says, "He's the type of civil servant that makes the system go 'round. He is a man of extraordinary integrity and intelligence and great character."

Although there is a courtliness in Mr. Emerson's manner that seems to reflect the origins of one who was born in Grenada, Miss., and grew up in Gulfport, Miss., and Jackson, Tenn.—he is respectful and deferential in his dealings with just about everyone—he can be hard nosed when practicing his profession.

Former FCC Chairman E. William Henry, whom Mr. Emerson served as legal assistant, remembers him as a "first-rate lawyer I could count on for an independent view." And another former commissioner says of Mr. Emerson in his later role as chief of the Office of Opinions and Review, which advises the commission on adjudicatory matters and drafts opinions on the commission's instructions: "You could count on what he said. He had no prejudices, no slants. And if he thought what a commissioner said in a meeting was wrong, he'd say it right out: 'No, sir, Commissioner, that is not the law.'"

But nobody's perfect. And if there is a flaw in Mr. Emerson that those who have been associated with him point out it is in his passion for perfection; "He is so meticulous; he is concerned about doing



Leonidas Polk Bills Emerson—chairman, FCC review board; b. Sept. 2, 1925, Grenada, Miss.; BS 1947, University of the South, Sewanee, Tenn.; JD, 1949, Vanderbilt University School of Law; attorney-adviser and trial attorney, FCC, 1949-52; McKenna & Wilkinson, 1952-56; attorney-adviser, then acting chief attorney and assistant chief, Rules and Standards Division of FCC's Broadcast Bureau, 1956-59; legal assistant to Commissioner John S. Cross, 1959-62; legal assistant to Commissioner (later Chairman) E. William Henry, 1962-64; chief, Office of Opinions and Review, 1964-74; member of review board, 1974; in present position since Jan. 1, 1975; m. Gloria Bell, Aug. 4, 1948; three sons—Charles, 26; Leonidas Jr., 24, and Robert, 21.

everything right; he's a little uptight," said the former commissioner.

And he can be a worrier. Probably the most difficult time Mr. Emerson had in his career at the commission occurred a few years ago, when then-Chairman Richard E. Wiley proposed abolishing the review board. Mr. Wiley was not convinced the board, established by law in 1962, was doing the kind of work that merited the time and effort of four GS 17's.

Mr. Wiley assured Mr. Emerson and his colleagues that other, more useful work would be found for them, but Mr. Emerson and his colleagues would have none of that. (Mr. Emerson was terribly "nervous," said one official who knew him at the time.) They took advantage of the opportunity given them to argue their case before the commission—and they won. Not a single vote was cast for abolishing the board. Mr. Wiley settled for carving away some of the board's interlocutory functions (ruling on motions, for instance) and much of its staff.

Actually, an argument can be made that the board is one of the more efficient organs of the commission. The board reviews all adjudicatory cases, except renewal and revocation cases involving broadcasters and common carriers. And

although parties may appeal the board's decisions to the commission, the commission can, and usually does, simply deny the applications for review. The case can then be appealed to the courts.

Thus, the commission is saved the burden of acting on appeals from administrative law judges, and the record of cases—no matter how long and turgid—is read and analyzed by the senior staff members who rule on them. There are two other significant tests of the board's efficiency: It is meeting its goal of resolving cases within six months of the filing of final pleadings, and it is a rare review board decision that is reversed on appeal to the courts.

The term Protestant ethic probably applies to Mr. Emerson with special force. Not only does he have an obsession for work—running often into nights and weekends—but his Episcopalian faith is very much a part of his life. One lawyer who knows him says, "His religion is a real key to understanding Lonnie."

The religious influence comes down through both sides of his family. There was, of course, the "fighting bishop." There was also Mr. Emerson's father, who, after a tour as a Shakespearean actor, was an Episcopalian minister, and a brother who was an Army chaplain. (Another brother, Robert, is a broadcaster—manager and 10% owner of WTJS(AM)-WKIR(FM) Jackson, Tenn., stations whose pleadings and applications Mr. Emerson has given a wide berth in his years at the commission.)

Does religion influence his work? "I hope it may give me a better sense of justice, decency, propriety," he says. "I suppose it's inevitable that a person's outlook and beliefs have some bearing on his secular life, his professional work. I believe in separation of church and state, but that doesn't mean separation of church from state."

Mr. Emerson could retire in a few years, after 30 years of government service, including two years in the Navy. Even if he does, there is another generation of Emersons coming along. One son, a specialist in nuclear weapons who attended Oxford on an Episcopal Church scholarship, is a management analyst at a think tank in McLean, Va. The middle son (Leonidas P.B. Jr.), is an agricultural economist in the Agriculture Department's foreign service. And the youngest son, a merit scholar in high school and winner of two scholarships to the University of the South, which his father and two brothers attended, is now in his first year at Harvard Law School.

The talent does not seem to have run thin.

## Sensible accommodation

The FCC has taken the graceful way out of a predicament of its own making. It has stepped back from an original vote to require broadcast licensees, in their annual equal-employment-opportunity reports, to rank employees by order of their salaries. Instead it will issue a notice of inquiry that nobody expects to lead to the same ends.

The original vote had precipitated as vehement and massive an outpouring of broadcaster opposition as any in recent memory. Hundreds of letters went to members of the FCC, complaining that, among other things, the publicizing of salary rankings would upset staff morale, provide competitors with information to use in staff recruitment, give unions a new advantage in bargaining and add paperwork while the Carter administration is professing a desire to reduce the paperwork load.

The broadcasters were rallied by the National Association of Broadcasters to make their feelings known. The NAB may take credit for introducing the real world into the FCC's consideration, and the FCC may take credit for accepting it.

## The crowd inside

We were startled, but none the less delighted, to read in the pages of this very magazine an advertising man's confession that "I love television" ("Monday Memo," Jan. 1). In these days of constant criticism, that sort of talk takes courage.

Bernard Zlotnick, of Leber Katz Partners, not only said it, but said it persuasively. In the process he also exposed a myth that has been around a long time and seems to gain strength with age, like bad cheese. We mean the myth of television's "Golden Age." Many of the critics who pine for that fabled time are too young to have seen what they're talking about. Let them—and their seniors who created the myth in the first place—go look at some of these golden oldies, as Mr. Zlotnick did, and they'll see that television's Golden Age was mostly junk by today's standards.

We are delighted that Mr. Zlotnick decided, as he said, to come out of the closet. There are a lot of closets out there, and we suspect they are well populated. If everybody came out, as Mr. Zlotnick did, you'd probably see most of your friends.

## Double standard

If the Russian government gets its way, America's Radio Free Europe and Radio Liberty will be barred from covering the 1980 Olympic games in Moscow. The Russians assert that reporters for the two broadcast services are in reality agents of the CIA and therefore unwelcome.

It was on the same grounds that Russia succeeded in keeping RFE out of the winter Olympics at Innsbruck, Austria, in 1976. (At that time RFE and RL were separate entities. They were put under the general supervision of the Board for International Broadcasting late in 1976). The Russians failed, however, in a similar exclusion from the 1976 summer games in Montreal.

It is, of course, a fact that Radio Free Europe was originally funded by the CIA—with considerable help from an American public that was annually solicited for funds, while the CIA con-

nection was kept secret. The CIA association is said to have been ended after its disclosure in 1971, and we have no reason to disbelieve in the current independence of RFE/RL as agencies directly funded by congressional appropriation.

But whatever the composition of the RFE/RL reporting staffs, the Russian objection to their presence is on its face ridiculous. Everybody who works for any communications medium in Russia is an employe of the state and subject to state discipline. The world of journalism has for years accepted as a known quantity the role that the official Russian news agency, Tass, plays in Soviet intelligence.

If RFE and RL can be denied accreditation at the Moscow games, accreditation must also be denied to all Russian journalists and those from Russian satellites. If this thing is followed to its logical extreme, there'll be lots of room in press boxes and broadcast booths in 1980.

## Under the gun?

Broadcast journalists have been making headway in their long campaign to cover courts with their modern implements. Doors have been opening to cameras and microphones in more and more jurisdictions.

Progress stopped last week, however, in, of all places, the nation's capital. Judges of the U.S. District Court for the District of Columbia issued rules excluding cameras of all kinds from the courthouse and permitting audio recordings to be made only in the press room.

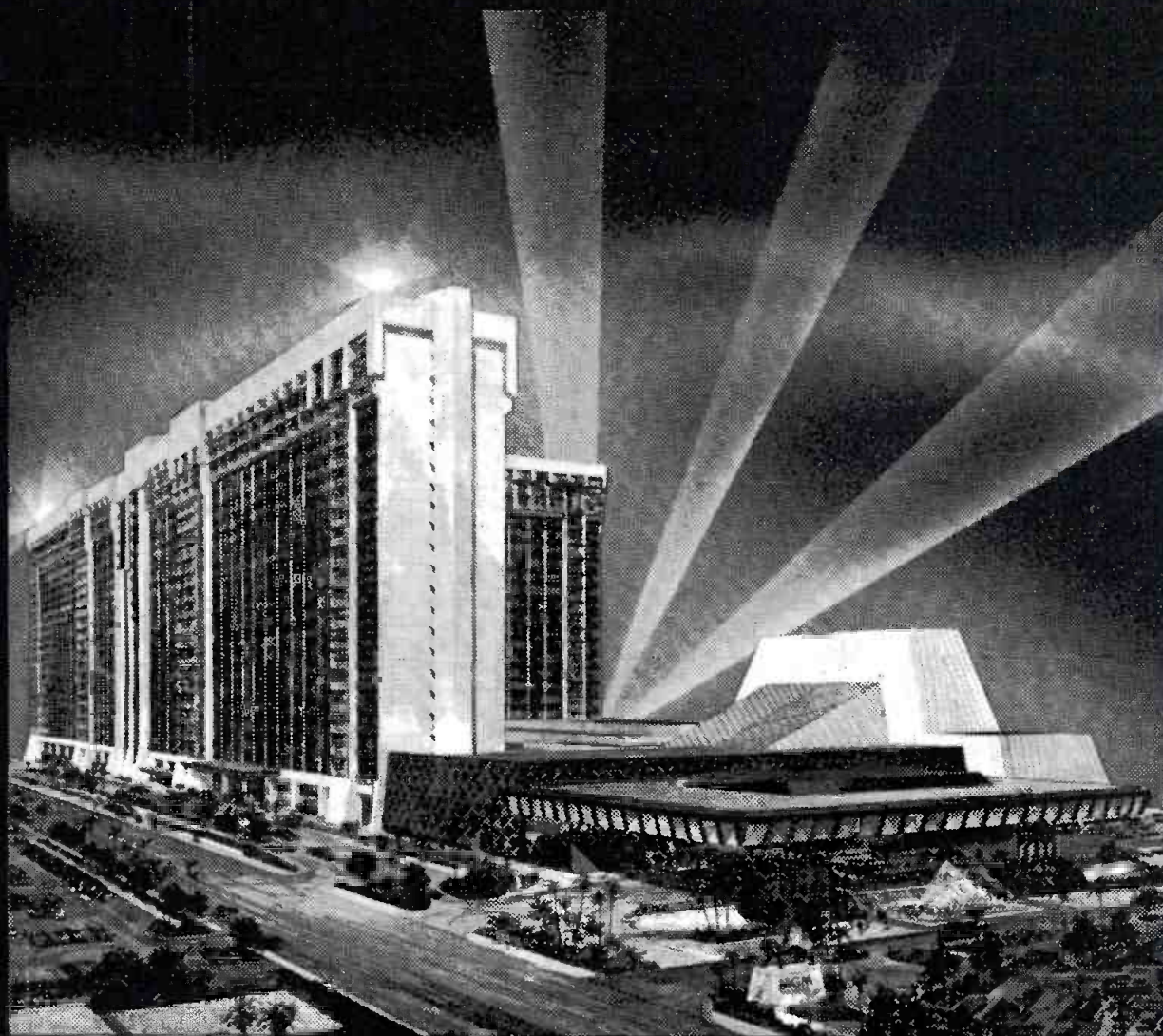
We have no way of knowing what led the judges to formalize their antedated version of journalistic access, but it may be more than coincidence that they work in a television market where the U.S. Supreme Court also sits. A vote that favored broadcasting would probably brighten no future of a district judge presiding where the chief justice of the United States has gone on record with an unwavering aversion to the broadcast reporting of legal affairs.

This vote may be more a reflection of career planning than of legal judgment.



Drawn for BROADCASTING by Jack Schmidt

*"Today's half-time highlights will feature a demonstration of painting the walls."*



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# “The hijackers have been apprehended! Your wife and son are alive!”

Hijacked! Christine Santiago and her five-year-old son were among the 86 people who were aboard a West German Airliner that was hijacked to Somalia in October of 1977. To complicate the situation, Christine was a victim of a serious heart ailment. Back home in San Diego, her family could do nothing but pray, hope and wait. And wait.

The phone would ring. There would be a knock on the door. Friends and neighbors offered sympathy. The Santiagos waited.

Then it came. It was a phone call from a KSDO newsmen. “Mr. Santiago. Your wife and son have been freed. Safe and sound. They’re in good health.” Tears. Laughter. Clapping. Relief.

Soon afterwards, TV newsmen arrived at the Santiago home. TV viewers shared the celebration of the Santiagos and the thanks they gave to the KSDO newsmen who had broken the good news to them even before the official State Department notification.

KSDO-AM in San Diego is no different from any of the other affiliates of Combined Communications Corporation. You see, CCC affiliates don’t just broadcast news and entertainment, they become involved in their communities.

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

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

Television—WXIA-TV (ABC) Atlanta, KBTU-TV (ABC) Denver, WPTA-TV (ABC) Fort Wayne, KARK-TV (NBC) Little Rock, WLKY-TV (ABC) Louisville, KOCO-TV (ABC) Oklahoma City, KTAR-TV (NBC) Phoenix. Radio—WGCI-FM Chicago, WVON-AM Chicago, WDOX-FM Cleveland, WWWE-AM Cleveland, WDEE-AM Detroit, WCZY-FM Detroit, KIIS-AM & FM Los Angeles, KBBC-FM Phoenix, KTAR-AM Phoenix, KEZL-FM San Diego, KSDO-AM San Diego, MUZAK Arizona. Outdoor—ELLER OUTDOOR in Denver, St. Louis, Detroit, Flint, Grand Rapids, Oakland/San Francisco/San Jose, Tucson, Sacramento, Kansas City, Phoenix, Houston, Chicago, PACIFIC OUTDOOR in San Diego, Los Angeles, CLAUDE NEON in Montreal, Quebec, Winnipeg, Ottawa, Hamilton, Toronto. Sign Manufacturing—Claude Neon Industries, Limited, Canada. Tennessee Continental Corporation (TENCON), Centerville, Tennessee. Newspaper—The Cincinnati Enquirer, The Oakland Tribune. Supermarket Merchandising—PIA Merchandising Company throughout California, Arizona and Nevada.