

**Advance report on MIP-TV:
Bright prospects for foreign exchange**

Broadcasting Apr 16

The newswEEKly of broadcasting and allied arts

Our 48th Year 1979

NEWSPAPER

NEWS TRAVELS FAST ON KPRC TV.



We're capturing the news for viewers almost before it happens. How?

By switching entirely to electronic news coverage, becoming the first Houston station equipped with fourteen Ikigami videotape cameras.

And by setting up a new downtown bureau, the only remote news studio in the city. It's handy for beaming late-day stories out to our main studio during the rush hour.

So it's no secret who's established the fastest news-gathering system in Houston.

The award-winning reporters at KPRC TV, the channel that's running away with the news.

**THERE'S
SOMETHING NEW
IN THE AIR.**

2
KPRC TV HOUSTON

Petry Television, Inc., National Representatives, NBC Affiliate



Direct drive made Panasonic Series 9000 a great 3/4" editing system. Here's what makes the new 9000A an even better one.

The new Panasonic Series 9000A offers even more impressive performance, even more quality, and more professional features than the Series 9000 did last year. And we still have the lowest price tag in the business.

The new system consists of the NV-9500A editing recorder, the inexpensive NV-9200A player/recorder, and the NV-A950, the versatile editing controller that goes between them.

Together, they deliver the cleanest Panasonic frame-to-frame edits ever.

S/N ratios are our highest ever, 46 dB color and 50 dB black and white, thanks to new crystal-oriented HPF™ video heads. And in addition to those crisp, clean edits, you get reduced audio delay at the edit point. And substantially increased frequency response at the first generation.

That's not all: The newly increased frequency response works with a patented dubbing mode for

even better dubbing quality. And still another of the many important improvements is a new tape guide path on the video head cylinder. It reduces tape edge movement for an even better RF envelope, and an even better signal—the best yet from Panasonic.

You get all these improvements, plus professional features you can count on in a Panasonic editing system: Like controls that are completely solenoid-operated. A separate RF output for use with an external DOC. Even subcarrier and external sync inputs for use with a time base corrector.

The Panasonic Series 9000A 3/4" editing system. The only thing that looks better than its performance is its price.

For more information, write: Panasonic Company, Video Systems Division, One Panasonic Way, Secaucus, N.J. 07094. In Canada, Panasonic Video Systems Department, Mississauga, Ontario.

Exterior cabinetry is simulated woodgrain.

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NV-A950

NV-9500 A

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**130 half hours (past 5 years of prime access
programming) that deliver a big, young audience.**

Here are some of this year's ratings:*

Market	Station	Time	Rating	Share	Standing
New York	WCBS	7:30 Saturday	11	20	#1 in Time Period
Miami	WTVJ	7:30 Thursday	16	26	#1 in Time Period, Outrates Gong Show, Muppets
Tampa- St. Pete	WTVT	7:30 Saturday	16	26	#1 in Time Period, #1 Access Show in Market, Beats H'wood Squares, Tic, Feud, \$100,000 #1 Women 18-34, 18-49
Sacramento- Stockton	KCRA	5:00 Sunday	12	35	#1 in Time Period, #1 Women 18-34, 18-49
Birmingham	WBRC	6:30 Tuesday	28	45	#1 Women 18-34, 18-49, Double rating of Newlywed Game with Women
Orlando- Daytona	WESH	7:30 Saturday	11	20	More Women 18-34 Than the Total of All Competition

*Feb. 1979 A.R.B.

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The Week in Brief



SHOVING MATCH □ Ferris and his FCC colleagues do a little bumping with Van Deerlin subcommittee over AM allocations, small-market radio deregulation. **PAGE 25.**

THREE FALTER □ The good news in first quarter reports is tempered by bad news of declines at CBS, NBC and Westinghouse Broadcasting. **PAGE 28.**

THE ACTION IN CANNES □ MIP-TV gets under way Friday with more than 600 programming firms from 94 countries set to do business as usual—only more of it. Here's a rundown of the principal companies, what they're offering and who will be representing them. **PAGE 32.**

MORE INPUT FROM GELLER □ The NTIA head, testifying on the Hill, amplifies on the retransmission consent plan. He also pushes for 9 khz and the Paley plan for quality network offerings. **PAGE 40.**

ANOTHER FOR THE FCC □ The NTIA augments its list of suggestions to the commission by resurrecting an idea for speeding up or eliminating comparative hearings. **PAGE 42.**

NAB CRITIQUE □ An analysis of the Communications Act rewrite by the association's staff indicates broadcasters will find more to their liking in the second version. But it asserts that many good points are offset by bad aspects. **PAGE 44.**

RETURN TO NIXON DAYS □ An FOI request from NTIA for some June 1972 memorandums discloses how Corinthian's Wrede Petersmeyer counseled the White House that the administration was too concerned with networks and not paying enough attention to needs of local stations. **PAGE 50.**

MERIT AWARD □ A rival in the comparative hearing for facilities of WABZ-FM Albemarle, N.C., scored better on all points but one—"meritorious service"—and that was enough for the station to win renewal. **PAGE 54.**

TV'S BLUE CHIPPERS □ More than \$4.8 billion was spent last year in the medium by the top 100 advertisers. Network got \$3.1 billion, spot \$1.7 billion and P&G continued to lead the way. **PAGE 59.**

RELENTS A BIT □ The presiding judge in the FTC's inquiry into children's advertising concedes there's need for a little more time for filings on disputed issues, but reminds that he won't tolerate dragging of feet thereafter. **PAGE 60.**

A MESSAGE FOR BURGER □ The American Bar Association appears determined to regain control of media coverage from the chief justice who insists on barring cameras and microphones. **PAGE 61.**

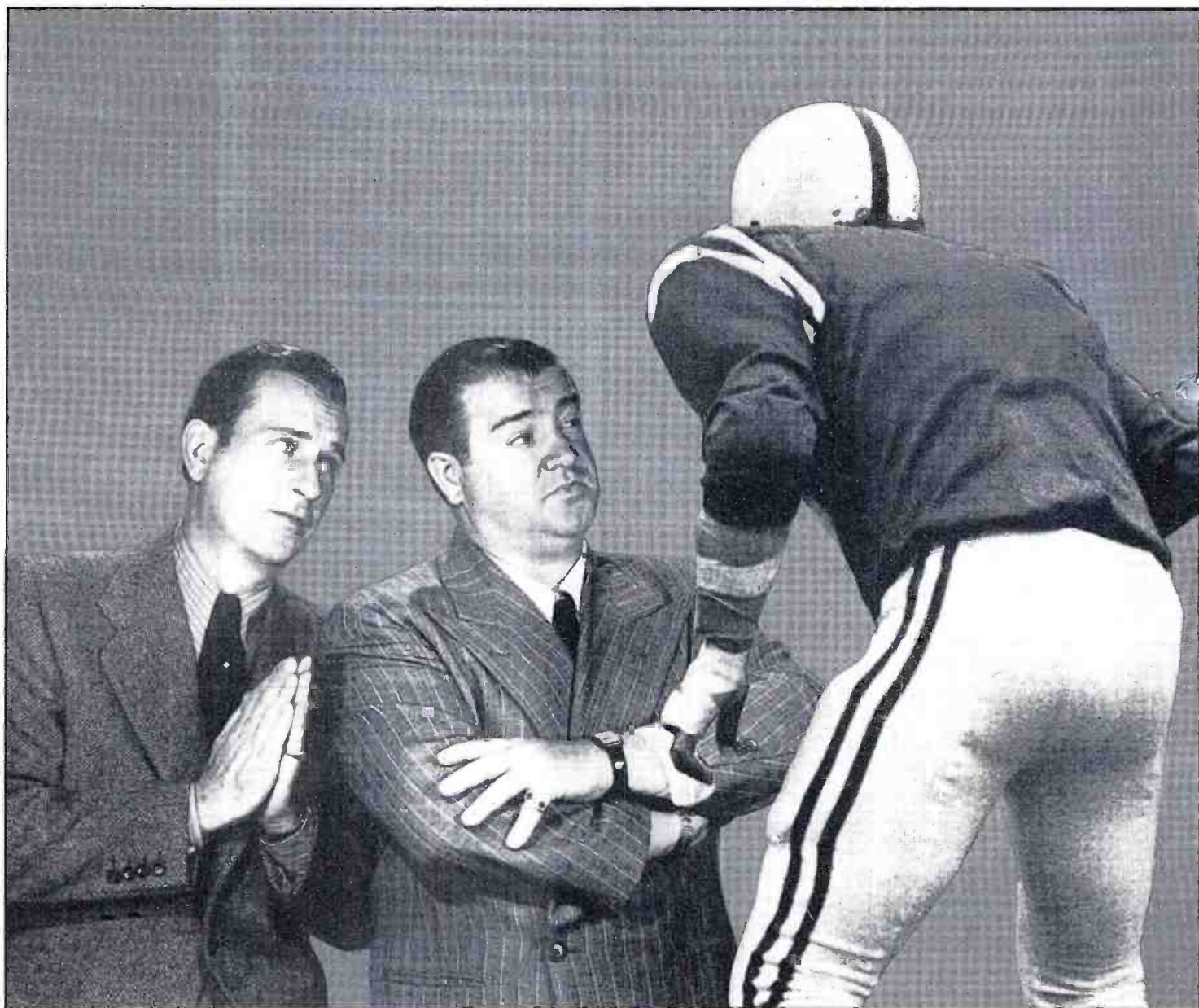
ABC-TV'S HOPEFULS FOR FALL □ Here are the 29 pilots the network will take to its program scheduling meetings this week. **PAGE 62.**

GOVERNMENT AND GAS □ A study by PBS shows that federal agencies, other than CPB, and private companies, most of them oil firms, are the prime angels of public television. **PAGE 64.**

POINT MAN FOR Y&R □ Young and Rubicam in 1972 selected William J. Donnelly to head a new department charged with keeping the agency abreast of the times. Today, as vice president and group supervisor, new electronics media, Mr. Donnelly exhibits a seven-year record of successes in which he has kept Y&R ahead of the times. **PAGE 69.**

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ABBOTT AND COSTELLO VS. SUNDAY AFTERNOON NFL FOOTBALL.

Guess who won?

Sure the NFL won, but not by as big a score as you might imagine. Read what Chuck Gingold, Director of Programming at KATU Portland, Oregon, says:

"Of course, with the formidable competition, we didn't win the period, but we certainly competed. An 8 metro rating and a 23 share at 1 in the afternoon is nothing to sneeze at, especially with solid demos. Anticipating kids, I was amazed to find that

we leaned towards young women and men. Out of 24,000 women 18 years of age and older, 21,000 were 18 to 49. And a surprising 25,000 out of 29,000 men were 18 to 49."

So if you don't have the National Football League teams, get the team that can really keep you in the game. Abbott and Costello.

MCA TV

Source: ARB Metro, November, 1978.

ABBOTT AND COSTELLO. 29 MOTION PICTURES.

Closed Circuit®

Insider report: behind the scene, before the fact

Fee or tax?

Argument increasingly being raised against revenue-based spectrum fee in House's Communications Act rewrite is that it's tax and should be referred to Congress's tax-writing Ways and Means Committee for approval. Such referral would serve two purposes that would delight broadcast lobbyists: delay progress of bill and, some think, kill fee proposal. Rewrite's authors are irked to think anyone would try to get bill sidetracked, saying privately that rather than allow that to happen they would change fee provision—back to way it was last year when size of payment was based on controversial definition of scarcity value of spectrum and left to regulatory commission to work out.

Although they know broadcasters will oppose fee either way, authors' assumption is that new version will be preferred if fee can't be snuffed out. And it can't, they say. As far as they're concerned, if fee disappeared, all deregulatory provisions that broadcasters desire would go with it.

Crunch

In wake of forced resignation of Roscoe E. Long as chief of FCC's Policy and Rules Division (see page 52) morale at FCC is at low ebb with prediction that other "resignations" may be forthcoming under pressure of Chairman Charles D. Ferris's drive for full control. Speculation centers on hand-picked department heads. But there's no assurance he'll be able to garner necessary votes to change top echelon in critically important Broadcast Bureau.

Wallace Johnson, incumbent Broadcast Bureau chief, is still pondering early retirement to escape new ethics law, slated to become effective June 30, that would preclude FCC practice for two years. He's said he wouldn't stick around anyway if chairman doesn't want him.

Station relations

TV networks are getting ready for annual round of affiliate conventions, to be held at Los Angeles's Century Plaza hotel. Centerpiece at all three will of course be new fall programing, but there are always extras. Officials at front-running ABC, which is also first up (May 7-11), say theirs will be no victory party ("we're not complacent"). Business sessions will be preceded by Monday-night "block party" at Paramount and followed by Thursday-night closing banquet, which'll be black tie this year to discourage gate-crashers who've proved troublesome in past.

Sources at third-place NBC say theirs

(May 13-15) will be serious but upbeat, with luncheon speeches by Chairman Jane Pfeiffer and President Fred Silverman and including, on social side, Monday-night dinner at MGM. They'll also announce that once-famous peacock logo is being revived. CBS's (May 20-23) will have extra half-day of sessions (Monday morning in addition to all day Tuesday and Wednesday), after welcoming reception Sunday night.

Fan mail

Campaign to stop FCC's proposed breakdown of clear-channel AM's, subject of sharp exchange at House hearing last week (see page 25), is well into new phase—lobbying Congress. Legislators who have no reason to know difference between clear channel and any other station are getting familiar with it through letters from constituents. Although inspired by pleas of clears, mainly WSM(AM) Nashville, it's not form-letter mail. Listeners are writing individually.

Most visible advocates of clears are congressmen from Tennessee, home of WSM and its *Grand Ole Opry*. Representative William Boner (D-Tenn.) has introduced bill protecting clears. It's said Minority Leader Howard Baker (R-Tenn.) is force behind inclusion of similar measure in one bill to amend Communications Act, S. 622, introduced by Barry Goldwater (R-Ariz.) and Harrison Schmitt (R-N.M.). Clears are making advances in other delegations too. Said one New York congressman in reply to constituent: "I like to listen to the *Grand Ole Opry* too."

Government's tab

Of fees proposed in three main pieces of Communications Act legislation, lowest is cost-of-regulation fee in S. 622, so-called Goldwater-Schmitt bill. So authors believe, and they've asked help of FCC to prove them right by estimating its expense of broadcast regulation. S. 622 authors think total bill would be in neighborhood of \$30 million. That's small by comparison with \$80 million to be generated by other Senate bill, S.611, or \$150 million by House rewrite of act.

Holiday network

Holiday Inns of America, nation's largest motel chain with over 1,500 inns, is looking toward satellite-fed television programing network that, presumably, will mean receive-only earth stations at most of its motels. Company is now negotiating with Scientific-Atlanta, earth station manufacturer, for large hardware order.

HIA official declined to comment on plans, however, but said its withdrawal two weeks ago from partnership with Southern Satellite Systems Inc. for distribution of superstation KTVU(TV) Oakland, Calif., was not necessarily related to its plans for "earth station reception network."

Glimmers of hope

Although NBC's ratings performance in recent weeks has been generally dismal, President Fred Silverman is far from striking flag. Indeed, one of his program aims—to go into fall with at least handful of carryover series from spring development—seems to be working. *Different Strokes*, *Hello Larry*, *BJ and the Bear*, *Mrs. Columbo* and revamped *Supertrain* all are turning in respectable ratings and are considered safe bets to join *Little House on the Prairie*, *Quincy* and *CHiPs* as building blocks for fall.

Added to what insiders call "much better" performance on Saturday morning and "slightly better" performance in daytime, there's confidence that, bit by bit, Mr. Silverman is rebuilding program base. No quick turnaround expected.

Home

Julian Goodman, who retires June 30 after 34 years with NBC from newsman to chairman, has been selected as "distinguished journalist" to deliver second annual Frank E. Gannett lecture in Washington on journalistic topic of his choice. His choice: "First Amendment." Event is scheduled June 7 at Washington's Mayflower hotel under auspices of Washington Journalism Center.

First lecture, under grant from Gannett Foundation, was delivered last year at same place by John Oakes, retired editor of editorial page of *New York Times*. Mr. Goodman began as news writer with NBC Washington.

Whistles blow

In new compilation of complaints received by General Accounting Office on special toll-free hotline set up to invite reports of fraud or mismanagement in government, FCC and Federal Trade Commission come off relatively free. In three months 4,000 allegations have been made, with 2,191 judged worthy of review, investigation or audit. Social Security Administration tops list with 265 complaints. Fourteen agencies had none. FCC had 10 warranting further look, FTC, six.

There were three complaints against Congress, one each against White House and Supreme Court. Hotline number: 800-424-5454.

Business Briefly

TV only

Sylvania □ Three-month TV campaign starts in late April for division of General Telephone & Electronics in dozen markets during day, fringe and prime time. Agency: Doyle Dane Bernbach, New York. Target: total adults.

Grantree □ Eleven-week TV campaign starts this week for furniture company in 16 markets during day, fringe and weekend time. Agency: Dailey & Associates, San Francisco. Target: women, 18-49.

Echals □ Nine-week TV campaign begins in late April for roach killer in about 20 markets during early fringe, late news and weekend time. Agency: A. Eicoff & Co. Target: women, 18-49.

Pet □ Eight-week TV campaign begins this week for Sego milk in five West Coast markets during day and fringe time. Agency: The Haworth Group, San Francisco. Target: women, 25-54.

Georgia Dept. of Tourism □ Five-week TV campaign begins next week for tourism promotion in 21 markets during day, fringe, prime and access time. Agency: Rafshoon Advertising, Atlanta. Target: women, 25-54.

General Cigar Co. □ One-month TV campaign starts in late April for General Cigar's Chattanooga chewing tobacco in 26 markets during early news and sports

time. Agency: Isidore, Lefkowitz & Elgort, New York. Target: men, 18 and over.

Ocean Spray □ Four-week TV campaign begins this week Ocean Spray grapefruit juice in seven markets during daytime. Agency: Kenyon & Eckhardt, Boston. Target: women, 25-54.

Flushco □ Four-week TV campaign begins this week for Flushco's 2,000 Flushes toilet bowl cleaner in at least five markets during day and fringe time. Agency: Savitt, Tobias & Balk, New York. Target: total women.

E.J. Brach & Sons □ One-month TV campaign starts this week for Brach candy manufacturer in about 75 markets during prime, prime access and early fringe time. Agency: Arthur Meyerhoff Associates, Chicago. Target: women, 18-49.

Union Underwear □ Four-week TV campaign starts next week for Underoos underwear in 16 markets during daytime. Agency: Wells, Rich, Greene, New York. Target: children, 2-11.

Alcoa □ Four-week TV campaign begins in late April for Alcoa's can recycling promotion in 87 markets during fringe and weekend time. Agency: Ketchum, MacLeod & Grove, Pittsburgh. Target: adults, 18 and over.

Jeno's □ One-month TV test campaign begins in late April for Jeno's 10-inch pizza during day, fringe and prime time. Agency: J.F.P. & Associates, Duluth, Minn. Target: total women.

Mercedes moves. Mercedes-Benz of North America, Montvale, N.J., has ended its 14-year relationship with Ogilvy & Mather Inc., New York, claiming O&M has been attempting to land Ford Motor Co.'s Lincoln-Mercury billings of \$75 million while working on Mercedes-Benz. O&M has not acknowledged it is pursuing Lincoln-Mercury but other agencies still in running for that account are said to be Young & Rubicam and BBDO, which were dropped by Chrysler Corp. last month when Kenyon & Eckhardt, New York, was assigned \$120-million Chrysler account. K&E had handled Lincoln-Mercury (BROADCASTING, March 5).

Economics Laboratory □ Three-week TV campaign begins in late April for Lime-A-Way tile cleaner in 19 markets during day and prime time. Agency: Warwick, Welsh & Miller, New York. Target: women, 25-49.

Coca-Cola Foods □ Three-week TV campaign begins this week for Minute Maid chilled orange juice in 12 markets during day, fringe and prime time. Agency: Marschalk, New York. Target: women, 25-54.

Gulf Oil □ Two-week TV campaign begins in mid-May for Gulf lighter fluid in 77 markets during fringe time. Agency: Erwin Wasey, Los Angeles. Target: women, 25-54.

Anheuser-Busch □ Two-week TV campaign begins this week for Busch beer in about 50 markets during late fringe time. Agency: Needham, Harper & Steers, Chicago. Target: total men.

Playboy □ Two-week TV campaign starts in early May for *Playboy's* June issue in about 15 markets during day, prime and late fringe time. Agency: Scali, McCabe, Sloves, New York. Target: men, 18-49.

Whirlpool □ One-week TV campaign begins in early May for Whirlpool's microwave ovens in about 30 markets during prime time. Agency: D'Arcy-MacManus & Masius, Bloomfield Hills, Mich. Target: adults, 25-49.

BAR reports television-network sales as of March 25

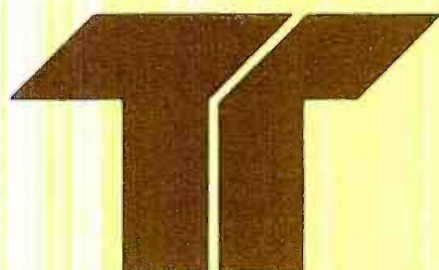
ABC \$363,172,500 (35.7%) □ CBS \$329,646,700 (32.4%) □ NBC \$323,625,700 (31.8%)

Day parts	Total minutes week ended Mar. 25	Total dollars week ended Mar. 25	1979 total minutes	1979 total dollars year to date	1978 total dollars year to date	% change from 1978
Monday-Friday Sign-on-10 a.m.	169	\$ 1,180,500	1,849	\$ 13,175,300	\$ 11,600,700	+13.6
Monday-Friday 10 a.m.-6 p.m.	1,058	18,860,500	11,937	210,823,100	197,263,700	+6.9
Saturday-Sunday Sign-on-6 p.m.	342	10,049,000	4,226	126,242,400	110,831,900	+13.9
Monday-Saturday 6 p.m.-7:30 p.m.	98	5,355,400	1,182	59,028,000	51,291,200	+15.1
Sunday 6 p.m.-7:30 p.m.	24	1,215,000	277	20,891,300	17,649,000	+18.4
Monday-Sunday 7:30 p.m.-11 p.m.	414	43,876,000	4,969	526,364,600	451,160,900	+16.7
Monday-Sunday 11 p.m.-Sign-off	234	5,482,400	2,755	59,920,200	49,573,200	+20.9
Total	2,339	\$86,018,800	27,195	\$1,016,444,900	\$889,370,600	+14.3

Source: Broadcast Advertisers Reports

Radio only

Sedgefield Sportswear □ Twenty-three-week radio campaign starts this week for division of Blue Bell in six markets including Atlanta, Chicago,



Torbet Radio

We told
EZ Communications, Inc.
that we could outsell any Rep.

We proved it with WEZC in Charlotte.

They asked us to do it again
for WEZB in New Orleans*,
WJOI in Pittsburgh,
and WEZS in Richmond.

* Torbet Radio will also continue to represent WRNO in New Orleans.

Dallas and Phoenix. Agency: Mathieu, Gerfen & Bresner, New York. Target: men, 18-34.

Pabst □ Nineteen-week radio campaign begins in mid-May for Pabst Blue Ribbon beer in 16 markets including Baltimore, Cleveland and Washington. Agency: Young & Rubicam, New York. Target: men, 18-34.

United California Bank □ Ten-week radio campaign starts in late April for banking group in 13 California markets including San Francisco. Agency: Foote, Cone & Belding/Honig, Los Angeles. Target: adults, 25-54.

Wrangler □ Eight-week radio campaign begins this week for Wrangler jeans in nine markets including Houston, Little Rock, Ark., and Oklahoma City. Agency: The Bloom Agency, Dallas. Target: teen-agers, 12-17.

Kentucky Fried Chicken □ Six-week radio campaign starts in late May for restaurant chain division of Heublein in some 25 markets including Albuquerque, N.M.; Dallas; Honolulu, and San Diego. Agency: SFM Media, New York. Target: adults, 18-49.

Knudsen □ Five-week radio campaign starts in late April for food products group's yogurt in 12 markets including San Diego and San Francisco. Agency:

February figures. Network television billings in February totaled \$353.5 million, a gain of 19.2% from February 1978, according to estimates compiled by Broadcast Advertisers Reports for the Television Bureau of Advertising. For the first two months of 1979, network billings were put at almost \$713 million, up 15.4% from a year earlier, with ABC credited with a 35.1% share, CBS 32.6% and NBC 32.3%.

	February			January-February		
	1978	1979	% change	1978	1979	% change
Daytime	\$104,710,500	\$113,984,600	+ 8.9	\$221,219,600	\$242,008,400	+ 9.4
Mon.-Fri.	69,643,000	71,904,600	+ 3.2	148,000,800	157,494,200	+ 6.4
Sat.-Sun.	35,067,500	42,080,000	+20.0	73,218,800	84,514,200	+15.4
Nighttime	191,938,100	239,540,200	+24.8	396,690,600	470,968,800	+18.7
Total	\$296,648,600	\$353,524,800	+19.2	\$617,910,200	\$712,977,200	+15.4

	ABC	CBS	NBC	Total
January*	\$118,635,300	\$113,706,300	\$127,110,800	\$359,452,400
February	131,391,400	118,682,200	103,451,200	353,524,800
Year-to-date	\$250,026,700	\$232,388,500	\$230,562,000	\$712,977,200

*Revised

Dailey & Associates, Los Angeles. Target: women, 12-49.

Spaulding □ Four-week radio campaign begins in late April for sporting goods manufacturer's basketballs in four markets including Detroit and Minneapolis. Agency: Hill, Holliday, Connors, Cosmopolos, Boston. Target: teen-agers, 12-17.

Air Jamaica □ Four-week radio campaign starts in late April for Jamaican airlines in four markets including Chicago and Philadelphia. Agency: Ketchum, MacLeod & Grove, New York. Target: adults, 25-49.

Adams □ Four-week radio campaign begins this week for Adams peanut butter in 10 markets including San Francisco and Salt Lake City. Agency: Evans/Pacific, Seattle. Target: men and women, 25-49.

Aer Lingus □ Four-week radio campaign starts this week for Irish airline in four markets including Boston and Philadelphia. Agency: Rumrill-Hoyt, New York. Target: adults, 35 and over.

Fuller O'Brien □ Four-week radio campaign begins in late April for paint manufacturer in seven markets including Salt Lake City, Sacramento, Calif., and South Bend, Ind. Agency: Young & Rubicam, New York. Target: men, 18-34.

Dell Publishing □ One-week radio campaign begins this week for book publisher's "Whistle" in 10 markets including Chicago, Houston and Phoenix. Agency: Franklin Spier, New York. Target: men, 25-49.

Radio-TV

Yoo-Hoo □ Four-month TV and radio campaign begins in mid-May for Yoo-Hoo chocolate beverage in about 20 markets including Boston, Baltimore, Denver and New Haven, Conn. Agency: Weiss & Geller, New York.

Tobin Meats □ Sixteen-week TV and radio campaign begins in early May for meat products group in eight TV markets and 16 radio markets including Albany, N.Y.; New Haven, Conn., and Providence, R.I. Agency: Weightman Advertising, Philadelphia. Target: women, 25-49.

DELTA DASH® GETS YOUR SMALL PACKAGE THERE IN A BIG HURRY.

Delta handles more over-the-counter shipments of 50 lbs. or less than any other certificated airline. And DASH (Delta Airlines Special Handling) serves 86 U.S. cities plus San Juan. Any package up to 90 inches, width + length + height, and up to 50 pounds is acceptable. DASH packages accepted at airport ticket counters up to 30 minutes before flight time, up to 60 minutes at cargo terminals.

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Dallas/Ft.Worth and Los Angeles or San Diego or San Francisco). Pick-up and delivery available at extra charge. Call 800-638-7333, toll free. (In Baltimore, call 269-6393).

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Our competitors would like to have us for dinner.

There's no lack of competition in broadcasting.

There are always other stations tempting our audiences. Other public services on the air vying for the hearts and loyalties of our communities. Other sales professionals anxious to woo away our advertiser support.

Every broadcaster must operate in the public interest, convenience, and necessity. Our basic responsibilities are spelled out in the broadcasting regulations.

But no rule ever made a community accept a station it didn't like. Or kept it from applauding a station it *did*.

The community makes its own decisions. It chooses what it wants and needs most.

For a broadcaster, winning big means serving best.

 **MALRITE
BROADCASTING
COMPANY**

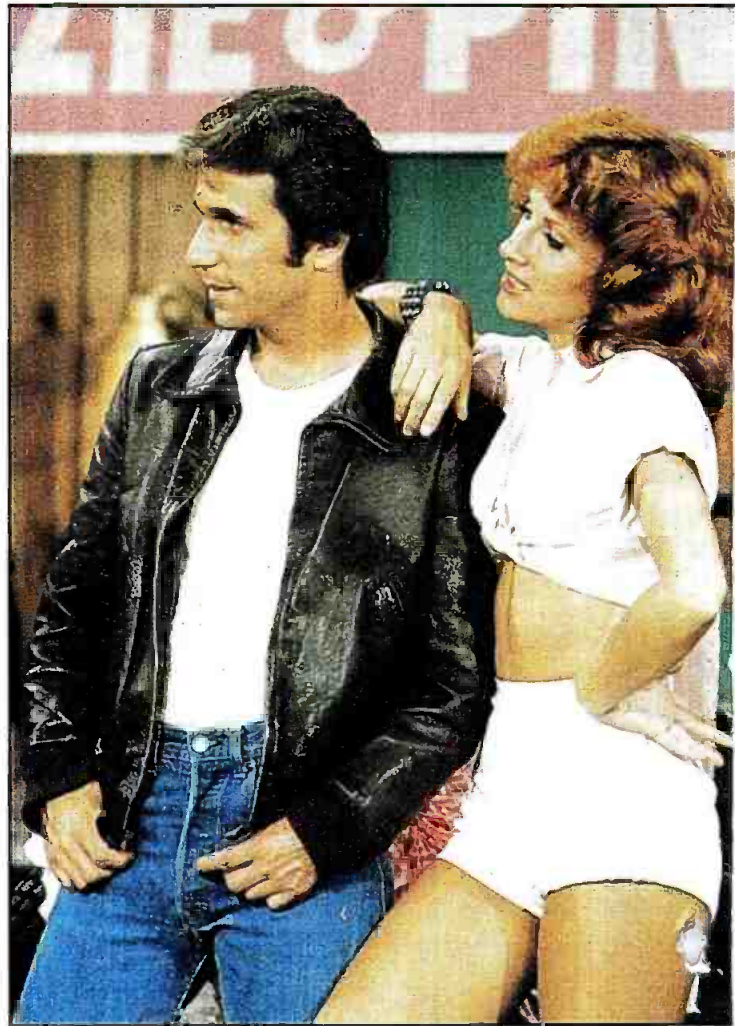
The Leadership Stations

WHK/WMMS/Cleveland
KEYY/KEYY-FM/Minneapolis, St. Paul
WZUU/WZUU-FM/Milwaukee
WNYR/WEZO/Rochester, N.Y.
WBRB/Mt. Clemens, Mich.
WCTI-TV/New Bern, N.C.
WUHF-TV (on air 1979)/Rochester, N.Y.
Corporate Headquarters/Cleveland

Someday, "Laverne & Shirley" will be as successful for and "The

With four years in syndication the average delivery of "The Brady Bunch" outperforms all of this season's new first-run or off-network entertainment strips in household ratings including "Sanford & Son", "Six Million Dollar Man", "Dating Game", "Chico and the Man", "Streets of San Francisco" and "The Bionic Woman".

And, the average delivery of "The Odd Couple", with

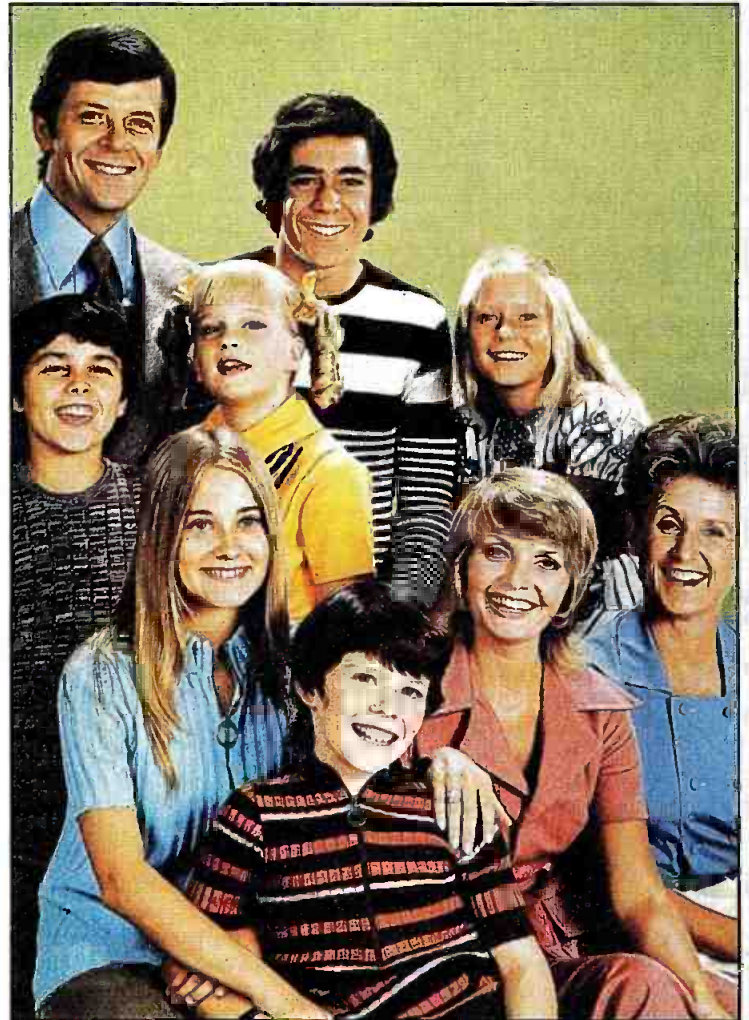


Source: Arbitron SPA reports Nov. '75 thru Nov. '78

Shirley" and "Happy Days" you as "The Odd Couple" Brady Bunch."

three years in syndication outperforms 21 of the 23 new fall '70 first-run or off-network entertainment strips, or access shows in adults 18-49.

So, if you're thinking of buying any of those other new shows, perhaps you should think twice... "The Brady Bunch"... "The Odd Couple"... the most cost-efficient way to get more than your fair share.



PARAMOUNT TELEVISION  GULF + WESTERN Company  DOMESTIC SYNDICATION

Monday Memo[®]

A broadcast advertising commentary from Sherman Wildman, general manager, retail sales, CBS Television Stations, New York

FIRST things: Retail momentum moves to TV

Television retail advertising is undergoing spectacular changes with far-reaching implications. As one department store executive recently said in *Chain Store Age*, "print will be called on in the future, however, to lend support to TV."

Such words are magic to anyone in television sales these days, but more important, they have more than a ring of truth. No longer is it a question of telling the retailer *why* he should use television; we're at the point where we are showing him *how*.

Ten years ago, we were basically content to sell television to retailers pretty much in the same way we sold package goods. No one addressed the special needs of the retailer, which are primarily concerned with generating "next day" traffic and producing effective, quality commercials at a reasonable cost.

By and large, we believe the production problems can be solved by any retailer who makes a serious commitment. There are enough stations, production houses and advertising agencies that are interested in the retail business to answer all of the questions. Ultimately, it really demands a period of experimentation for any advertiser, including the retailer, to develop the commercial "look" that both sells and reflects the store's image and personality.

The more difficult problem relates to insuring next-day traffic for specific merchandise or departments. Retailers don't have the luxury of the cumulative impact of broadcast over an extended period of time. They have a three-day or one-week event, and they've got to generate both traffic and sales within a limited amount of time. Both retailers and stations have been slow to develop answers to the problem of structuring a commercial and schedule that will result in next-day traffic.

To this end, the CBS Television Stations, along with other progressive stations around the country, are addressing these unique retail needs with an innovative program called FIRST (Framework to Insure Retail Success with Television). It's a series of four specific principles designed to create dominance in the viewer's mind, which in turn, motivates him to immediate action in response to a short promotion. The FIRST program includes concepts and techniques on the creative approach, classification dominance, event promotion and target frequency.

The creative approach demonstrates how to structure a successful retail commercial as well as the television schedule.

Classification dominance means dominance in the viewer's mind as well as the market. Television, especially when it's



Sherman Wildman was named general manager, retail sales, CBS Television Stations in 1977. He joined CBS in 1969 as account executive with CBS Radio and was named retail account executive with WCBS-TV New York in 1973. From 1974 to 1977 he was retail/development sales manager. Mr. Wildman is a member of the Television Bureau of Advertising's Retail Advisory Board.

used to promote a special event such as a white sale, can give an advertiser dominance over his competitor's promotion and advertising, better than any other medium. But more important, CBS defines classification dominance as that *perceived* by a retailer's customers and his competitor's customers. An advertiser can structure a television schedule to make a select group of viewers perceive that indeed his store is dominant in a merchandise category or sale and thereby change traditional shopping patterns for that specific event.

Event promotion is the name given to a special event such as Mother's Day, Christmas, founder's day and so on. Television can also be used to create a special event for housewares, fashion, fragrances, etc. The important thing is that the event have some inherent visibility, merchandisability and promotability. We think that isolated schedules should be pulled together under one creative single theme and promoted as a major television event. Not only does this create dominance, but additional vendor dollars can be generated for an exciting concept based on television support.

Target frequency means that the advertiser focuses on his best prospects for any given promotion or merchandise, and reaches him a significant number of times with his message. This means that while

television is naturally recognized as a reach medium, it can also selectively be used to motivate. This you do with frequency. We believe in frequency—the more times the better. We recommend for the retailer a minimum of at least a frequency of five against his best prospects. One exciting dimension to this philosophy is that it will work at virtually any budget level. The budget determines only how broad the number of prospects you reach five or more times. There is also a continuing series of in-market and in-store studies plus other research as a part of the FIRST program. We truly feel that if a retailer uses all of these techniques, his potential for success will be greatly enhanced.

The results have even amazed those of us who have long been preaching the retail gospel. Some outstanding examples include a department store white sale, up 45% over the previous year; a stereo chain promotion, up 100%; 18 different department store domestics promotions, up 50%-100%; a department store stereo special, "sold out in two and a half days," department store book sale, up 100%; discount store Polaroid camera promotion, 22,000 sold, and more success stories rolling in every day. These kinds of results suggest that television is unquestionably the retail medium of the future.

Television is becoming the symbol of the enlightened, innovative and marketing savvy retail executive who understands that every sales tool available has to be mastered and utilized in today's competitive arena.

Anyone who doubts that retail television is the wave of the future has only to take a look at what has happened over the past five years. Retail sales nationally have demonstrated compound growth rates in excess of 20%. In 1978, some impressive gains were made in these national retail categories: furniture stores, up 30%; discount stores, up 26%; appliance stores, up 36%; clothing stores, up 23%; drug stores, up 27%. Yet, the surface has only been scratched. Television budgets are still only a small part of total advertising expenditures among retailers.

Conditions within both the retail and television industries point to even more dramatic growth. Television stations have been adding retail development specialists to their staffs. Declining circulation and impact of newspapers, coupled with the rising costs of newsprint and catalogues have been important factors in the growth potential for television.

What it all comes down to can really be summed up in one word: success. Television no longer is the great unknown. It can be used successfully, whatever the budget level, as a very natural part of a healthy media mix.

ABC SPORTS BRINGS THE EXCITING WORLD OF SPORTS TO MORE THAN 50 COUNTRIES!

En tête du sport télévisé

电视体育的先导

ΠΡΩΤΟΙ ΣΤΙΣ ΜΕΤΑΔΟΣΕΙΣ ΑΘΛΗΤΙΚΩΝ ΓΕΓΟΝΟΤΩΝ

THE LEADER IN SPORTS TELEVISION

O Lider da Televisao Esportiva

Die Nummer Eins im Sportteil des Fernsehens

スポーツTVのリーダー

Il primo nella televisione sportiva

الطليعة في رياضة التلفزيون

Лидер спортивного телерепортажа

El líder en televisión deportiva

- Wide World of Sports series
- The World Sportsman series
- NASL Soccer: Regular Season, Playoffs, Soccer Bowl
- Major League Baseball and the World Series

- NCAA Football and The Sugar Bowl, Liberty Bowl and Gator Bowl
- International Amateur Boxing
- NFL Monday Night Football (Limited Broadcast Area)
- World Series of Auto Racing
- Professional Bowlers Tour

- Indianapolis "500"
- Kentucky Derby and Preakness Stakes
- Flight of Double Eagle II. Historic Transatlantic balloon crossing.
- Harlem Globetrotters
- Toller Cranston Ice Show

See us at MIP-TV Stand A-141 Extension 431

For further information contact:

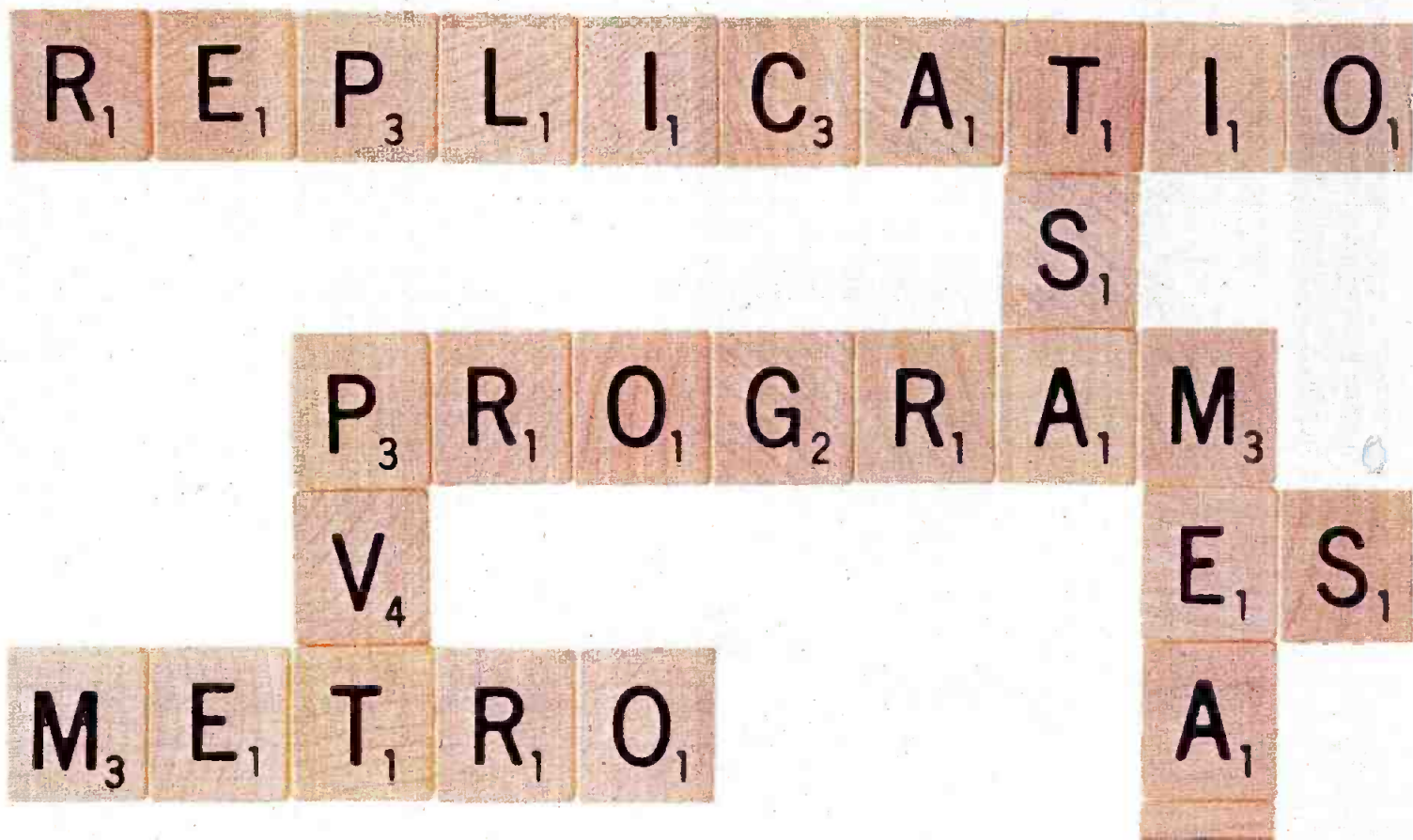
Jack Fitzgerald, Director of Sales
ABC Sports Inc.
Worldwide Syndication & Marketing
1330 Avenue of the Americas
New York, New York 10019, U.S.A.
Tel: (212) 581-7777 ext. 8833,
International Telex 234337.

Peter Dimmock, Vice President
ABC Sports Worldwide Enterprises Ltd.,
European Administrative Office,
Le Mirabeau, Suite 1307,
2, Avenue des Citronniers,
Monte Carlo, Monaco.
Tel: (93) 309001 Telex (842) 479413

abc ABC SPORTS

RECOGNIZED AROUND THE WORLD AS THE LEADER IN SPORTS TELEVISION!

**When
you talk about
the broadcasting
industry,
you're talking
our language**



Much of the broadcaster's vocabulary has its origin in the services created by Arbitron. Over the last 30 years we've originated an overwhelming number of the methods that are today regarded as indispensable.

We introduced People Estimates way back in 1958, when the most popular show was Ed Sullivan's. Since then we originated many major improvements including Total Survey Area Measurement, Radio Cumes, the ADI concept and Expanded Sample Frame.

And that's only part of our record of service to the broadcasting industry. Our information is trusted by broadcasters, advertisers, and their agencies for making media decisions.


But above all, we want to be known for our responsiveness to our customers. Because we're so aware of their changing requirements, when a need becomes evident, we're usually first to fill it.

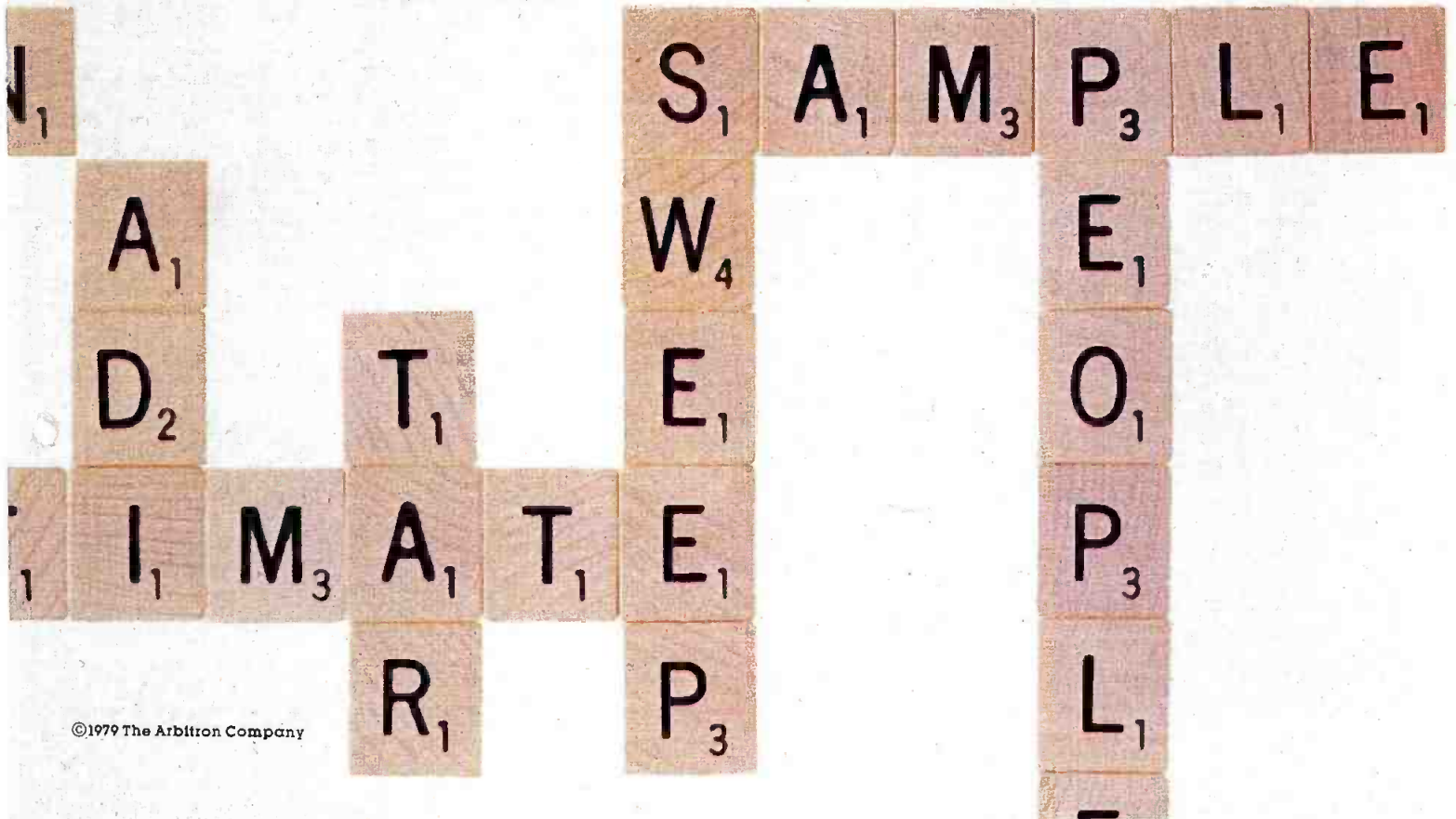
You know who we are. But we hope you'll get to know us better.

Arbitron. Credibility when it counts.

ARBITRON

THE ARBITRON COMPANY

 a research service of
CONTROL DATA CORPORATION



The Professional

Why the Boss Commands Respect.

Ed De Fontaine is AP Radio's Managing Editor. And our broadcasters listen to his evaluation of a news story.

Does he have a secret for getting people to carry out suggestions? "Yes," he smiles, "it's my grey hair and beard. They make me look smart."

The fact is, Ed knows his stuff. For 17 years he reported from places like Berlin, London, Tel Aviv. His achievements include winning the Overseas Press Club Award twice. We like that. We're like Ed De Fontaine.

Professional.

AP Radio

Associated Press
Radio Network



Datebook

■ indicates new or revised listing

This week

April 17—Seattle *Women in Communications Inc.* Matrix dinner. Betty Rollin, NBC News correspondent, will be speaker. Olympic hotel, Seattle.

April 17—Symposium on recommendations for improving FCC's pre-designation processing of contested broadcast applications. Washington.

April 17-18—Alabama *Cable Television Association* annual "Citizen of the Year" presentation. Recipient will be Representative Ronnie G. Flippo (D-Ala.). Hyatt House, Birmingham, Ala.

April 18—New deadline for responses to FCC on National Telecommunications and Information Administration petition for reducing AM channel spacing from 10 khz to 9 khz. Previous deadline was Feb. 28.

April 18—Miami *University Telecommunications Center* "Free Press vs. Fair Trial" seminar. Scheidler Hall, MU, Oxford, Ohio. information: (513) 529-3521.

April 18—Federal *Communications Bar Association* luncheon. Robert Schmidt, president, National Cable Television Association, will speak. Capitol Hilton hotel, Washington.

April 18—Seminar on "Effective" TV Public Service Advertising," sponsored by *The Institute for Government Public Information Research* and *American University Public Relations Graduate Program*, with funding assistance from *Broadcast Advertisers Reports*. Mayflower hotel, Washington.

April 18-20—Indiana *Broadcasters Association* spring meeting. Sheraton Inn, Evansville, Ind.

April 18-20—Minnesota *Broadcasters Association* spring conference. Friday luncheon speaker will be Representative Lionel Van Deerlin (D-Calif.). Marquette Inn, Minneapolis.

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

April 20—Deadline for nominations for third annual *National Public Radio* Edward R. Murrow award for significant contributions to public radio. Award will be presented May 23. Contact: Diana Calland, NPR, Washington.

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. Royal hotel, Abilene, Tex.

April 20-21—Society of *Professional Journalists, Sigma Delta Chi Region 1* conference. Hartford, Conn.

April 20-22—UPI *Carolina Broadcasters Association* spring meeting and workshop on coverage of disasters. Holiday Downtown, Myrtle Beach, S.C.

April 20-22—Society of *Professional Journalists, Sigma Delta Chi Region 8* conference. Huntsville, Tex.

April 20-22—Society of *Professional Journalists, Sigma Delta Chi Region 11* conference. San Francisco.

April 20-22—Annual meeting and awards presentation of *Alabama Associated Press Broadcasters Association*. Downtowner Inn, Montgomery, Ala.

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

April 21—East Central Indiana *Women in Communications Inc.* Matrix luncheon. Janet Guthrie, race car driver, will speak. Anderson, Ind., Country Club.

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

April 22-24—Louisiana *Association of Broadcasters* annual convention. Hilton hotel, Baton Rouge.

April 22-24—Annual meeting of *Inter-Society Color*

Council. Session on color in motion pictures and television will be held April 24 by *Society of Motion Pictures and Television Engineers*. Hotel Roosevelt, New York.

■ **April 22-25**—*Concert Music Broadcasters Association* annual sales convention. Gotham hotel, New York.

■ **April 22-25**—Third *National Indian Media Conference*. Participants will include FCC Commissioner Tyrone Brown; Belle O'Brien, FCC Consumer Assistance Office; Frank Washington, assistant to Chairman Charles D. Ferris; Lionel Monagas, assistant chief, FCC Broadcast Bureau, for minority affairs, and Al Hammond, National Telecommunications and Information Administration. Phoenix.

April 22-26—*Affiliated Advertising Agencies International* annual meeting. St. Petersburg Beach, Fla.

Also in April

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

April 23-24—*New York State Cable Television Association* spring meeting. Albany, N.Y.

April 23-24—*Virginia Cable Television Association* annual convention. Marriott hotel, Arlington, Va.

April 23-29—*Pennsylvania Association of Broadcasters* annual convention-cruise. Miami, Nassau, Bahamas.

April 24-27—*National Press Photographers Association* workshop on TV newsfilm-tape. University of Oklahoma, Norman. Contact: Professor Ned Hockman, School of Journalism.

April 26—*New York City Women in Communications Inc.* Matrix Awards luncheon. Rosalynn Carter is scheduled to speak. Sheraton Centre, New York.

April 27-28—*Society of Professional Journalists, Sigma Delta Chi Region 9* conference in conjunction with SDX Distinguished Service Awards ceremonies. Denver. Contact: Fred Hobbs, KWGN(TV) Denver, or Lee Olson, *Denver Post*.

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

April 27-29—*Illinois News Broadcasters Association* spring convention. Ramada Inn, Rockford, Ill.

April 27-29—*Women in Communications Inc.* North Central region meeting. Hamline University, St. Paul.

April 27-29—*Women in Communications Inc.* Northeast region meeting. Americana hotel, Rochester, N.Y.

April 27-29—Northeast regional meeting of *National Association of Farm Broadcasters*. Fort Wayne, Ind.

April 28—*White House Correspondents Association* 65th annual dinner to honor the President. Washington Hilton hotel, Washington.

April 28—Annual meeting and awards banquet of *Georgia Associated Press Broadcasters Association*. Atlanta Hilton hotel, Atlanta.

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

May

May 1—Deadline for comments to FCC on radio frequency interference to electronic equipment (Docket 78-369). Replies are due July 1.

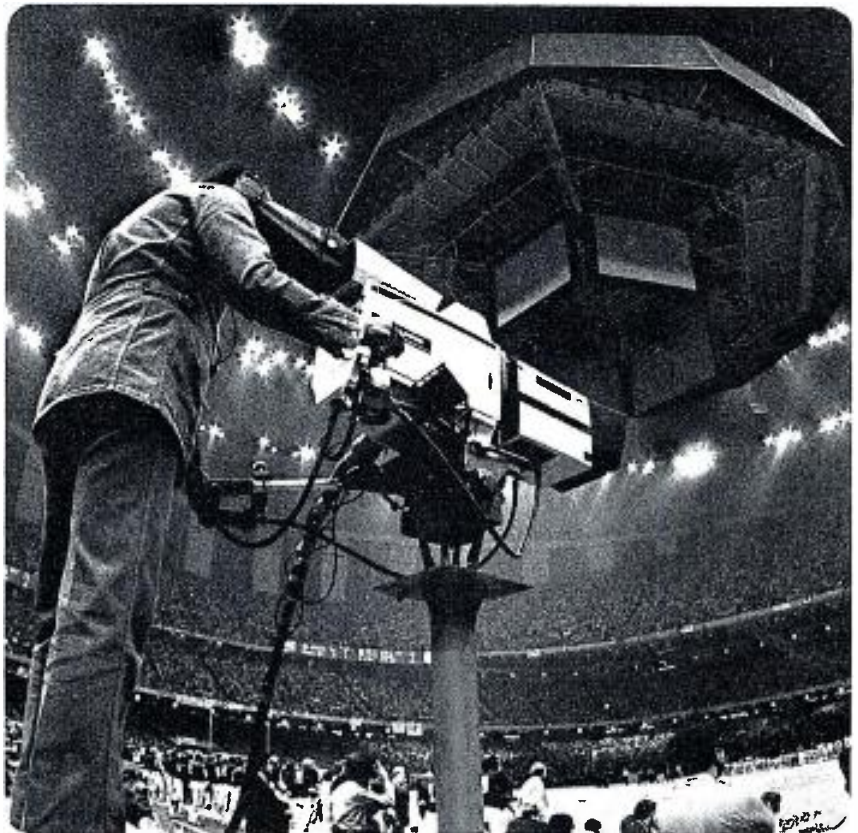
May 1-2—*American Association of Advertising Agencies* media seminar. Water Tower, Hyatt, Chicago.

May 2—Peabody Awards luncheon, sponsored by *Broadcast Pioneers*. Pierre hotel, New York.

May 2—*National Radio Broadcasters Association*

In Just Three Years Harris Has Provided 28 Major Markets With Top Quality TV Cameras

Leading television stations across the country know that it takes quality equipment to increase the number of viewers. One out of every five top 100 markets has already made this commitment to quality by switching to the Harris series of superior performance live color television cameras. Harris, in turn, has committed its resources to continued growth in the camera market.



The product of over fifty years of broadcast design experience, Harris impeccably engineered TC-50, TC-80, and all new TC-80A television cameras offer the discriminating telecaster precision, accuracy, and flexibility. Unrivaled color and picture fidelity and integrity combine to make Harris TV cameras the leader in broadcast image quality.

Harris challenges you to discover what industry leaders already know. Let your viewers experience a picture better than network quality and which is already causing viewers to switch to stations with Harris cameras.

Make a commitment to quality; invest in success. Contact: Harris Corporation, Broadcast Products Division, Quincy, IL 62301.



HARRIS

COMMUNICATION AND
INFORMATION PROCESSING

radio sales day. Hyatt House (airport), Los Angeles.

May 2—New deadline for comments on FCC proposal establishing table of assignments for FM-ED stations and new classes of stations (Docket 20735). Previous deadline was April 2. Replies are now due June 18.

■ **May 3**—Advertising research day, sponsored by *Boston chapter of American Marketing Association*. Participants will include Alex Ivahninko, H. J. Heinz; Sheppard Raskin, McGraw Hill, D. Morgan Neu, Starch INRA Hooper; Ken Berwitz, R. H. Bruskin; Louise McNamee, Della Femina, Travisano & Partners; Gene Reilly, Gene Reilly Group; Robert Weiss, Gallup & Robinson; James Granger, Burke Research, and Barbara Feigin, Grey Advertising. Sheraton-Commander hotel, Cambridge, Mass.

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

May 3—*Ohio Association of Broadcasters* sales workshop featuring Dr. Roger Blackwell. Ohio State University Fawcett Center, Columbus.

May 3-5—North Central regional meeting of *National Association of Farm Broadcasters*. Fort Dodge, Iowa.

May 4—*Radio-Television News Directors Association of Canada* French-language regional conference. Hotel La Seigneurie de Ste. Marie, Ste. Marie de Beauce, Quebec.

May 4-5—*Radio Television News Directors Association Region 2* meeting in cooperation with UPI. Cal-Neva Lodge, North Lake Tahoe, Calif. Contact: UPI, P.O. Box 4329, San Francisco 94101.

May 4-5—*Radio-Television News Directors Association Region 6* workshop. Lincoln, Neb. Contact: Steve Murphy, WOWT(TV) Omaha, Neb., or Larry Walkin, University of Nebraska.

May 4-6—*Society of Professional Journalists, Sigma Delta Chi Region 3* conference. Fort Lauderdale, Fla.

May 4-6—South Central regional meeting of *National Association of Farm Broadcasters*. Wichita, Kan.

May 5—National Capital *Women in Communications Inc.* Matrix luncheon. Senator Nancy Landon Kassebaum (R-Kan.) will speak. Washington hotel, Washington.

May 5-6—*Society of Professional Journalists, Sigma Delta Chi Region 10* conference. Portland, Ore.

May 5-6—Midwest regional convention of *National Federation of Local Cable Programmers*. University Community Video, Minneapolis.

May 6-12—Twenty-ninth annual Broadcast Industry Conference of *San Francisco State University*. Broadcast Preceptor and Broadcast Media Awards will be conferred May 12. Theme of conference will be "Ethics in Broadcasting." San Francisco State University. Information: Janet Lee Miller or Darryl Compton, SFSU.

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

May 7-11—*ABC-TV affiliates* annual meeting. Century Plaza hotel, Los Angeles.

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

May 11—*Radio-Television News Directors Association of Canada* British Columbia regional conference. Harrison Hot Springs, B.C.

May 11-13—*UCLA Extension's* symposium and demonstrations on "The Revolution in Home Entertainment: New Technology's Impact on the Arts." Hilton hotel, Los Angeles.

May 12—Meeting of *Region 1 of Radio Television News Directors Association*. Portland, Ore. Contact: Charles Biechlin, KATU(TV) Portland, or Dean Mell, KHQ(AM) Spokane, Wash.

May 12—*Women in Communications Inc.* Dayton chapter luncheon. Speaker will be Phil Donahue, TV personality. Dayton, Ohio.

May 13-15—*NBC-TV affiliates* annual meeting. Century Plaza hotel, Los Angeles.

May 13-16—*Public Broadcasters' Organization of Michigan* annual meeting. Boyne Highlands Resort, Harbor Springs, Mich. Contact: George E. Lott, Northern Michigan University, Marquette 49855.

■ **May 14-17**—Conference for journalists on "The Role of Television and Newspapers in American Life," sponsored by *The Washington Journalism Center*.

Major Meetings

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

May 7-11—*ABC-TV affiliates* annual meeting. Century Plaza hotel, Los Angeles.

May 13-15—*NBC-TV affiliates* annual meeting. Century Plaza hotel, Los Angeles.

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

May 20-23—*CBS-TV affiliates* annual meeting. Century Plaza hotel, Los Angeles.

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

May 21-24—*National Public Radio* annual conference. Hyatt Regency, Washington. 1980 conference will be March 16-20, Crown Center hotel, Kansas City, Mo.

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.

June 24-27—*Public Broadcasting Service's* annual membership meetings. Century Plaza hotel, Los Angeles.

June 25-29—*National Association of Broadcasters* joint board meeting, NAB headquarters, 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-Nov. 30—Start of World Administrative Radio Conference for U.S. and 153 other member nations of *International Telecommunication Union*. Geneva International Conference Centre and ITU headquarters, Geneva.

Oct. 21-26—*Society of Motion Pictures and Television Engineers* 121st technical conference and equipment exhibit. Century Plaza hotel, Los Angeles.

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.

Nov. 14-17—*Society of Professional Journalists, Sigma Delta Chi* national convention. Waldorf-Astoria, New York.

Feb. 16-21, 1980—*National Association of Television Program Executives* conference. Hilton, San Francisco. Future conference: Feb. 13-18, 1981, New Orleans.

April 13-16, 1980—*National Association of Broadcasters* annual convention. Las Vegas/Future conventions: 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; Las Vegas, April 10-13, 1988.

Speakers and discussion leaders will include Representative Lionel Van Deerlin (D-Catif.); Henry Geller, assistant secretary of commerce for communications; Peter Hoffman, McHugh & Hoffman, and author Ben Stein. Watergate hotel, Washington. Registration and information: (202) 331-7977. Conference will be limited to 15 to 20 working journalists.

■ **May 15**—Deadline for entries in *National Press Club* consumer journalism awards competition. Submissions should be for material broadcast in 1978. NPC, National Press building, Washington 20045.

May 15—New deadline for comments to FCC on AM stereophonic broadcasting (Docket 21313). Previous deadline was March 30. Replies are now due June 15.

May 15-18—*Audio Engineering Society* convention. Hilton hotel, Los Angeles.

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

May 16—*Federal Communications Bar Association* luncheon. Shelia Mahony, executive director, Carnegie Commission on the Future of Public Broadcasting, will speak. Capitol Hilton hotel, Washington.

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 17-18—Consumer conference of *University of Wisconsin's Center for Consumer Affairs*, with assis-

tance from *Milwaukee Journal*, WTMJ-TV Milwaukee, WMAQ-TV Chicago and *University of Wisconsin Department of Agricultural Journalism*. Theme will be the problems, strategies and rewards of consumer journalism. Marc Plaza hotel, Milwaukee. Information: (414) 224-4177.

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

May 18—*Radio-Television News Directors Association* Prairie regional conference. Sheraton Centre, Regina, Sask.

May 18-19—Meeting of *Radio Television News Directors Association Region 12* in conjunction with *Pennsylvania AP Broadcasters*. Treadway Resort Inn, Lancaster, Pa.

May 18-19—*National Broadcast Association Community Affairs* Mid-Atlantic states regional conference. Marriott hotel, Philadelphia.

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.

May 20-23—*National Cable Television Association* annual convention. Las Vegas Convention Center, Las Vegas.

May 20-23—*CBS-TV affiliates* annual meeting. Century Plaza hotel, Los Angeles.

May 21-24—*National Public Radio* annual con-

ference. Hyatt Regency, Washington.

May 22-24—*Electronic Industrial Association* annual seminar, "Telecommunications: Trends and Directions," designed to brief members of the financial community on the status of the telecommunications industry. Dunfey's Hyannis Resort, Hyannis, Mass. Information: Peter Bennett or Karen Settevig, (202) 457-4937.

May 23—Revised date for *National Radio Broadcasting Association* radio sales day. Sheraton Airport Inn, Atlanta.

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

May 24—*New York Market Radio Broadcasters Association's* third annual Radio Day Festival., Sheraton Centre hotel, New York.

May 25—*Radio-Television News Directors Association* Central Canada regional conference. Sheraton Connaught hotel, Hamilton, Ont.

May 25-27—Southeast regional meeting of *National Association of Farm Broadcasters*. Myrtle Beach, S.C.

May 27-June 1—1979 *Montreux International Television Symposium and Technical Exhibit*. Montreux, Switzerland. Information: P.O. Box 970—CH-1820, Montreux.

May 30—*International Radio and Television Society* annual meeting. Waldorf-Astoria, New York.

May 30-June 2—*Iowa Broadcasters Association* convention. Julien Motor Inn, Dubuque, Iowa.

May 31—*American Research Foundation* fifth annual midyear conference. Detroit Plaza hotel, Detroit.

May 31-June 2—Symposium on "Childhood and Creativity" and 25th anniversary tribute to Fred Rogers, *Mister Rogers Neighborhood*. Keynote speaker will be Pulitzer prize-winning author Erik Erikson. Others will include Les Brown, *New York Times* radio-TV correspondent, and Dr. Harvey G. Cox. St. Vincent College, Latrobe, Pa. Information: David Newell, *Family Communications Inc.*, Pittsburgh 15213; (412) 687-2990.

June

June 1-2—*Radio Television News Directors Association of Canada* national conference. Chateau Halifax, Halifax, N.S.

June 3-5—Convention of *Mutual affiliates*. Richard

Errata

In April 9 report of **Arbitron February sweeps** in top 100 TV markets, percentage change for **ABC affiliate in Miami** (WPLG-TV) was incorrectly reported as negative number. Correct percent-change figure, indicating year-to-year rise in households from 176,000 to 213,000, is **+21**.

Headquarters for **Cinema Products Corp.** is Los Angeles, not Reseda, Calif., as reported in "Fates & Fortunes" April 9 (page 81).

Thomas Matheson (of CBS/FM National Sales), not **Gary Lico** (of TVS), is the new president of Alpha Epsilon Rho, national honorary broadcasting society. BROADCASTING's April 2 report on that organization's national convention (page 68) left Mr. Lico, last year's president, in the job.

M. DeVos, Amway Corp. president, will be keynote speaker. Atlanta Hilton, Atlanta.

June 3-6—*Electronics Industries Association/Consumer Electronics Group* 1979 international summer Consumer Electronics Show. McCormick Place, McCormick Inn and Pick Congress hotel, Chicago.

June 3-6—*Association of Media Producers* third annual executive forum. Representative William Ford (D-Mich.) will be keynote speaker. LaCosta Resort, Carlsbad, Calif. Information: AMP, 1707 L Street, N.W., suite 515, Washington 20036.

June 5-6—*American Association of Advertising Agencies* media seminar. Fairmohr hotel, San Francisco.

June 5-7—*Ohio Association of Broadcasters* spring convention. Stouffer's, Dayton, Ohio.

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

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

June 6-9—*Broadcasters Designers Association* second annual seminar, in conjunction with Broadcast Promotion Association. Nashville. Reservations: Bob Regler, KOLN-TV, Box 30350, Lincoln, Neb. 68503.

June 7—*Television Bureau of Advertising* regional sales meeting. Hyatt O'Hare, Chicago.

June 7-8—Fifth annual Northeast CATV technical seminar, sponsored by *New York State Commission on Cable Television, Society of Cable Television Engineers, State University of New York* and *New York State CATV Association*. Empire State Plaza Convention Center, Albany, N.Y.

June 7-9—*Alabama Broadcasters Association* spring convention. NAB President Vincent Wasilewski will be keynote speaker. The Casion, Pensacola Beach, Fla.

June 7-9—*Kansas Association of Broadcasters* convention. Hilton Inn, Wichita, Kan. Convention chairman: Frank Gunn, KAKE(AM) Wichita.

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

June 7-9—*Arizona Broadcasters Association* spring convention. Westward Look, Tucson, Ariz.

June 7-10—1979 national conference of *Investigative Reporters & Editors*. Mike Wallace of CBS will be keynote speaker. Also on agenda is address by Federal Trade Commission Chairman Michael Pertschuk. Boston Plaza hotel. Contact: Norita Lee, (617) 523-6611.

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

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

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

June 10-12—*National Association of Broadcasters* public affairs programing conference. Mayflower hotel, Washington.

Too close for comfort

EDITOR: In response to BROADCASTING's editorial (April 2) recommending the creation of "a congress of broadcasters and those in the allied arts [to] direct all Washington activities dealing with legislation, regulation and international affairs," the Radio Television News Directors Association agrees with the thrust of your argument that there should be better coordination of position-taking and efforts in support of positions on regulatory matters of common interest to broadcasting-related organizations. However, we also believe that RTNDA and other industry groups express sufficiently differing viewpoints of their memberships as to make unwise their submergence in a "congress" as unified and powerful as the one suggested.

On numerous occasions various groupings of media organizations, both broadcasting and print, have taken joint action

on the Hill and in the courts. What is needed and what is starting to develop already are one or more standing committees or other vehicles for systematizing this approach in the several areas of overlapping interest.—*Paul Davis* (WCIA-TV Champaign, Ill.) president, *Radio Television News Directors Association*.

Fair's fair

EDITOR: I have been following for quite some time now your articles and reports on the Carnegie Commission. The story now seems pretty evident. Basically, it wants the commercial radio and TV medium to carry a huge part of the load—specifically, dollars and cents—of the non-commercial operation.

The response to the theory has certainly been interesting, if not educational. I, for one, am strongly against the fat tax they are considering putting on commercial

broadcasters. Your "Tax on Tax" editorial in your March 12 issue covered it very nicely.

I enjoy good healthy competition with our local commercial television and radio stations, but to pay additional taxes to support noncommercial radio and television so that they can compete against me is absolutely ridiculous.—*Arthur E. Mann*, sales manager, KOKX(AM) Keokuk, Iowa.

Outgunned?

EDITOR: If my ears weren't deceiving me, I am disappointed with the lack of reaction by the National Association of Broadcasters' John Summers during his "In The Box" session with Chip Shooshan [chief counsel, House Communications Subcommittee] on March 26 in Dallas.

Didn't Mr. Shooshan, more than once, tell the audience that television stations could not and should not expect deregulation without paying (a spectrum fee) for

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it? If this isn't synonymous with blackmail, I must have missed something. However, I don't think I, or those seated near me, misunderstood the meaning.

John Summers wore the "white hat" but he certainly forgot to strap on his guns—*Mick Schafback, general manager, KOIN-TV Portland, Ore.*

Silent partners

EDITOR: As long as broadcasters permit a self-righteous newspaper medium to continue its chastisement of broadcast commercialism (to the advantage of print) without corresponding editorial response from the airwaves, the broadcasters are inviting—and deserve—what they get. Somewhere along the line, however, broadcasters may wake up and realize that they have more to fear in their silence (note the current Federal Trade Commission probe of children's television advertising) than they would in a concise response.

The National Association of Broadcasters is really at fault in that it does not circulate sample editorials; it does not do so because of association members who represent dual ownerships of print and broadcast media.

Perhaps the real answer is that broadcasters need an association for those among them who operate without newspaper affiliations.—*Brenda R. Tanger, Newton Centre, Mass.*

Compliment from Collins

EDITOR: I very much appreciate your fine magazine. Many years ago I read every issue; I find now that we are turning to it more and more as our basic source of reference.—*James M. Collins (R-Tex.), ranking Republican on the House Communications Subcommittee.*

The way things were

EDITOR: With all the talk of deregulation of radio and simplification of forms, I just wondered: Since the FCC says it's operating under the Communications Act of 1934, what was the procedure to apply for a new radio station in 1934? How much paperwork was necessary for a license renewal in 1937 or 1938? I'm willing to bet that it was a very simple procedure—*John P. Frew, manager WYXI(AM) Athens, Tenn.*

History lesson

EDITOR: WDGY(AM) Minneapolis may be losing its independence to NBC Radio (BROADCASTING, March 26), but it has not been "independent since its founding in 1923." To keep the record straight, the station, on as KFMT on Dec 23, 1923, joined the Mutual Broadcasting System in early 1938. This liaison lasted until June 1940 when the new WLOR there got the MBS affiliation. In 1951, WDGY joined the Dallas-based Liberty Network and continued with Gordon McLendon's chain until its demise on May 16, 1952. Again

WDGY became Mutual's Twin-Cities voice—on March 29, 1954. It was dropped in 1956 when the station switched to top 40 programming.—*Jan Darryl Lowry, Broadcast Pro-File, Hollywood.*

In a word

EDITOR: Regarding "Newspeople feel like used people in Mideast reports" (BROADCASTING, March 19). I believe you have coined a term that deserves a permanent place in our language: "Rafshooned."

Snatching victory from the jaws of victory is a time-honored tradition. At last, we have a word to describe it.—*J.D. Catlin, Grand Rapids, Mich.*

No no

EDITOR: In the March 26 issue of BROADCASTING you made reference to the amount of funding available to stations in the 1978 Public Telecommunications Financing Act. Your article stated: "Authorizing legislation, however, provides that less than 50% of the appropriation must go to CSG's when the total appropriation reaches \$160 million or more, as will be the case in 1981."

I need to point out a critical omission in your language. The Act itself reads: "(3) (A) The Corporation shall reserve for distribution among the licensees and permittees of public television and radio stations an amount equal to— . . . (iii) not less than 50% of such funds in each fiscal year in which the amount distributed is \$160,000,000 or more."

The difference may seem insignificant to you, but by placing the word "no" between the words "that" and "less" in your article, you will have correctly covered the intent of (3) (A) (iii), and the phrase would read "provides that no less than 50% . . ."—*Dale Ouzts, senior vice president for representation, National Public Radio, Washington.*

The seeker

EDITOR: "Radio Experience Helps" was the name of the late Bert Arnold's mail-order service in which he brilliantly summarized and solved many of the problems broadcasters face daily.

Bert had operated out of Clearwater, Fla., and later La Mesa, Calif. I have about half of the "Radio Experience Helps" material and I'm desirous of obtaining the remainder. Can anyone point me in the right direction?—*Norm Hankoff, vice president and general manager, KTHO-AM-FM South Lake Tahoe, Calif.*

Just the facts

EDITOR: I just received my 1979 BROADCASTING YEARBOOK and want to congratulate you again for your usual masterful and meticulous job. What a fountain of information.—*Sherril Taylor, vice president, station relations, Torbet Radio, New York.*

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Phone: 213-463-3148.
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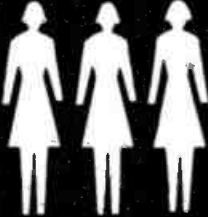

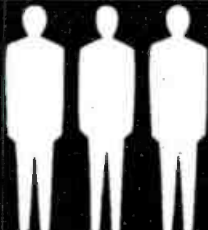




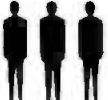

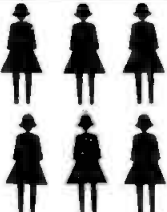


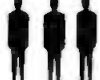


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WNEW TV NSI ARB	 165 191	 117 139	 101 119	 69 88	 688 743
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WOR-TV 

Top of the Week

Mr. Ferris's FCC gets ambushed on Capitol Hill

Van Deerlin subcommittee skirmishes with Ferris and his colleagues over AM allocations, small-market radio deregulation

FCC Chairman Charles D. Ferris, accompanied by his colleagues, went up to Capitol Hill last week armed with a 22-page statement reciting accomplishments during Mr. Ferris's 18 months in office. But there were fewer cheers from the House Communications Subcommittee and its staff than there were criticisms of past actions, or lack of them, and prods regarding matters now pending before the agency. It was at times a tense affair.

Nor was that the end of the matter. A day later, the subcommittee chairman, Lionel Van Deerlin (D-Calif.), in a speech to the Kentucky Broadcasters Association, reviewed the commission's performance in terms suggesting the commission is inept and confused. Everything he heard, said Representative Van Deerlin, author of a proposed rewrite of the Communications Act, confirmed his view that Congress, and not the FCC, can effect "zero-based regulation."

The many-faceted controversy regarding AM broadcasting—the proposals to break down the 25 clear channels and to reduce channel spacings from 10 khz to 9 khz, and daytimers' pleas for full-time operation—dominated the proceeding, although never so much as when subcommittee Chief Counsel Harry M. (Chip) Shooshan pressed Chairman Ferris on what the commission planned to do about the manner in which WSM(AM) Nashville and NBC had dealt with the clear channel issue (see below). Mr. Ferris's answer, essentially, was "nothing," at least until a complaint is received.

If nothing else, the discussion smoked out a prediction from the chairman that the commission probably will adopt the 9 khz proposal.

There were other matters. Chairman Ferris indicated the retransmission consent proposal—offered by the National Telecommunications and Information Ad-



Subcommittee members Van Deerlin, Collins, Marks.



Inquisitor Shooshan



Explainer Ferris

ministration as a means of forcing cable systems to compete with broadcasters' for programming—may be in trouble at the commission, while legislative proposals to permit AT&T to enter the cable business received mixed reviews from the commissioners. And the chairman found himself explaining again the commission's approach to radio deregulation, this time to a congressman who reflected the concern of small-market broadcasters that they would be overlooked.

Even the commission's inquiry into children's programming and advertising on television was grist for the mill.

Minority counsel Bernard Wunder led into the subject by asking the chairman what the commission would do in the event the inquiry indicated broadcasters were not providing the kind of programming contemplated in the commission's policy statement on the subject. "There could be requirements," Chairman Ferris said.

How does that square with the commission's professed desire to stay out of programming? Mr. Wunder asked. "We couldn't get into programming but we could get into statistics," the chairman said. "Requiring age-specific programming could be justified without violating the First Amendment."

At that, Mr. Shooshan asked, "How do you get into requiring age-specific programming without looking at the content?"

"Only in a very superficial way," the chairman answered.

Heat over the AM allocations matter was generated initially by Representative Albert Gore Jr. (D-Tenn.), whose constituents have a special interest in the commission's proposal to break down the clears. He defended the clears by attacking the commission for its "intransigence" in not moving on NTIA's proposal to reduce channel separations from 10 khz to 9 khz, a proposal advanced as a means of making room for some 700 more stations, many of which could go to daytimers seeking full-time status. The proposal to break down the clears would make room for about 125 new stations.

"Here's a classic opportunity for compromise," he said. "The benefits to the public in rural areas from clear channel stations are very real" and should be preserved, he said. "But you refuse to consider the quality of service rural areas get from the clears that they won't get from some local station." Among the losses he said listeners would suffer is WSM's *Grand Ole Opry*, a loss that has been the focal point of the campaign that the station

has been waging against the clear channel proposal.

The goal of additional stations, he added, can be met through the 9 khz proposal.

Later, Representative Paul Findley (R-Ill.), who is not a member of the subcommittee or its parent, the Commerce Committee, was invited to participate in the hearing because of his interest in the daytime broadcaster issue. He has introduced legislation (H.R. 1850) to require the FCC to find a way to allow the 2,300 daytimers to operate full time. He, too, said he was "attracted" by the 9 khz proposal. However, he was concerned about the length of time that would be required in negotiating the necessary agreements with other nations in the western hemisphere.

Chairman Ferris had tried repeatedly to make the point that the decision is not the FCC's alone, and that the U.S. would have to win agreement with other western hemisphere countries on the subject and had attempted to maintain that the commission had not yet made up its mind on the subject.

However, after Mr. Shooshan entered the discussion, he bent a little on the latter point. Mr. Shooshan, after noting that Glen Robinson, who heads the U.S. delegation to the World Administrative Radio Conference, had expressed support for the proposal (BROADCASTING, April 9) and that NTIA had offered it, professed astonishment that the U.S. had no position on the matter. "What does it take?" he asked.

Chairman Ferris said the position would be prepared for an international forum, such as the one western hemisphere nations will hold in two sessions in 1980 and

1981. But then he said that "the commission feels strongly that there's a great predisposition for providing more spectrum," and added, "If I can judge, the commission will be very much in favor" of the proposal.

The 9 khz matter was one of several that Representative Van Deerlin cited in his review of the commission's appearance before the subcommittee. Without identifying him by name, the congressman recalled that Commissioner Lee said the commission had not acted on the proposal because of various problems but had not himself checked with an engineer on technical problems. Furthermore, Representative Van Deerlin said, the commissioner could not say with certainty that technical problems were the principal obstacle to commission action. "He just didn't know."

Representative Van Deerlin also said he was "astonished" that the commission "had no indication that [the 9 khz] proposal was the preferred U.S. policy."

(Although it was not mentioned at the hearing, the U.S. already is on record at one international forum on the subject—in favor of retaining 10 khz spacing. Last fall, at a special preparatory meeting held in connection with the upcoming WARC, the U.S. submitted a paper supporting retention of the present spacing in the western hemisphere [BROADCASTING, Jan. 15].)

But it was late in the morning that things began heating up. The lights went down and the subcommittee staff played tapes of several WSM spots—said to be representative of dozens being aired regularly—warning that the station's service would be cut back to some 100 miles if the commission's clear channel proposal were adopted

and calling on listeners to write the station and their congressman about the situation. Then a video tape of part of NBC-TV's March 3 *Today Show* was shown. It dealt with the clear channel controversy, focusing on WSM and the loss its *Grand Ole Opry* would suffer. It, too, indicated service reduction to about 100 miles.

Mr. Shooshan noted that NBC is affiliated with WSM and owns two clear channel stations of its own—WNBC(AM) New York and WMAQ(AM) Chicago—then asked Chairman Ferris if the statement regarding 100 miles was accurate. The chairman said the proposal envisioned protecting the stations to a distance of 750 miles.

"What do you propose to do about that?" Mr. Shooshan asked.

"Nothing," the chairman replied. "People make mistakes. I don't question their motives."

During the luncheon break, Mr. Shooshan was informed that one option on which the commission asked comments in the rulemaking would reduce protection for clear channel stations east of the Mississippi to about 100 or 150 miles. That is generally regarded as having little chance of adoption.

Mr. Shooshan continued to press the chairman, this time from the standpoint of the fairness doctrine. "Is it a proper function for a public trustee to use the airwaves for the kind of campaign you heard today?" he asked. "I don't know," Mr. Ferris replied. It would depend, he said, on whether the issue constituted an important controversy among the station's listeners. "Would you be interested in finding out if they provided contrasting views?" Mr. Shooshan countered. Answered Chairman Ferris: "If, over the life of the controversy," the opposing side

In Brief

Federal Trade Commission has quietly **reopened investigation into availability and pricing of regional advertising on commercial TV networks**. Cleveland office of FTC is handling inquiry, in response to complaints from regional advertisers, including **Stroh's Brewery**, about lack of access to network TV shows, placement of local commercials during shows and alleged higher rates charged them by networks. Speculation is that investigation may involve January Super Bowl, amid **rumors that NBC sold all commercial time through limited group of high-volume agencies**.

Metromedia has decided to close down its Metro Radio Sales as soon as it can select independent national representatives for its six AM and seven FM stations. It cited increasing trend toward regionalization of radio buying and emergence of nonwired radio networks. Metro Radio has staff of 34, headed by President Richard Kelliher, and offices in New York, Atlanta, Chicago, Detroit, Los Angeles and San Francisco.

Representative **Allan Swift** (D-Wash.), House Communications Subcommittee (and ex-broadcast newsman), told broadcasters in his home state last week that he **strongly disagrees** with rewrite bill's intent to do away with broadcasters' public trustee responsibilities. He said later that he finds many broadcasters in agreement. From what they've told him, he said, if there weren't requirement to do public affairs, **competition "would put them in the position where the lowest common denominator will set the tone for the market."** One of rewrite co-sponsors, subcommittee ranking Republican **James Collins** (R-Tex.),

also commenting on bill last week, told BROADCASTING his position on proposed license fee is "complete opposition . . . but the Democrats outnumber us two to one." He said even if rewrite doesn't pass in Congress, "I think the tax is a strong possibility."

Academy Awards coverage on ABC-TV last Monday (April 9) scored average Nielsen rating of 34.6, with 63% share of audience, reaching estimated 25,780,000 homes per average minute—second only to last year's 27,460,000. ABC-TV estimated **70 million persons watched** some or all of telecast, which ran from 10 p.m. to 12:41 a.m. NYT. **Among Oscar winners:** Golden West Broadcasters' *Scared Straight*, for documentary-feature.

If Senator Barry Goldwater (R-Ariz.) accepts Henry Geller's invitation to look at Ford and Carter administration documents dealing with public TV (see story page 40), and if senator says they reveal wrongdoing, then Mr. Geller will make documents public. **But**, says head of National Telecommunications and Information Administration, that's not likely to happen because "there's nothing in the material [and] they are honorable people; they won't say they saw something they didn't." Completing Mr. Geller's Catch-22 scenario: Senator Goldwater has so far refused to look.

MCA TV/Universal's *The Seekers*, four-hour made-for-TV movie expected to be aired by Operation Prime Time stations in November or December, **will be pre-released in July on cable** via Home Box Office.

Representative **Paul Findley** (R-Ill.) **now has 74 cosponsors** to his bill to bring about conversion of daytime-only stations to full-time status.



Quello's quarrels. FCC Commissioner James H. Quello presented his own position paper at the House Communications Subcommittee oversight hearing on the commission's activities. He called for retaining the agency's "cable expertise" in a separate Cable Bureau rather than incorporating cable functions within the Common Carrier Bureau or Broadcast Bureau. (Incorporation within Common Carrier seems likely.) In broadcasting matters, he made three points: (1) The commission should tighten standards for granting standing to parties wishing to participate in adjudicatory proceedings; (2) he is concerned about the FCC's sanctioning broadcasters' agreements with and tax-exempt reimbursement of citizen groups, and (3) is concerned that the FCC not get "bogged down in studies" about VHF-UHF comparability instead of moving forward in research and actual development.

is denied access, he said, "I'm sure the matter will be called to the commission's attention." And, in response to another question, the chairman said he did not think the commission should initiate a fairness doctrine complaint. "I don't think

I'd be comfortable with roving over the dial. The government shouldn't do that."

Finally, Commissioner Tyrone Brown managed to head off further discussion. "From what I've seen, I'm sure a complaint will be filed," he said. Therefore, he added, "it would be inappropriate for us to state our views."

At that point, Commissioner Joseph Fogarty suggested rather testily to Mr. Shooshan, "you file a complaint. You have the evidence."

Mr. Shooshan provided a surprise ending to the colloquy. He said the *Today Show* had invited supporters of daytimers' ambitions for full-time status—Representative Findley and Ray Livesay, president of the Daytime Broadcasters' Association—to appear on the program. The congressman was seen on Friday; Mr. Livesay was unable to make the date. (It's understood Representative Findley had complained to NBC President Fred Silverman about the *Today* piece and that NBC's efforts to contact him for an appearance on *Today* began after the subcommittee staff asked for a tape of the March 3 program.)

The AM issue was not the only one that provided a basis for sharp exchanges between Mr. Shooshan and Chairman Ferris.

Mr. Shooshan, picking one of the accomplishments listed in the chairman's statement, said that in view of the pressure Delaware citizens had exerted on the commission for expanded television service and their dissatisfaction with the result—permitting increased cable carriage of television in the state—remarked that it did not appear to be major accomplishment. "We make decisions on the basis of the case," the chairman responded. "If Delaware is unhappy, I'm proud of the commission for not playing to the crowd."

That discussion, too, provided material for Representative Van Deerlin's speech. He said the Delaware citizens had spent 15 months and \$22,000 in pressing the commission to make "one, small, common-sense decision." Yet, he said, the commissioners "expressed neither surprise nor regret... Surely we can serve the people—and the industry—more efficiently than that."

Mr. Shooshan then brought up Xerox's proposal to use satellites to establish a business communications network and proposals to deregulate receive-only earth stations. In both cases, he suggested the commission was moving too slowly. And he also was critical of a sentence in the chairman's statement in which the commission was credited with eliminating the requirement that a U.S. customer deal only with a "member of a cartel of record [common] carriers" in obtaining communications satellite service.

"The cartel resulted from FCC action," he said. And the commission action in the authorized-user proceeding, he noted, "came after a petition filed by Spanish International Network with NTIA and Justice Department backing." Why didn't the FCC initiate the matter? he asked.

"Maybe we should have," the chairman said. "Maybe we should have."

The chairman's remarks on the retransmission consent proposal—his first in public—came in response to a question from Marc Marks (R-Pa.), and his observations were less than enthusiastic.

First, he said that, in view of Congress's action in placing cable television under the Copyright Act of 1976, it would be "presumptuous" of the commission to take an action suggesting Congress's action was inadequate. But he apparently

He has done survey to demonstrate daytimer support for measure. Of 964 daytimers responding, he said in *Congressional Record* article last week, only four said they didn't want to broadcast longer hours. He said 714 indicated willingness to move "anywhere on the dial" and lower power to 1,000 watts if they could go full-time.

FCC will permit former Congressman Albert O'Konski to sell his WAEO-TV Rhinelander, Wis., whose renewal is in hearing, at "distress sale" price—which commission pegged at 54% of station's assessed fair market value—to Seaway Communications Inc., 100% minority-owned enterprise. Chicago-based Seaway is headed by Dr. Jasper Williams.

Mary Tyler Moore, whose "comedy-oriented variety" hour this season on CBS hasn't come close to matching success of earlier half-hour situation comedies for network, **will be back with 30-minute sitcom in fall of 1980.** CBS Entertainment President Robert Daly said it was "mutually agreed" to go that direction and that he's also looking for more dramatic specials from Miss Moore and MTM Productions next season. *Mary Tyler Moore Hour* has finished production, will go off in May.

Robert E. Schmidt, VP and general manager of KAYS-TV Hays, Kan., elected chairman of CBS-TV Affiliates Association, succeeding **Charles McAbee Jr.**, who resigned to devote full time to new duties as senior VP, Meredith Broadcasting. **James G. Babb Jr.**, executive VP, Jefferson Pilot Broadcasting, Charlotte, N.C., succeeds Mr. Schmidt as association secretary.

Breakthrough's already been made for cable, but telephone company is

claiming **first use of fiber optic technology to transmit conventional TV** will be at 1980 Winter Olympic Games in Lake Placid. New York Telephone, with AT&T, Western Electric and Bell Labs, last week announced plans to install temporary two-and-a-half-mile system.

Michael E. Penzell, eastern division account executive for ABC-TV, and formerly VP-sales for ABC Radio, named VP-sales for Mutual Broadcasting System.

A. Robert Bonagura, VP, central sales, CBS-TV, Chicago, named VP, business administration, sales, New York, succeeding **Robert Jamieson**, who retires as director of administration, sales, on April 30. **John H. Gray**, director, central sales, Chicago, succeeds Mr. Bonagura.

Broadcast Winners of 1978 **Society of Professional Journalists**, **Sigma Delta Chi** distinguished service awards were (radio) KXL(AM) Portland, Ore., for public service; KYW(AM) Philadelphia, for editorializing, and WGST(AM) Atlanta, for reporting and (TV) Steve Howell and John Britton of KCST-TV San Diego, for reporting; Peter Kohler of WCBV-TV New York, for editorializing, and WCCO-TV Minneapolis, for public service.

Joe Bartelme named executive producer of NBC-TV's *Today*.

Michael (Mickey) Sillerman, 77, formerly executive with various TV film distribution companies, including Ziv Television Programs, Television Programs of America and National Telefilm Associates, died Tuesday (April 10) in New York. Survivors include son Robert, co-owner of WALL(AM) Middletown, N.Y.

would not support legislation on the subject, either. (The proposal is contained in the Communications Act rewrite being pushed by the subcommittee chairman, Representative Lionel Van Deerlin (D-Calif.). For, he said, the proposal would "interfere" with the viewer's program options; "it would give undue attention to the economic interest [of copyright owners] rather than to the public interest."

There were no solid votes reflected in the statements of Commissioners Robert E. Lee and James Quello, either. Commissioner Lee said it "would be dangerous" for the commission to take "a strong position on retransmission." He noted that the commission had proposed the idea in 1968, then abandoned it. And Commissioner Quello expressed sympathy for copyright owners and stations, like WGN-TV Chicago, that are turned into superstations against their will by satellite companies. But, he said, "I don't know which way I want to go."

The commissioners appeared divided on the question of whether AT&T and other telephone companies should be permitted to compete with cable television, if they did so through subsidiaries, as provided for in legislation pending in the Senate (S.611). Chairman Ferris and Commissioner Fogarty would favor legislation lifting the present commission ban on such competition, while Commissioners Lee, Abbott Washburn, Brown and Quello said such competition should be restricted to areas too sparsely populated to attract cable systems. "I don't think we have to make AT&T any bigger than it is," Commissioner Quello said.

The small-market broadcasters' complaint regarding the commission's reported plans for experimental deregulation of radio in major markets was relayed by Representative Allan Swift (D-Wash.), a freshman congressman who was a newsman at KVOZ-TV Bellingham, Wash. As he has before (BROADCASTING, April 2), Chairman Ferris said the commission's deregulatory plans are moving "on two tracks." On one, the commission will experiment with the idea of shifting the public interest burden from individual licensees to the market generally. On the other, he said, "the commission is zero-basing each of our regulations" to determine "if they have any validity now. Some were put on the books in the 1940's." That exercise, he said, could result in the elimination of rules that are a burden for small stations.

One major, across-the-board deregulatory action the commission might consider involves the formal ascertainment requirement. "The commission will make a judgment on ascertainment," Chairman Ferris said. "It could be on a permanent basis. We could say we no longer need it." The staff is understood to be recommending such a course.

The chairman received no arguments from Commissioners Lee and Quello, who described the ascertainment requirement as an unnecessary burden. Commissioner

Brown, who has favored repealing the requirement, did not write it off as completely useless, however: "I think it has made broadcasters better broadcasters."

The only commissioner to express reservations about deregulation was Mr. Washburn. "We should be careful not to leave the door open to abuses," he said. And he recalled that when then-Chairman Richard E. Wiley proposed a deregulation experiment in a large market in 1975, then-Senator John O. Pastore (D-R.I.) had said he listened to one or two stations, not 40, and that the public trust resides in those two.

Radio deregulation is one of four major items the commission will consider in the next six weeks. It is on the agenda for May 8. Two others are common carrier items.

The fourth, next week, involves a packet of cable television items dominated by the report on the cable television economic inquiry, which is said to support the cable industry's contention that broadcasting need not fear even unrestrained cable

growth ("Closed Circuit," March 12). Other items are understood to include notices of proposed rulemaking to repeal distant-signal and syndicated exclusivity rules, as well as two petitions for rulemaking—NTIA's, on retransmission consent, and that of the National Association of Broadcasters, for a rule aimed at curbing what NAB says is the "harmful" impact of superstation development on broadcast program service to the public.

But, again, Representative Van Deerlin had the last word. He took as his opening Chairman Ferris's statement that the commission probably would not make final decision on the cable rulemaking proposals until the end of the year. Considering that the commission began the inquiry in 1977, the congressman said, the commission will have taken "a total of two and a half years just to investigate the possible deregulation of one part of the industry."

"I'm in favor of prudence and careful study," he added, "but this seems ridiculous."

Some falter in otherwise favorable quarter

The first-quarter season of financial reports has begun to open, and with some notable exceptions it looks promising.

The big exceptions are the broadcasting operations of CBS, NBC and Westinghouse, all of which suffered profit declines from year-earlier levels. Those of CBS and NBC had been widely predicted.

RCA, the parent of NBC, and Westinghouse Electric, the parent of Westinghouse Broadcasting, were able to overcome in other divisions the profit shortfalls in their TV-radio operations and thus posted total profit increases of 13% and 26%, respectively.

CBS, however, suffered profit declines in nonbroadcast as well as broadcast areas and had an over-all profit decline of 47%.

Just how much the NBC, CBS and Westinghouse broadcasting profits declined was not specified, but all were said to have occurred despite increases in sales.

ABC Inc.'s first-quarter report is due this week or next, and it's expected to show gains in both broadcasting profits and total profits. Wall Street analysts expect the gain will reach at least 10%.

Similarly, Wall Street specialists expect the first-quarter reports of major group broadcasters—including Capital Cities, Taft, Cox, Storer and Metromedia—to report first-quarter advances over the same 1978 period. Another group operator, Multimedia, issued its first-quarter report late last week, showing net income of \$3,249,000, up 16.5%, on revenues of \$26,988,000, up 17.1%, while Scripps-Howard Broadcasting reported net income at \$2,833,000, up 4.6%, on revenues of \$14,640,000, up 6.9%.

Other broadcasting or broadcast-related companies out early with first-quarter reports also reported gains: Walt Disney Productions, up 9.9% in revenues and 11.4%

in profits; Marvin Josephson Associates, 28% in revenues, 87% in profits; North American Philips, 17.7% in revenues, 36.2% in profits; General Electric, 14% in revenues, 22% in profits, and General Instrument, 23% in revenues, 69.9% in profits.

First-quarter record profits for RCA despite NBC slippage

RCA Corp.'s net income for the first quarter of 1979 rose by 13% to \$63.1 million, the best first period in the company's 60-year history.

RCA said the increase was its ninth consecutive quarter of record earnings and the 15th quarter of year-to-year profit improvement.

Net income of \$62.1 million for the 1979 first quarter was equal to 81 cents per share, as against \$54 million, or 72 cents a share, in the comparable period of 1978. Sales totaled \$1.8 billion, up from the previous high of \$1.5 billion in the 1978 period.

Edgar Griffiths, president and chief executive officer of RCA, said the company's record earnings in the first quarter were achieved in compliance with the White House's anti-inflation guidelines.

Two business segments of RCA—NBC and Consumer Electronic Products and Services—showed earnings slippage in the first quarter of 1979.

NBC sales increased during the period, but earnings declined as the broadcast operation continued to experience higher costs because of efforts to bolster the TV network program schedule.

Consumer Electronics Products and Services showed a slide in earnings because "sluggish conditions" in the domestic record industry resulted in lower profits for RCA Records. Other compo-

nents of this segment (color sets and RCA Service company) had improved earnings.

Continuing as RCA's profit leader was Vehicle Renting and Related Services (Hertz Corp.), which set records in sales and earnings for the first quarter. Other segments that contributed to RCA's boost in net income were Commercial Electronics Products and Services; Communications, covering RCA American Communications, RCA Global Communications and RCA Alaska Communications; Government Systems and Services, which at the end of the quarter had an order backlog of more than \$500 million, and Other Products and Services, which moved ahead mainly on a major profit advance by Banquet Foods.

All those negative forecasts come true for CBS: first quarter profits off 47%

CBS executives have been saying for two months that the company's first-quarter profits would be down for the first time since 1971, probably by 40%-50% (BROADCASTING, Feb. 19, March 19). Last week they proved correct, issuing a first-quarter report showing net income down 47% despite an 11% increase in first-quarter revenues.

Net income was put at \$17.8 million as compared with \$33.8 million a year ago. (Pre-tax profits were off by even more, 53%, dropping to \$31 million as compared with the 1978 first quarter's \$66.2 million, but a lower federal statutory tax rate helped ease the decline in net profits.) Earnings per share dropped 48% to 64 cents from \$1.22. Revenues reached \$828.3 million from \$744.2 million.

Most of the profit decline was attributed to sharply higher CBS-TV program expenditures and sluggish market conditions for the CBS/Records Group, both of which had been blamed in the advance warnings. But all four CBS operating groups—CBS/Columbia and CBS/Publishing as well as CBS/Broadcast and CBS/Records—experienced lower profits than in the first quarter of 1978.

CBS Chairman William S. Paley and President John D. Backe blamed "a unique combination of negative factors" for the drop. "We remain confident that 1979 will be another excellent year for CBS, both in revenues and in earnings," they said.

The CBS/Broadcast Group's revenues rose 10% over the 1978 first-quarter, with CBS-TV leading the rise.

"Lower profits for the group," Messrs. Paley and Backe said, "were largely the result of specially targeted expenditures for network programming during the period. These expenditures, designed to keep up the momentum CBS has gained in prime-time television, were substantially more than the network's good revenue growth in the first quarter. News costs were also higher, principally due to unscheduled coverage of major news events."

They said they expected the network's

cost-to-revenue relationship to "improve noticeably" in the second quarter.

The CBS/Records group had a 12% revenue increase, thanks to gains in the international division that more than offset "a slight decline" in the domestic division. The profit decline was blamed on "generally sluggish conditions throughout the U.S. recording industry," particularly a decline in the number of new releases issued by CBS Records and other labels for which CBS manufactures. Messrs. Paley and Backe said they expected this, too, to improve.

The CBS/Columbia Group had a 32% growth in revenues, thanks to "particularly strong growth" by the Columbia House Division and the addition of Gabriel Industries to the Toy Division in August 1978. But profit growth, CBS said, "was restrained by start-up costs" related to the Specialty Stores Division's entry into the Atlanta market "and some general first-quarter weakness in [the group's] retail marketplace."

The CBS/Publishing Group was down "slightly" in revenues as well as profits. These declines were attributed to *Woman's Day* magazine's having one fewer issue in this year's first quarter than in last year's, and to "1978 nonrecurring sales opportunities in educational publishing."

Messrs. Paley and Backe said that, as to CBS-TV, "the program investments we are making, though currently costly, are paying off in all parts of our schedule."

Reaping the rewards of running ABC Inc.: Goldenson and Rule top \$1 million in 1978

ABC Inc. Chairman Leonard H. Goldenson received more than \$1.2 million in 1978, and President Elton H. Rule received more than \$1.1 million, in salary, bonuses, stock benefits and contingent awards, according to the company's proxy statement, mailed to stockholders last week.

Frederick S. Pierce, president of ABC Television, passed the \$783,000 mark and was third highest paid officer-director.

Mr. Goldenson's total came to \$1,201,615, consisting of \$750,000 in salary and



Goldenson



Rule

bonus, \$203,500 in ABC stock acquired through prior corporate contributions to ABC stock bonus and stock investment plans, and \$248,115 in contingent awards.

On the same basis, Mr. Rule's total was \$1,104,359, broken down as follows: \$650,000 in salary and bonus, \$285,406 in stock benefits and \$168,953 in contingent grants. In addition, Mr. Rule exercised stock options under which he acquired shares for \$406,875 less than the going market price.

Mr. Pierce was shown with \$475,000 in salary and bonus, \$150,688 in stock benefits and \$158,031 in contingent awards, for a total of \$783,719.

Everett H. Erlick, senior vice president and general counsel, ranked fourth in remuneration among the five officer-directors named in the proxy statement. His total was \$454,477, made up of \$286,000 salary and bonus, \$105,781 stock benefits and \$62,696 in contingent grants.

Michael P. Mallardi, vice president and chief financial officer, had a total of \$385,974, encompassing \$279,000 salary and bonus, \$45,755 stock benefits and \$61,219 in contingent remuneration.

The figures do not include corporate payments toward retirement benefits.

Nor do they distinguish between salary and bonus. However, Mr. Goldenson has a contract extending to June 30, 1981, at \$250,000 salary per year. Mr. Rule has one running to June 30, 1982, at \$200,000 a year. And Mr. Pierce has one going from June 30, 1976, to June 30, 1981, calling for salaries of \$160,000 the first year, \$170,000 the second, \$180,000 the third and \$190,000 in each of the last two years.

The figures are in addition to stock divi-

Against the tide. Even if a recession starts around midyear, television station revenues in 1979 should rise by about 11% over 1978's, with spot billings advancing by 9% and local by 12%, Dennis Leibowitz, vice president of the Wall Street firm of Donaldson, Lufkin & Jenrette, told a breakfast meeting of DLJ analysts last Wednesday. Spot and local are doing better than that now, he said, but could be expected to tail off toward the end of the year if, as is widely predicted, a recession sets in. For the TV networks, Mr. Leibowitz foresaw a 13% revenue increase this year but said ABC would probably be the only one to increase its profits over 1978 levels. For 1981, however, if the economy is emerging from a recession in which networks have stringently cut costs, he thought network profits could rise by anywhere from 30% to 50%.

Mr. Leibowitz, a leading specialist in broadcasting and cable, said he didn't anticipate "any real threat to ABC's dominance for the foreseeable future."

He also said he didn't see any early threat to TV's audiences through fractionalization by cable, home tape recorders, video disks and other new technology. Such fractionalization probably amounts to no more than 1% now, he said, "and is not going to be a meaningful factor for the next five years." Mr. Leibowitz, asked to name the cable systems that in his opinion have the strongest managements, said he'd put American Television and Communications, Cox Cable and UA-Columbia Cablevision on top.

dends, which in 1978 totaled \$1 a share. The proxy statement shows Mr. Golden-son with 394,451 shares (133,657 more than in last year's proxy); Mr. Rule, 81,704 (up by 27,235 from last year); Mr. Pierce, 25,050 (a gain of 8,800 in the year); Mr. Erlick, 12,000 (up by 3,750), and Mr. Mallardi 9,000 (an increase of 5,000).

The proxy statement sets the annual stockholders meeting for May 15 in New York.

Solid breakthrough in Florida for cameras in courts

State permanently changes rules to allow radio and TV coverage

The Florida Supreme Court last Thursday (April 12) permanently opened state courtrooms to cameras and tape recorders with virtually no restrictions.

By a 7-0 decision, the court put Florida in the forefront among all states in terms of courtroom access for journalists. For the first time, prior consent of trial participants will not be necessary, and the media may appeal if they believe a judge has excluded them from the courtroom without good reason.

The rule, which is not appealable in the state court system, closely mirrors the guidelines used in the one-year test of broadcast courtroom coverage that began two years ago (BROADCASTING, June 27, 1977). The one difference is that a judge may prohibit coverage of specific individuals, such as undercover law enforcement officials.

Implementation date of the new rule will be May 1, much to the pleasure of Florida broadcasters. According to Norman Davis, area vice president of Post-Newsweek Stations, broadcasters across the state were calling the rule a major breakthrough for both the public and the media. "The public has a tremendous stake in what goes on in the courtroom," Mr. Davis said.

Mr. Davis said that during the one-year test, there was virtually no negative feedback from the public, and broadcasters were pleased with the operation. The only opposition, he said, came from the Florida Bar Association and some state judges, the former contending that the presence of TV cameras would psychologically affect trial participants to the point of preventing a fair trial.

Broadcasters, however, claimed there was no evidence to support that position and further said there were other courtroom diversions, such as an artist with a sketch pad, which had greater effects on participants than cameras.

During the Florida experiment, segments of close to 1,000 proceedings were televised. Two cases, including the highly publicized trial of Ronny Zamora, were covered gavel to gavel.

Major leagues to play ball with cable TV

UA-Columbia Cablevision, distributor of Madison Square Garden Sports events to cable systems nationwide, has cracked the baseball front—but only outside major league cities.

Beginning April 26 and running 23 consecutive Thursday nights, UA-Columbia will offer 40 games, including doubleheaders, live via RCA's Satcom satellite. The UA season opens with Cleveland at Kansas City, immediately followed by Baltimore at California.

While certain teams already are available to cable through pick-up of distant signals, the Office of the Commissioner of Baseball claimed it is the "first professional sports organization to enter into a national cable television agreement."

At a press conference last Thursday in New York, Baseball Commissioner Bowie Kuhn stressed that the new service is "supplementary" and "will not be taking anything away" from what's now available. With the exception of San Diego, a highly penetrated cable market where the policy has been waived, the cable distribution is said not to be available in cities where the games would compete with conventional television baseball coverage.

With the April 26 launch, UA is anticipating an initial reach to some two million homes in 47 states. The service will be free to subscribers but cable operators will be charged about a penny per home per

game, UA-Columbia said.

Each game is to include 11 national advertising minutes and nine minutes to be sold locally. UA, which is charging \$650 per national minute (half that for a 30), last week claimed Pabst, Budweiser, Johnson & Johnson, Eastern Airlines, Cadbury and Uniroyal already within its baseball advertising fold. In addition, the games will include two one-minute promotion spots for baseball.

Details weren't provided, but the deal was said to be based on a formula whereby the baseball teams shown on cable will receive a cut of both advertising revenues and the amount UA collects from cable operators.

The baseball organization will select the games to be offered for cable and said that it has the go-ahead from all members of the American League and all except four from the National League—St. Louis, Houston, Atlanta and New York. The refusal of the Atlanta Braves is no surprise. Team owner Ted Turner also owns WTCG(TV) Atlanta, a superstation that already has its own cable network.

Production for the games will be handled by the Hughes Television Network. Signed for play-by-play announcing are veteran major-league broadcasters Jim Woods for Eastern and Midwestern games, and Monte Moore for Western games.

One station stays on air in Wichita Falls

Tornado disaster kills power, but KTRN has emergency generator provided under government program

The tornado that devastated Wichita Falls, Tex., last week wreaked havoc on broadcasters as well, leaving only one radio station operating (out of that city's six radio and three TV stations) for 24 hours after the twister left town.

The one station that did remain on the air, KTRN(AM), was able to do so only as a result of a government program that provided the station with an emergency auxiliary generator.

According to KTRN Program Director James Bond, the auxiliary kicked on shortly after 6 p.m. Tuesday (April 10), when power in Wichita Falls was knocked out. Mr. Bond said the station immediately suspended regular programming and broadcast storm coverage exclusively.

Mr. Bond, who arrived at the studio minutes after the tornado had moved out of town, described the scene as "chaotic." He said the station usually cuts power to 1 kw at night, but kept it at 5 kw during the emergency.

KTRN's staff was augmented by reporters from other stations as well as a local newspaper, that volunteered their services. There were at least 10 extra people working at all times. Mr. Bond said.

According to Warren Silver, general manager of KFDX-TV, his station was knocked off the air at 6:04 p.m. Tuesday, just after the evening newscast had started. The last words the station's weatherman spoke, after reporting that the tornado was on the ground and heading their way, were: "Take cover."

KFDX-TV, Mr. Silver said, had actually broadcast a warning some 50 minutes to an hour before the tornado hit. He said the death toll, which had reached 44 by last Friday, would have been much higher had people not known what to do in that type of situation.

But there was no way to protect against destruction to property. By week's end, estimates put the number of homes lost or damaged at 8,700. Sixteen of KFDX-TV's 39 staff members were left homeless.

The station returned to the air Wednesday night at 6:56 with three and a half hours of live coverage, including reports from the city council and an address by the governor.

KTRN is one of 600 stations that participate in the Broadcast Station Protection Program, paid for by the Civil Defense Preparedness Agency and administered by the FCC. According to Raymond Seddon, chief of the FCC's Emergency Communication Division, competition to get into the program is keen.

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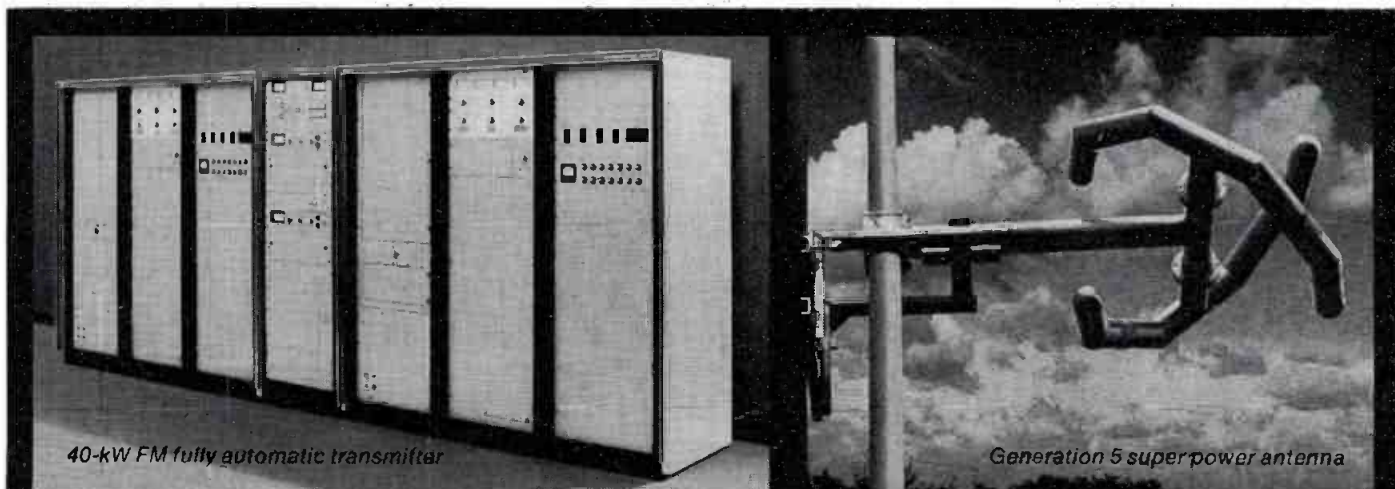
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Parlez-vous television programming?

If so, then the annual MIP in Cannes is the place to be with representatives from more than 600 production firms from 94 countries on hand

With a registration list ranging from the U.S. to the U.S.S.R., and from Thailand to Togo, the Palais des Festivals in Cannes, France, opens its doors this Friday (April 20) to the 15th Marche International des Programmes de Television.

Expectations are for business as usual—only more of it.

MIP-TV organizers this year are planning on some 3,000 participants, up from last year's 2,536. Representatives from 230 television networks and stations and 600 production and distribution companies are expected. U.S. representation, last year second only to the host country, with 103 companies, is expected to be up 10%.

The number of countries participating should remain stable, at 94, up one from last year. World events, however, have led to a conspicuous gain of one country and loss of another.

The opening of China also extends to the international television marketplace. The Chinese Film Co. for the first time has contracted for booth space at MIP for selling and buying. It will be manned by personnel from Peking. Last year, the country was represented by Chinese diplomats from Paris, and the year before by observers from China. Absent from this year's MIP will be Iran, which had signed up to attend before its revolution.

While a MIP survey put a \$20 million tag on the contracts negotiated during last year's festival, pinpointing the actual financial benefit then or for the upcoming seven days (April 20-26) in the south of France probably is impossible.

The festival does allow the smaller distributors, in particular, to make contact with international markets not otherwise accessible. The majors, however, already have sales staffs that have worldwide reach. Columbia Pictures Television, in fact, doesn't bother with MIP at all.

Nevertheless, with company after company lined up throughout the Palais, MIP does provide meeting ground for the sales process, be it screening, negotiation or advisories about what's to come.

Joanna Metro, director of international sales and one of Tandem/T.A.T.'s two-person foreign sales staff, called MIP a place to make and renew contacts. Since a good portion of her business is handled through agents, she stressed the importance of being there "in the flesh."

Distributors also frequently mention a

key indirect advantage from showing up. Richard Harper, 20th Century-Fox's vice president for international sales, wasn't alone when he said that aside from sales, "it's as much for me a PR trip."

Increasingly MIP also is a forum for co-production discussions. While many are discussed off the Palais Floor, MIP does have a co-production office, a clearinghouse perhaps best serving the smaller firms with less international exposure and clout.

Last year MIP claimed 138 projects (40 more than the previous year) up for discussion through its co-production office, from 16 countries, including first-time offers from Israel, New Zealand, Turkey and Poland.

Whatever the direct or indirect impact of MIP, U.S. business abroad is strong and getting stronger. It is estimated that gross foreign sales in 1978 reached \$275 million; that's up from the \$235-\$245 estimate for 1977 and slightly less than 20% of the entire TV sales marketplace.

Some 68% of the foreign total is understood to come from five countries: Japan, Canada, the United Kingdom, Australia and Brazil. Revenues from Japan are believed to lead the list with about 18% of the \$275 million total, some \$49.5 million, followed by Canada with about 15% or \$41.25 million. Beyond the top five, two other countries providing much volume are West Germany and France.

Among reasons given for the revenue growth is the increased number of miniseries, made-for-TV movies and theatrical films up for grabs in the international marketplace. With production costs rising for these firms, prices are following suit. The influx of miniseries, in particular, continues.

Paramount Television Distribution, for

one, will be at MIP with the nine-hour *Backstairs at the White House*, already aired domestically on NBC-TV. It also will be discussing its four-hour upcoming *Top of the Hill* project for Operation Prime Time, and future network miniseries offerings: *Enola Gay*, *Shogun* and *Winds of War*.

Among its regular series ranging from *Star Trek* to *Mission Impossible*, Paramount will be highlighting *Mork and Mindy* which, according to Bruce Gordon, senior vice president of international sales, has had unusual fast-breaking success abroad as well as in the U.S. Still in its first season, Mr. Gordon said, the show already has been sold in Germany, England, Australia and Japan.

While at MIP, distributors also will be pitching some pilots that possibly could become series on the networks' fall schedules. However, since the network picks become known generally either during the festival or after, much of the discussion is expected to be tentative.

Take Viacom, for example, which last week was still awaiting news regarding *T.R. Sloan*, *Aliens* and *The Franken Project* from NBC-TV and word on *Lazarus Syndrome* and *For Heavens Sake* from ABC-TV. Viacom's portfolio ready to be sold, however, includes such series as *Gunsmoke*, *Hawaii Five-O*, *Lou Grant* and the *Schick Sunn Classics*. Showtime, Viacom's joint venture with Teleprompter, also will be there marketing some of its programming offered on pay-cable in the U.S.

Viacom's Larry Gershman, vice president, international, is one who sees rapid growth in co-production efforts among the majors from different countries. And while he wouldn't be specific he claimed Viacom will be showing itself as one of them later this year.

MCA TV, whose properties for international sale range from the veteran



Harper



Lehmann



Gordon

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Rockford Files and *Quincy* to the newer *Incredible Hulk* and first-season *BJ and the Bears*, also will be featuring the 26-hour *Centennial*; 71 hours of *Best Sellers*, its Operation Prime Time miniseries; *The Road to Moscow* Olympic specials, and its numerous feature films and made-for-TV movies.

Metromedia Producers Corp. will be back with more episodes of *Charlie's Angels*, which, according to Klaus Lehmann, vice president for international sales, is probably the company's best known show abroad. Its other fare runs the range of *Fantasy Island* and *Family*, not to mention older types such as *My Favorite Martian* and *Dusty's Trail*. And among the possibilities for future production and network play, Mr. Lehmann is especially hoping for acceptance of *S.S. Casino*, the story of a gambling ship which he believes will go well internationally.

At 20th Century-Fox, Mr. Harper said he's "keeping my fingers crossed" on *Peyton Place* to go into production. Interest in the soap opera ran high among international participants at last month's National Association of Television Program Executives conference in Las Vegas, he explained, adding that he's already had inquiries from networks in Canada and Australia.

Fox also will be at MIP with Olympic tie-in programming: *The Olympiad*, *Summer Olympic Minutes*, *Winter Olympic Minutes* and *Número Uno*.

And, for promotional purposes, Fox will have one of its stars at its booth: *M*A*S*H's* Loretta Swit, whose travel plans to Europe coincided with the show dates. Unlike NATPE, star appearances are rare at MIP and Mr. Harper claimed the last such appearance may have been three years ago when Barbara Parkins showed up promoting the old *Peyton Place* for Fox.

Joining for the first time in the feature film marketplace will be Time-Life Television with its new International Volume I of 16 titles, Wynn Nathan, vice president for worldwide syndication also expecting to make a strong presence with the international introduction of the *Blind Ambition* miniseries, added to its returning *Africans*, *World War II: A Soldier's Diary* and *Wild Wild World of Animals*.

MGM-TV, whose business is handled internationally through CIC, based in Amsterdam, will be going for renewals on *How The West Was Won* and *CHiPs* as well as talking possible futures on *Westworld* and *Buffalo Soldiers*. Further off in the future, but likely to be mentioned, said John Spires, vice president, international, is the planned miniseries *The French-Atlantic Affair*.

Worldvision Enterprises will be returning with its network hits, *Little House on the Prairie* and *The Love Boat*, among them. Its other properties range from the widely sold *Holocaust* to *Married: The First Year*, with others including *Amahl and the Night Visitors* and *Spencer's Pilots*, a show which may have had a short-

Foreign correspondents. BROADCASTING magazine's representatives at MIP-TV: Assistant Editor Jay Rubin from New York, correspondent William J. Sposato from London. Headquarters will be on the third floor of the Palais des Festivals.

run on CBS-TV but is said to have staying power internationally.

Warner Bros. Television likely will need to offer little introduction to *Roots I* and *Roots II*, already well established in the international marketplace. Other properties range from the veteran *Waltons* to the new *Dukes of Hazzard*, with *Time Express* among the pilots to be discussed. Charles McGregor, distribution president, characterized the MIP as an opportunity to talk with buyers about what's "coming up, in a general way" and like other distributors, he also uses the festival to gather his own staff for internal sales meetings.

Making its second appearance at MIP will be Tandem/T.A.T., with a portfolio of situation comedies ranging from *Mary Hartman, Mary Hartman* to *Sanford and Son*. Tandem/T.A.T.'s Ms. Metro is expecting particular interest in *Diff'rent Strokes*. Despite problems often faced by situation comedies abroad, she said the "physical comedy" of the show and the star, Gary Coleman, will translate well.

The following is a list of U.S. companies attending MIP. Those with booths at the Palais des Festivals are indicated by the number of the booth; others can be reached through their hotels in Cannes. New shows are indicated by asterisk (*).

ABC Sports A-141
1330 Avenue of the Americas, New York 10019
Product: Special international division, Wide World of Sports, The World Sportsman, specials, promotional material. Personnel: Peter Dimmock, Bill Vitale, Jack Fitzgerald.

Air Time International Majestic
919 Third Avenue, New York 10022
Product: The Unknown War, Jerry Lewis Looks at the Movies, The 1979 Cannes Film Festival, The World's Largest Indoor Country Music Festival, The New Soupy Sales Show, Race to the White House, Rod McKuen's Christmas in New England. Personnel: Dick Waller, Al Sussman.

Alan Enterprises Majestic
26170 Pacific Coast Highway, Malibu, Calif. 90265

NATPE meets MIP. As the National Association of Television Program Executives encounters ever increasing difficulty accommodating distributors with suites (BROADCASTING, March 19), the booth-by-booth style of MIP frequently has been suggested as a way of coping with NATPE's growing numbers. Checking out the logistics at MIP this year will be NATPE President Chuck Gingold (of KATU-TV Portland, Ore.), who will be making the first appearance of a NATPE president at MIP. He'll meet with Bernard Chevy, MIP's commissioner general and prime organizer, who's understood not only to be interested in giving advice but also in getting involved in arranging the U.S. marketplace. Mr. Chevy made his first-time appearance at NATPE earlier this year.

Like NATPE, MIP has had to search out space for newcomers to the marketplace. This year, for example, pay-as-you-go projection and video-tape rooms will be outside the Palais des Festivals to make room for more booths. MIP, however, believes it has the solution: a new Palais by 1982. A mock-up of the new complex will be on display this year.

Product: Felix the Cat (260), Mighty Hercules (130), Abbott & Costello (52), motion pictures (50). Personnel: Alan Gleitsman, Sheri Rosche.

American International Television B-481
9033 Wilshire Boulevard, Beverly Hills, Calif. 90211

ARP Films Mont Fleury
342 Madison Avenue, N.Y. 10017

Product: Spider-Man (52), Marvel Superheroes (65), Rocket Robinhood (52), Max the 2000 Year Old Mouse (104), Strange Paradise (195). Personnel: Claude S. Hill, Robert Marcella, Anne B. Cody.

At Home Entertainment TBA

Bandera Enterprises
999 North Doheny Drive, Suite 812, Los Angeles 90069

Cash Plus TBA

CBS Sports TBA
51 West 52d Street, New York 10019

Centron Films TBA

Children's Television Workshop Gonnet & Majestic

One Lincoln Plaza, New York 10023
Product: Sesame Street, Electric Company, Open Sesame. The Lion, the Witch and the Wardrobe. Personnel: Lane Blackwell, Peter Orton.

Cineworld TBA

Fred Cohen & Associates TBA

Deravision TBA

Jerry Dexter Program Syndication Carlton

139 South Beverly Drive, Beverly Hills, Calif. 90212
Product: Bachman Turner Overdrive, The Little River Band, Superstar Profile (13-foreign distribution only), The Wolfman Jack Show (26). Personnel: Jerry Dexter.

Encyclopedia Britannica Educational Corp. TBA

570 Taxter Road, Elmsford, N.Y. 10523
Personnel: Rolf Resmussen.

Films Inc. Majestic & Meditrane
1144 Wilmette Avenue, Wilmette, Ill. 60091

Product: Gale Livengood, Leo Traflet, Mira Koppel.

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Filmways **TBA**
1800 Century Park East, Los Angeles 10019

Filmtel **Grand**
71 Vanderbilt Avenue, New York 10017
Product: Half-hour animated cartoons. *Personnel:* Charles Hayden.

First American Film **TBA**

Four Star International **C-454**
400 South Beverly Drive, Beverly Hills, Calif. 90212

Product: The Deadly Hunt, Della, Madron, Alice Cooper & Friends, Big Valley (112), Conquest of the Sea (5), Ferrante & Teicher, Lohnam & Barkley (26), Magic, Magic, Magic, Men of the Sea (3 or 7), Portrait (12), San Francisco Serendipity Singers, Seals & Crofts, Seven Seas (1 or 7), 20 Years of Rock & Roll, Wild Animal Men/ This Final Refuge (2), Will Rogers' U.S.A., World Championship of Magic, Bixby's Wonderful World of Magic (26), Can You Top This (195), Country Serenade (26), Flying Fisherman (66), Imagine That (26), Jeopardy (104), Master Bridge (26), Melting Pot (130), Millions to Inherit (26), Monty Nash (14), Pinky Canandy (26), Remarkable (26), Secrets of the Deep (8 or 13), Sew What's New? (78), Success (104), Target the Impossible (26), Thrillseekers (52), Towards the Year 2000 (26), Up for Grabs (39), Amos Burke, Secret Agent (17), Burke's Law (64), The Detectives (30), Dick Powell Theatre (59), The Rogues (29), Saints & Sinners (18), Stagecoach West (38), Target the Corruptors (35), Black Saddle (44), Celebrity Game (41), Dante (26), David Niven Show (13), The Detectives (67), Ensign O'Toole (32), Honey West (30), Johnny Ringo (38), June Allyson Show (57), The Law and Mr. Jones (45), Lloyd Bridges Show (34), McKeever and the Colonel (26), Mrs. G. Goes to College (26), Peter Loves Mary (32), The Plainsman (30), Richard Diamond (26), The Smothers Brothers (32), Tom Ewell Show (31), Turn of Fate (38), Wanted Dead or Alive (94), The Westerner (13), The Westerners (125), Zane Grey Theatre (145). *Personnel:* David LaFollette.

Sandy Frank Film Syndication **Carlton**
635 Madison Avenue, New York 10022
Product: Battle of the Planets. *Personnel:* Sandy Frank, Irving Klein.

Fremantle International/Talbot Television **B-381**

555 Madison Avenue, New York 10022
Product: The Adventures of Black Beauty (52), Take Kerr (260), Swiss Family Robinson (26), The New Candid Camera (130), Romper Room, Kidsworld, Family Hour Festival (29), It's Fun to be Fooled (52), Hoffnung Musical Cartoons (7), The Adventures of Niko (26), Ivor the Engine (40), The Clangers (28), Bagpuss (13), Magic Circle (26), Ryan's Hope, As the World Turns, Goodson & Todman game shows, Who's Afraid of Opera (8), Hopalong Cassidy (106), The Cisco Kid (156), The Killiam Collection (62), The National Geographic Specials (27), Lorne Greene's Last of the Wild (104), Woobinda, Animal Doctor (39), Free To Be ... You and Me, Really Rosie, A Special Valentine with the Family Circus, Christmas with the Family Circus, The Tiny Tree, Little Brown Burro, The

Nutcracker, The Life of Erich Von Stroheim. *Personnel:* Paul Talbot, David Champtaloup.

Gold Key International **B-395**
600 Madison Avenue, New York 10022

Product: The Bay City Rollers and the Krofft Super Stars (13)*, Bigfoot and Wildboy (12)*, Abbott and Costello Cartoons (39), Dick Tracy Serials (60), The Neptune Journals*, The Beta Chronicles (15)*, Rainbow Outdoor Adventures (40), Scream Theater (14), Awards Theater, (75), TV Premieres, Dick Tracy Features (4), Action Theater (40), Once Upon A Brothers Grimm, Pinocchio, In the Attic, The Walt Wagner Show. *Personnel:* Jerry Kurtz, Ben Barry, Bill Cooke.

Marvin Goodman **Majestic**
40 East 62d Street, New York 10021

Product: Barry Manilow ... In Concert*, Doug Henning's World of Magic Specials (3)*, Gladys Knight & the Pips with Ray Charles, The Jerry Lewis Show, Paul Williams and His Ladies*, The Neil Sedaka Show, The Robin Williams Special*, Raquel Welch—Live From Lake Tahoe, Gunther Gebel-Williams: Lord of the Ring, 5th International Monte Carlo Circus Festival*, The David Soul Special, The Ringling Brothers Barnum & Bailey Circus (5)*, Circus Super Heroes*, Dick Cavett's Magic Show*, Hocus Pocus*, 50 Years of Country Music*, The American Music Awards*, The Bette Midler Special, The Gift of the Magi*, Pablo Cruise*, 25 Anniversary of American Bandstand, The Good Ol' Days, Cleo Lane Special, "Chicago"—Meanwhile Back at the Musical Ranch, Glen Campbell—Back To Basics*, The Mardi Gras Special—Ain't Nothin' Like It*, The Magic Circus Specials (6), The Manhattan Transfer Specials (4), An Evening With Sammy Davis Jr.*, The Rock & Roll Reunion*, The Ringo Starr Special, The Natalie Cole Special, Burton Cummings—West*, The Magic of David Copperfield, The Magic of Mark Wilson (24), The Best of Sammy Davis Jr. (39), In Concert (26), The Best of Ernie Kovacs (10), The Dolly Parton Show (23)*, Pop! Goes the Country (52), Dick Clark's Live Wednesday (14)*, Felix the Cat (260), The Mighty Hercules (130), Puff the Magic Dragon*, Mack and Myer (200), Joey, The Search of Zubin Mehta, The Predators, The Man Who Loved Bears, Lipchitz, Nova (39+), Wild Babies*, The Edge*, feature films (20+). *Personnel:* Marvin Goodman.

Grundy Organization **TBA**

Alfred Haber **C-052**
321 Commercial Avenue, Palisades Park, N.J. 07650

Product: Bing Crosby: His Life and Legend*, Disco magic (16)*, Marvin Gaye Live*, Charley Pride in Concert*, Charlie Rich in Concert*, Anne Murray in Concert*, Kimberly Jim*, A Country Christmas, A Special Sesame Street Christmas, All American Girl, All Star Salute ... Pearl Bailey, All Star Tribute to Elizabeth Taylor, All Star Tribute to Jimmy Stewart, All Star Tribute to John Wayne, Bing Crosby: The Christmas Years, Circus of the Stars (3), Perry Como—Easter By the Sea, Festival of the Stars: Mexico, Ford 75th Anniversary—A Salute to American Imagination, Glen Campbell Music Shows (6), Helen Reddy In

Concert, Lady Love In: Night and Day, Perry Como—Music From Hollywood, XIII Winter Olympic Games From Lake Placid, Paul Anka in Monte Carlo, People's Command Performance (3), Perry Como's Christmas in Early America From Colonial Williamsburg, Rockette: A Holiday Tribute To the Radio City Music Hall, Rockin' in the U.S.A., Sinatra & Friends, Soap Factory Disco (39), The Other Broadway (6), Twentieth Anniversary of Rock & Roll. *Personnel:* Alfred Haber, Martha Strauss, Russell Kagan, James Stephanzzi.

Home Box Office **Majestic**
Times & Life Building, New York 10020

Personnel: Michael Fuchs, Irish Dugow, Frank Biondi, Arnold Huberman.

Interamerican Entertainment **TBA**

ITC Entertainment **TBA**
115 East 57th Street, New York 10022
Personnel: Armando Nunez.

King Features **Martinez**
235 East 45th Street, New York 10017

Product: New Popeye (26), Popeye (200), Beatles (39), Kool McCool (20), Beetle Bailey (50), Krazy Kat (50), Barney Google (50), Flash Gordon (40), Flash Gordon cartoons (16). *Personnel:* Sam Gang.

Latin American Communication **TBA**

Learning Corp. of America **TBA**

Lexington Broadcast Services **Majestic**
800 Third Avenue, New York 10022

Product: Sha Na Na (24), Hell's Watch (52), Hot Fudge (50). *Personnel:* Henry Siegel, Roger Lefkon.

Lorimar Syndication **A-019**
1345 Avenue of the Americas, New York 10019

Product: Miniseries, made-for-TV movies, theatrical releases, children's special. *Personnel:* Robert B. Morin.

MCA-TV International **Majestic**
445 Park Avenue, New York 10022

Product: Centennial (26), Best Sellers (71), Operation Prime Time (26), The Road to Moscow—1980 (30), BJ and the Bear, College Capers, Mrs. Columbo, The Duke, The Incredible Hulk, Quincy, The Rockford Files, Turnabout, feature films, made-for-TV movies. *Personnel:* Ralph Franklin, Issam Hamaoui, Karl de Vogt, Mrs. Claude Perrier, Roger Cordjoh.

Mediavision **Majestic**
1709 Bloor Street West, Toronto M6P, 1B2

Product: Friends of Man, Behind the Scene, Professor Moffet's Science Workshop, Fabulous Talking Time Machine, Element of the Unknown—The Sea, Talk of the Devil, Invisible Influence, Magical Mountain—Java, Jonathan Winters Salute to Baseball, Flip Wilson—Salute to Football. *Personnel:* Jo Ellen Frostad, Winfred Mackin.

Metromedia Producers **A-437**
485 Lexington Avenue, New York 10017
Product: Friends (5)*, Vega\$ (22), Fantasy Is-

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land (36), Charlie's Angels (70), Starsky & Hutch (92), Family (80), S.W.A.T. (35), Movin' On (44), Chopper One (13), Dusty's Trail (26), Firehouse (13), Here We Go Again (13), My Favorite Martian (107 live, 16 animated), Primus (26), movie features (70), Jane Goodall and the World of Animal Behavior (4), The Undersea World of Jacques Cousteau (36), Cousteau's Odyssey (4), Untamed World (156). **Personnel:** Lennart Ringquist, Klaus J. Lehmann, Susan Bender, Morton Slakoff, Kate Kelleher, Robert Freedman.

MGM-TV **Carlton**
10202 West Washington Boulevard, Culver City, Calif. 90230

Product: CHiPs, How the West Was Won, **Personnel:** John Spiers.

National Telefilm Associates Martinez & Carlton

12636 Beatrice Street, Los Angeles 90066

Product: Aubrey Groskopf, Dee Hopkins, Arthur Gross.

National TV Log **TBA**

200 Park Avenue, New York 10017

Personnel: Ison Aubrey.

Osmond Distribution **Mont Fleury**
Orem, Utah

Product: Donny & Marie Osmond Show, Osmond Family, Country Road, Mel & Susan Together, Superstars at Ohio State Fair, Roy Clark—Gift of Love. **Personnel:** Phil Catherell, Mike Wurgler.

Paramount Television **A-428**

One Gulf & Western Plaza, New York 10023

Product: Mork and Mindy, Taxi, Angie, Bad News Bears, Happy Days, Laverne and Shirley, Makin' It, Backstairs At the White House, Tinker, Tailor, Soldier, Spy, Sweepstakes, Brothers and Sisters, Kum Kum, Julie Farr, M.D., Chopper Squad, Lost Island, Mulligan's Stew, Super Stunt, Super Stunt II, Serpico, Dog and Cat, Ted Knight Show, Szyszyk, The Jacksons, Westside Medical, Future Cop, Brady Bunch Musical Specials, Mission Impossible, Star Trek, Mannix, Love, American Style, Busting Loose, The Magician, Blansky's Beauties, Who's Watching the Kids?, Brady Bunch, Odd Couple, Ed Allen Show, Pat Boone Specials, UNICEF Concert, My Fair Lady, Movies of the Week, feature films, Grandpa Goes to Washington. **Personnel:** Richard Frank, Bruce Gordon, Peter Cary, Ramon Perez, George Mooratoff, Malcolm Orme, Malcolm Vaughan, Patrick Stambaugh, Jean Pullen.

John Pearson International **A-436**

9477 Brighton Way, Beverly Hills, Calif. 90210

Product: Bell Telephone Jubilee Spectacular, Burl Ives' America, Canada Jam (3), Chuck Barris Rah-Rah Show (6), Count Basie at the Hollywood Palladium, The First 100 Years of Recorded Music, The Grammy Awards, The Great American Disco Experience, Happy Birthday, Las Vegas, Heifeitz, Inside Hollywood, Johnny Cash Specials (9), The Keane Brothers Show (4), Lucille Ball Specials (6), Music of the Movies, Rock and Roll Revival, Debbie Reynolds—Las Vegas, Something Special (22), Soul to Soul, Steve Allen's Laugh-Back

(23), Televisa Musical Specials (3), Thanks For the Memories, Your Choice For the Oscars, The Andy Williams Show (26), All's Fair (24), Here's Lucy (144), Insight (73), So the Story Goes (15), That Girl (136), The Wolfman Jack Show (26), Cry to the Wind, Dan Curtis Features (8), movies (13), dramatic specials (5), sports programs (10), documentary specials (8), children's programs (6), Lassie (175), The Lone Ranger (39), Sergeant Preston of the Yukon (72), To Lassie, With Love, animated series (5), Cindex research film library, The Magic of Christmas, Meeting of Minds (12), Hollywood's Diamond Jubilee, Energy. **Personnel:** John Pearson, Barbara Pearson, Arnie Frank, Michael McClay.

Public Broadcasting Service **Majestic**

475 L'Enfant Plaza, S.W., Washington, D.C. 20024

Product: Ron Devillier, Brian Donegan.

Pyramid Enterprises **Mont Fleury**

515 Madison Avenue, New York 10022

Product: Robert Wussler, Marty Cohen.

RKO-TV **TBA**

1440 Broadway, New York 10018

Personnel: Robert Glaser, Robert Williamson.

D.L. Taffner **Martinez & Carlton**

1370 Avenue of the Americas, New York 10019

Personnel: Don Taffner, John Fitzgerald.

Taft H-B International Majestic & Martinez

Essex House, 160 Central Park South, New York 10022

Product: Buford Files, Galloping Ghosts, Dingy Dog, Godzilla, Jan of the Jungle, Scooby-Doo, Black Beauty, Great Santa Claus Caper, The Fantastic World of Hanna Barbera, America Versus the World, Circus Challenge, The Magnificent Hustle, The Secret of Three Wives, Against the Wind. **Personnel:** Regina Dantes, Willard Block, Stanley Muldow.

Tandem/TAT **Martinez**

1901 Avenue of the Stars, Los Angeles 90067

Product: Maude, One Day At a Time, The Jeffersons, Sanford & Son, Different Strokes, Hello Larry, Mary Hartman, Mary Hartman, Good Times, All That Glitters, Highcliff Manor, All's Fair, The Quick and the Dead, Mahalia Jackson Special, Ishi. **Personnel:** Ron Brown.

Telepictures **TBA**

One Dag Hammarskjold Plaza, New York 10017

Product: American Film Theatre (13), The Sacketts, Women of Russia, 24 Days of Christmas, features, animation series. **Personnel:** Michael Solomon, Michael Garin.

Television InterAmericana S.A. Majestic & Carlton

4545 Ponce De Leon Boulevard, Hollywood, Fla. 33146.

Personnel: A. Chabau, M. Vidal.

Television Representatives **Carlton**

333 South Beverly Drive, Beverly Hills, Calif. 90212

Product: The Word, Crash of Flight 401, House on Giribaldi Street, The Winds of Kitty Hawk, The Martian Chronicles, Exploring the Unknown, Love, Sex and the Marriage Test, National Disaster Test, Laugh-In, Carol Burnett and Friends. **Personnel:** Herb Lazarus, Alan Silverbach.

Time-Life Television **Carlton**

Time & Life Building, New York 10020

Product: Blind Ambition, Time-Life international feature package, Wild, Wild World of Animals, World War II—Soldier's Diary, The Africans, BBC programs for South America. **Personnel:** Wynn Nathan, Bob Peyton, Bill Miller, Frank Miller.

TV Interamericana **TBA**

20th Century-Fox **A-427**

10201 West Pico Boulevard, Los Angeles 90035

Product: The Olympiad, Summer Olympic Minutes, Winter Olympic Minutes, Numero Uno, The Paper Chase, W.E.B., Billy, Like Normal People, Swan Song, A Guide For the Married Woman, The Day America Died, God is a Woman, Wanted: The Sundance Woman, Sherlock Holmes in New York, Star Wars Holiday Special, The Nativity, The Making of Star Wars, The Incredible World of Adventure, Animals, Animals, Animals, Dance Fever, That's Hollywood!, Hagen, The Lovejoy Sisters, Trapper John. M.D., Hunter's Moon, The Second Time Around, Peyton Place '79. **Personnel:** W. Russell Barry, Richard Harper.

Union TV Films **TBA**

United Artists **Majestic**

729 Seventh Avenue, New York 10019

Product: Pink Panther Show, Studs Lonigan, features. **Personnel:** Raul Lefkowitz, Peter Paulsen, Mary Jane Fourniel.

United Nations TV **TBA**

United Nations, New York 10017

Personnel: Gilbert Luazan, V. Hemingway, D. Brooke-Landis.

UPA Productions Hotel Le Mas D'Artigny

4440 Lakeside Drive, Burbank, Calif. 91505

Product: What's New Mr. Magoo (16), Famous Adventures of Mr. Magoo (25), Mr. Magoo's Christmas Carole, Uncle Sam Magoo, Mr. Magoo Cartoon Show (130), Dick Tracy Cartoon Show (130), Seventy-seven UPA Cartoons, Roy Rogers (100), Kukla & Ollie (195), All Star Golf (142), War of the Gargantuas, Monster Zero, Bedellia, Ambush on Leopard Street, Danger By My Side, Freedom to Die, Touch of the Death, The Sicilians, Jackpot, Jail Break. **Personnel:** Henry G. Saperstein, Millard Segal.

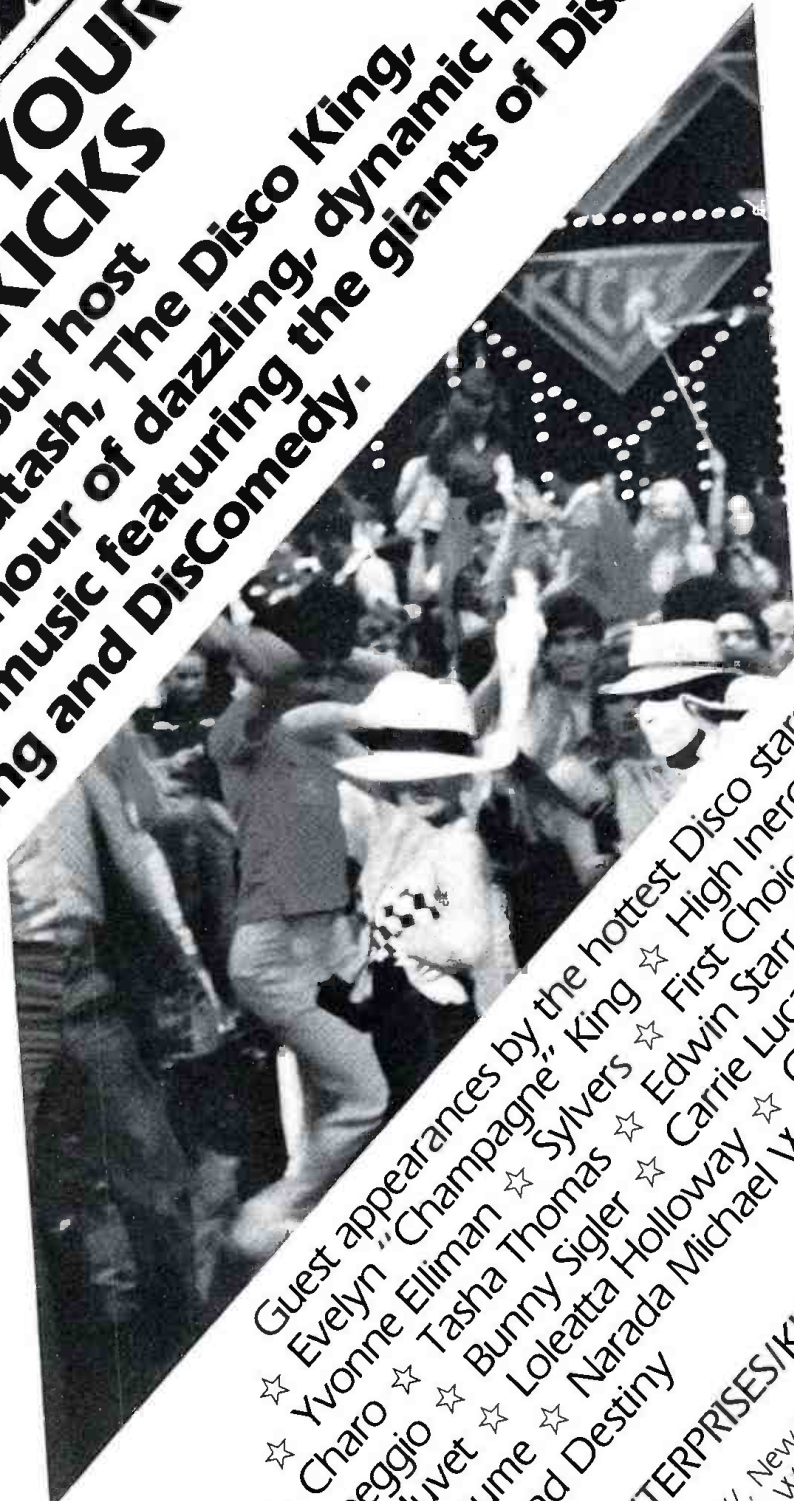
Viacom Enterprises **Majestic**

1211 Avenue of the Americas, New York 10036

Product: Hawaii Five-O (260), Lou Grant (41),



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The Video Tape Co. **Martinez**
10545 Burbank Boulevard, North Hollywood, Calif. 91601

Product: Video tape, cassettes, tape stock and duplication/distribution services in all formats. *Personnel:* Keith Austin, Frances Van Paemel.

Visualscope Television **Martinez**
708 Third Avenue, New York 10022
Personnel: Frank Marshall, Frank McKeivitt, Mary Byrne.

Warner Bros. TV Distribution **Majestic**
4000 Warner Boulevard, Burbank, Calif. 91522

Product: Roots: The Next Generations, The Dukes of Hazzard, Time Express, Pearl, Pirate, Roots I, The Phenomenon of Roots, The David L. Wolper Specials of the Seventies, The New Adventures of Wonder Woman, The Awakening Land, The Waltons, The FBI, The Streets of San Francisco, Code R, The Fitzpatricks, Harry O, Kung Fu, Rafferty, Search, Tarzan, Chico and the Man, Welcome Back, Kotter, Alice, Superman, Super Friends, Challenge of the Super Friends, New Adventures of Batman, Fat Albert and the Cosby Kids, Tarzan: Lord of the Jungle, Shazam!, Batman/Superman/Aquaman, Lassie's Rescue Rangers, Marine Boy, Mission: Magic!, TV Funnies, Warner Bros. cartoons, international features volumes (27). *Personnel:* Charles D. McGregor, John Whitesell, Jack Cook, Bryan Hambleton, Michel Lecourt, Christian Livorness, James Komack.

WGBH Educational Foundation **Century**
125 Western Avenue, Boston 02134

Product: Nova, Scarlet Letter, World, Boston's Marathon Man, Star of India, Geraldine Fitzgerald at Reno Sweeney's, Dying, On the Track, Evening At the Pops. *Personnel:* Charles Schuerhoff, Lisa Gregorian, Dennis Lacey.

Worldvision Enterprises **Miramar**
660 Madison Avenue, New York 10021

Product: The Little House on the Prairie, The Love Boat, Eight is Enough, Dallas, Married: The First Year, Kaz, The Next Step Beyond, Project U.F.O., The Andros Targets, Hunter, The McLean Stevenson Show, Spencer's Pilots, Water World (52), Wonders of the Wild (27), Thunder (12), Casper Cartoons (244), Holocaust, Amahl and the Night Visitors, AFI Life Achievement Awards (6), The Trial of Lee Harvey Oswald, Halloween with the Addams Family, feature film packages (8). *Personnel:* Colin Campbell, Bert Cohen, Eugene Moss, Michael Alexander, Philippe Cousin, Rolande Cousin, Mex Hartmann, Michael Kiwe, Brian Rhys-Jones.

Media

Retransmission consent plan gets some amplification

Van Deerlin subcommittee hears Geller explain the whys and hows of his proposal, calling it a 'marketplace solution'; he also pushes for 9 khz and Paley's plan for quality network offerings

Last week's House Communications Subcommittee oversight hearing on the National Telecommunications and Information Administration provided an excursion into the retransmission consent proposal embodied in the rewrite of the Communications Act being pushed by the subcommittee's chairman, Lionel Van Deerlin (D-Calif.). Asked what would prevent broadcasters and copyright owners from conspiring to deny product to cable TV, NTIA chief Henry Geller had a one-word answer: "Greed."

"The movie industry," he added, "will do what it can to make a buck. They've said as much."

NTIA had originally proposed the idea, in documents filed with the FCC and with the Senate and House Communications Subcommittees, as a means of forcing cable systems to compete with broadcasters for program product. NTIA's proposal would require cable systems to obtain consent from the originating broadcast station before retransmitting its programs, but would apply only to new systems; existing ones (which serve about 19% of the population) would be grandfathered under existing rules. The major difference in the House bill (H.R. 3333) is that it would not provide for grandfathering. The bill also would permit systems to obtain consent from either the station or the copyright owner, but Mr. Geller said that simply

makes explicit what is implicit in the NTIA proposal.

Mr. Geller saw no reason to back away from the proposal because of cable's expressed fears. "This is a marketplace solution," he said. Under NTIA's plan, cable systems operating under it would be free of the restrictions on signal carriage the FCC has imposed. And he saw conventional cable developing—obtaining programming through machinery created for the purpose—as pay cable has developed.

But if cable's fears are realized and systems are unable to obtain programming, "the market," he said, "should not be skewed to fit cable." "But," he added, "I think it will fit the marketplace." He said there are stations—WTCG(TV) Atlanta, the original superstation, was the only one he mentioned—that want to provide programming to cable systems. Moreover, he said, the cable industry, with more than \$1 billion in revenues, "is not helpless." It could, he said, buy its own television station to provide a source of programming.

Representative Van Deerlin, who needed no persuading on that point, indicated he might be willing to change his proposal to include at least a degree of grandfathering—perhaps of "three to five years, to let the industry shake itself out." But, he said, "perpetual grandfathering would be unfair."

Mr. Geller agreed the grandfathering provision needed review, but imposing the retransmission consent on existing systems, he said, "would be disruptive."

Representative Van Deerlin saw one obvious plus in grandfathering: "It would be a way to get around a difficult political problem."

Mr. Geller also was given an opportunity to speak up for another of NTIA's proposals—that the FCC initiate a rulemaking aimed at reducing AM channel spacing from 10 khz to 9 khz. He noted that the countries of Europe and the Far East have adopted 9 khz as their standard and that, if the U.S. followed suit, there would be room for as many as 700 more AM stations in this country. That, he added, could benefit minorities and daytime broadcasters seeking full-time stations.

"It's wrong not to use the spectrum as

Counterproposal. Cape Cod Cablevision Corp., claiming that there are defects in a National Telecommunications and Information Administration proposal for imposition of retransmission consent on new or expanded cable TV operations, has petitioned the FCC for an inquiry into an alternative proposal.

In accepting a TV broadcast license, the proposal states, a licensee would consent to the retransmission of any material broadcast to audiences whose numbers are reasonably ascertainable, and this retransmission would not be subject to copyright payments or signal carriage restrictions provided that advertising associated with the material remains part of the retransmission.

Cape Cod claims its proposal would allow the established marketplace to work similarly for direct and indirect audiences. Broadcasters, both local and distant, would determine the size of their indirect (cable) audiences as they do direct (broadcast) audiences. Based on these audience determinations, they would negotiate their payments to copyright holders and their revenues from advertisers, thus expanding their brokering function.

Since, under the proposal, broadcasters would have direct and indirect ascertainable audiences to broker, Cape Cod believes they would be able to charge more for advertising, and in turn pay copyright owners more for their programming.

In addition, the signal carriage rules that require carriage of all local broadcast signals would be eliminated. This would enable the cable operator to use "editorial discretion in the interests of viewers," the proposal states.

HOW TO SLOW THE RATE OF INFLATION

A VOLUNTARY PROGRAM WILL WORK, IF EVERYONE VOLUNTEERS.

General Motors has promised President Carter to keep within the wage/price standards he has set for large corporations. And we will keep that promise. Because it is the wish of the President, and because we believe he has embarked upon a comprehensive program that can succeed, given time and consistent dedication.

Everyone must help. President Carter has promised to reduce government spending, to reduce federal deficits, and to reduce government regulation. He is lessening the inflationary pressures of government on the economy. The budget he has submitted for fiscal 1980 is prudent. It will make a difference.

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We have written to our suppliers, informing them of GM's commitment and asking them all to make the same commitment. We have also urged the chief executive of-

ficers of the top 500 U.S. corporations to send similar letters to their suppliers. In advertising, we are advising our customers to shop carefully, to get the most value for their dollar.

Inflation hurts everyone: rich and poor, big business and small, wage earners and, most dramatically, retirees and other people living on fixed incomes. The real value of everyone's income declines at exactly the same rate, whether it's the paychecks of our employees or the dividends we pay to stockholders or the checks received by people on pensions or social security. No one is spared.

The President has asked that wasteful regulation be eliminated and that the discipline of cost/benefit analysis be applied to all government regulation. Now, business must follow his lead, and not only major corporations, but all business.

Labor leaders, confident that business will follow the standards, can then ask understanding and flexibility in demands from union members. Consumers, too, can make a difference, buying carefully, shopping for the best values, using their market power to keep down the prices of everything, from commodities to cars.

The Joint Economic Committee of Congress has en-

dorsed the voluntary program and called for incentives to increase investment and productivity. The consensus of this bipartisan group was that mandatory price and wage controls must be avoided. Experience proves such controls discourage investment, create shortages, and slow economic growth. Moreover, when such controls are removed, inflation returns at a more rapid pace than ever.

The inflation problem can be solved, but it will require perseverance, restraint, consistency, and the understanding of all concerned that small sacrifices now will spare us from severe sacrifices in the future. President Carter has set the course. We have only to follow his lead.

This advertisement is part of our continuing effort to give customers useful information about their cars and trucks and the company that builds them.

General Motors

People building transportation
to serve people

efficiently as possible," he said. "I don't see this as causing interference. And I don't see the cost [in modifying directional antennas] as very large, particularly when you look at the benefits.

Mr. Geller found himself supporting an idea other than one advanced by NTIA, when Representative Marc L. Marks (R-Pa.) asked his opinion of CBS Board Chairman William S. Paley's suggestion as to how the networks could provide "quality" programming without suffering in ratings. Mr. Paley had proposed that each network, on a different night, once each week, provide something, as the congressman said, "more tasteful."

"Mr. Paley's idea is an excellent one," Mr. Geller said. "The government"—he referred to the Justice Department and the FCC—"should do everything it can to encourage it . . . Competition does drive out programming that might be worthwhile." He noted that in the late 1950's then-FCC Chairman John Doerfer had offered a similar idea with respect to children's programming, and that Newton Minow, when he was chairman, in 1962, offered it again. And that time, the Department of Justice, when asked its view, said it saw no anti-trust problems connected with the plan. However, the networks never expressed any interest in it.

Beyond the Paley proposal, however, Mr. Geller said the "only hope" of providing the American public programming to satisfy it without harm to the First Amendment, is through diversity of voices—over the air and pay television, cable development in major markets, by video cassettes and video disks. However, he confessed to a fondness for Public Broadcasting Service's "historical" offerings—the *Adams Chronicles*, *Edward the King*, *War and Peace*—"That," he said, "is a wonderful soap opera."

The continuing controversy over

NTIA's withholding of some documents of the Ford and Carter administrations dealing with public broadcasting surfaced during the hearing, with Republican members and the subcommittee's chief counsel, Harry M. (Chip) Shooshan pressing Mr. Geller for a justification of that action after he authorized the release of all Nixon administration documents on the subject.

Mr. Geller was not asked about reports he had decided against releasing the documents at the urging of the White House, which was known to have been concerned about the precedent such a release would set for other agencies of government. But Mr. Geller cited the precedent that would be involved as a reason for not making all of the documents available.

"To have full and frank discussion with your staff you need to have confidentiality for the staff," he said to Representative James M. Collins (R-Tex.). And if the Carter and Ford documents were released, he said, in answer to a question from Mr. Shooshan, "there would be no reason not to release everything, from the Department of Energy, the Department of Transportation, and everything else."

Policy papers are exempt from the Freedom of Information Act, which was used by the Carnegie Commission, BROADCASTING magazine and other news organizations in seeking the documents. However, as Mr. Geller noted, the exemption can be waived. And he said a waiver appeared justified in the case of the Nixon papers because they related to matters under congressional consideration and because they revealed a pattern "of wrongdoing." The Carter and Ford papers, he said, do not reveal such a pattern.

Mr. Geller has invited the chairman and ranking minority members of the Senate and House Communications Subcommittees and their counsel, to review the docu-

ments at the NTIA offices, to check the accuracy of the statement (BROADCASTING, March 26). Thus far, however, they have shown no interest in accepting the invitation.

They might well be disappointed. For the particular focus of the interest of Senator Barry Goldwater (R-Ariz.), of the Senate subcommittee, at least, is known to be Barry Jagoda, a former adviser to President Carter for media and public affairs, who had shown considerable interest in public broadcasting matters. However, Mr. Geller said NTIA's files do not contain correspondence between Mr. Jagoda and other White House aides and public broadcasting officials. If it exists, Mr. Geller said, it is in the White House.

NTIA adds to menu of ideas it's offering the FCC

Latest is rewarmed Geller suggestions for speeding up, or eliminating comparatives

The National Telecommunications and Information Administration has offered the FCC alternative suggestions for simplifying what it regards as the hopelessly inefficient method the commission uses to pick a winner in nonrenewal comparative hearings.

The suggestions, contained in a petition for rulemaking filed last week, draw on material already placed on the public record under the name of Henry Geller, who heads NTIA as assistant secretary of commerce for communications and information. One is for a modified lottery system; the other, a streamlined comparative hearing process.

NTIA notes that the commission is considering proposals of an outside contractor to improve predesignation procedures. But fine-tuning those procedures, it said, "is like patching a leaky ship in need of a new hull". It said "study after study" has concluded that the present process of selecting one candidate from among two or more is "flawed."

The lottery proposal, which Mr. Geller, as a private citizen, had filed with the commission in 1974 (and which is still pending), would separate applicants into broad categories. And if there is more than one applicant in the top priority category, the winner would be chosen by lot.

In establishing the categories, NTIA said, the commission could consider such factors as the degree of minority ownership, diversification of control of mass media, and the owners' full-time participation in station operation.

Communications Act rewrite bills now pending in the House and Senate (H.R. 3333 and S. 622) provide for lotteries. However, the lotteries would involve a random selection (with the exception, in H.R. 3333, of minorities being given two chances in the selection process). And NTIA sees "serious" problems with a ran-

NAB gets backing on superstation petition

MPAA and NAITPD ask FCC to look into situation, saying viewers ultimately will suffer

Two trade associations last week urged the FCC to grant a National Association of Broadcasters petition and commence a rulemaking looking toward adoption of rules designed to curb the impact of superstations.

The National Association of Independent Television Producers and Distributors and the Motion Picture Association of America urged the commission to consider NAB's position concerning retransmission consent and examine the impact of superstations on the viewing public. (BROADCASTING, March 26). In addition, MPAA also requested that the commission adopt a Metromedia proposal that would halt temporarily all superstation activity.

MPAA said in comments filed with the FCC that the commission must follow a policy that fosters localism rather than superstations. "The commission's

superstation authorizations have created a program marketing situation that neither television stations nor program suppliers can tolerate and that is certain to materially decrease local television service to the public," it said.

MPAA added that short-term program abundance for some cable subscribers will eventually lead to long-term program shortages for TV viewers as a whole. "Television stations and program suppliers cannot operate for long in a marketplace where sound business judgments are constantly overruled by the commission's next superstation authorization," the group concluded.

In supporting the NAB petition, NAITPD called for the consolidation of that petition and a National Telecommunications and Information Administration proposal concerning the cable-broadcaster-programmer relationship. The group noted that "the only rational course is to return to the marketplace the normal powers of which it has artificially been deprived."

dom system. It said, for instance, that an absentee applicant seeking a fifth station in the same area would be treated equally with a fully integrated local applicant.

The alternative suggestion, for a "drastically" revised hearing process, was first offered by NTIA to the House Communications Subcommittee in connection with its Communications Act rewrite process. It calls for the creation of a commission employe board to adjudicate comparative tests "in a shortened time period, with very little resort to evidentiary proceedings involving direct and cross-examination of a parade of witnesses." A trial-type proceeding would be required only in the event of a factual dispute that involved the character of one of an applicant. Otherwise, the board would make its decision on the basis of the oral and written presentations of the parties.

NTIA conceded that if the plan were implemented administratively, it might require some revisions—perhaps to provide for greater resort to evidentiary hearings as to significant points in dispute with regard to the winning applicant, as well as for appeals to the commission. But even as modified, NTIA said, "it might constitute a great improvement over the present stultifying procedure."

NTIA said the commission should not wait for legislative reform of the comparative hearing process. Such reform, it said, "is not certain." And, NTIA said, the commission has the authority under the Communications Act to adopt either of the suggested remedies.

Citizen groups face off with the rewriters

Former find some hope that latter will restore more of the old 'public interest' concept in new bill

A leader in the communications public interest movement, which has condemned the new Communications Act rewrite as being worse than the first version, said a meeting of citizen group representatives and the rewrite's authors last week was "a good start . . . maybe a sign of an era of working together."

Sam Simon, executive director of the National Citizens Committee for Broadcasting, which, with the U.S. Office of Consumer Affairs, co-sponsored the two-hour luncheon gathering, said he considered the meeting a "good give and take," which produced at least one significant opening for consumerists. That was a statement by Communications Subcommittee counsel Harry M. (Chip) Shooshan that Mr. Simon referred to as "Chip's challenge."—to show how a public trustee concept can be inserted in the new bill without inhibiting the development of new technologies and without offering the FCC the potential of altering it.

The bill's chief sponsor, Communica-

tions Subcommittee Chairman Lionel Van Deerlin (D-Calif.), who was present at the meeting, has called public trusteeship an "outdated concept" on which to base communications regulation. The bill substitutes marketplace forces and diversity as the chief controls on the broadcast business.

But Mr. Simon said he is convinced that public trusteeship is consistent with the goal of diversity and "I think we can show it. We plan to meet Chip's challenge and prove to him that it can be done."

Mr. Simon said public interest groups continue to have deep misgivings about the new bill. Many of those were expressed at the meeting, at which were representatives of Media Access Project,

Consumers Union, Citizens Communications Center, the national Parent Teachers Association, the American Civil Liberties Union and Common Cause. Objection was raised, for instance, to the absence of fairness doctrine enforcement for radio and its limited enforcement for television. One representative complained bitterly that the bill's proposed \$10 million fund for investment in minority broadcast stations is vastly underfunded. The bill's treatment of community ascertainment and EEO enforcement also came under attack.

But the basic problem, Mr. Simon said, is the absence of the public trustee concept. The bill contains a public interest standard, but one that the authors say is intended to leave the commission far less

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room to regulate than now.

"Van Deerlin's biggest problem," Mr. Simon said, "is that he can't see the difference between electronic media and newsprint." But Mr. Simon contends there is a difference. Broadcasting has far more impact, he said, which is apparent from evidence showing that people watch television more than they read and from the fact that political candidates spend more money on television than on print advertising.

He said that without a stronger public-interest standard, the rewrite authors "are saying, 'well, we can't solve the problem, so the hell with it.'"

For their part, the rewrite authors defended the bill's provisions as being public-interest motivated, stressing the proposed Office of Consumer Affairs that the bill would require to be set up in the commission and the provision permitting reimbursement of citizen groups for participation in commission provisions.

The consumer movement is going to have to learn to take their fights directly to the broadcasters instead of to the government in the future, one staffer said after the meeting. The staffer spoke of the movement having "to learn new tools . . . The federal government is going to be pulled out as the middleman."

TV and radio should spend more time on communications issues, especially rewrite, says citizen group

The National Citizens Committee for Broadcasting last week called on the three commercial TV networks to devote at least four prime-time hours of programming to communications and media issues, including the proposed Communications Act rewrite.

Signed by 15 individuals, including a United States senator, four congressmen and well known media reform advocates, the letter suggested that the programs be aired between April 30 and October 30.

The reason for the programming, NCCB said, is that changes in technology and communications law will affect all Americans. "We may have diverse views on the future of communications policy, but we all agree that the viewers and listeners of TV and radio should be participants in the congressional process to the fullest extent possible," the letter said. "One way for the broad public discussion to occur is obvious. Television and radio should devote a significant amount of time to this immensely important subject."

Signing the letter was Nicholas Johnson, chairman of the National Citizens Communications Lobby; Representative Andrew Maguire (D-N.J.); Ralph Nader; Senator Larry Pressler (R-S.D.); Representative Richard L. Ottinger (D-N.Y.); Representative Mickey Leland (D-Tex.); Representative Toby Moffett

(D-Conn.); Kathleen Nolan, president of the Screen Actors Guild; Andrew Schwartzman, executive director, Media Access Project; Nolan Bowie, executive director, Citizens Communications Center; Michael Botein, New York Law School; Harvey Jassem, University of Hartford; Robert J. Stein, NCCB; Barry Cole, University of Pennsylvania, and Earle K. Moore, of Moore, Berson, Lifflander & Mewhinney.

NAB critiques Rewrite II

Staff analysis seems to show more for broadcasters to like in this version than earlier one, but many good points are counterbalanced with bad

An analysis of the new Communications Act rewrite by the National Association of Broadcasters staff, shows few places where the bill is worse and many places where it has been improved for broadcasters over the first rewrite that was introduced a year ago. Although the staff doesn't come right out and say so, it seems that from the NAB's reading H.R. 3333 is a better bill.

The NAB analysis is full of on-the-one-hand, on-the-other-hand comments, but the pluses are noted frequently. In the discussion of the proposed license fee, for instance, NAB says that compared to the first rewrite, "broadcasters would have a better idea of what they would have to pay in the future, and this is a plus." Another, it notes, is the fact that proceeds of the fees would not be used to directly fund public broadcasting or any other communications program.

"On the other hand," the association staff says, "the concept of paying for the

use of the spectrum is one that broadcasters find objectionable as a matter of principle . . . Because the fee seems designed to raise revenues rather than serve any legitimate regulatory purpose it seems to be more like a tax . . ."

Following are NAB comments on other parts of the new bill.

■ **Revocation:** The bill provides that the commission can institute revocation proceedings against broadcast licensees at any time either on its own initiative or as a result of a petition "any party in interest" may file, the same approach as in the original rewrite. NAB finds it "disappointing" that since the first bill, no new safeguards have been included to make sure the petition to revoke won't be used as a tool for "extortion" and "blackmail" against broadcasters. There are no restrictions on the number of petitions that can be filed or on their timing, the staff claims.

But there is a plus side, as NAB sees it. The commission could not use EEO problems as grounds for revocation of radio licenses, or of TV licenses after 10 years.

■ **License requirements:** NAB notes that the bill contains a public interest standard that was absent in the first rewrite, permitting the commission to regulate broadcasting "to the extent that marketplace forces fail to protect the public interest." The term "public interest" will have to be clarified, NAB says.

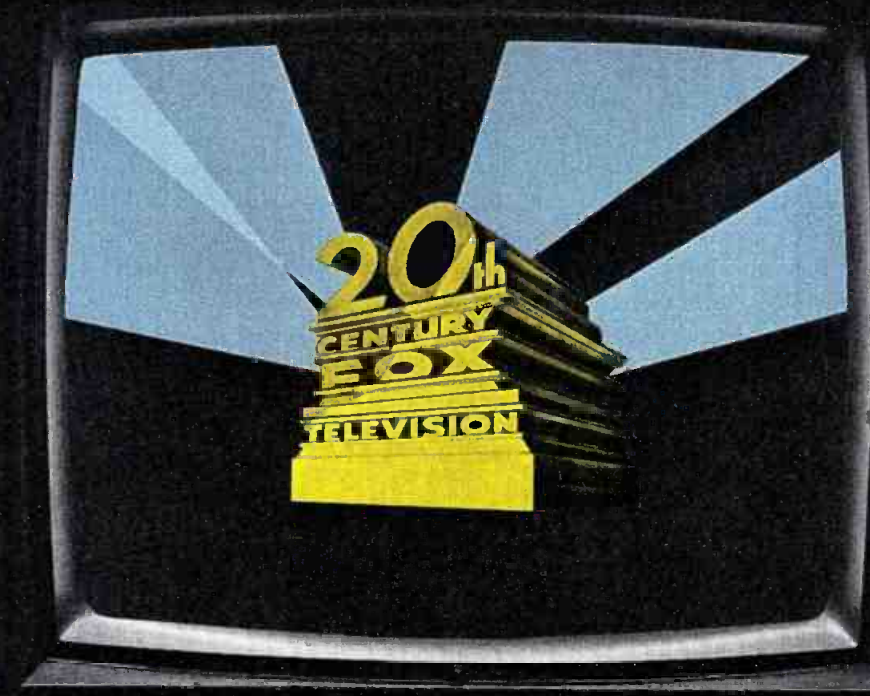
■ **Program regulation:** NAB notes that the bill would bring about a total deregulation for radio and, ultimately, the same for television. But during the first two five-year renewal terms that TV must go through some fairness doctrine and equal time regulation would still apply.

For television there is the additional requirement to program news, public affairs and local programs throughout the broadcast day. This requirement, NAB says, "seems certain to lead to greater government interference in scheduling and pro-



Brown discovers Columbus. FCC Commissioner Tyrone Brown, accompanied by Qube's vice president and general manager, Miklos B. Korodi, is briefed on a television camera by crew chief Jan Shailer during a tour of Warner Cable's Qube facilities in Columbus, Ohio. Commissioner Brown came away impressed with the system's "exciting potential" for home entertainment, information and other consumer services. The commissioner, who participated in a program using the system's two-way interactive service, said there may be a lesson in that system for broadcasters to consider.

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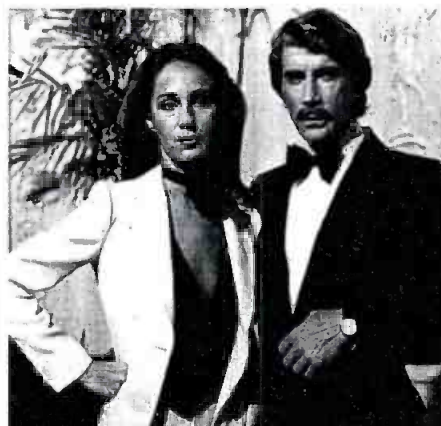
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A light-hearted look at a young man who escapes from his drab reality with wild fantasies that come to life.

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An emotionally charged story of two mentally retarded teenagers who don't let their handicap stand in the way of their love. Stars Shaun Cassidy and Linda Purl.

SWAN SONG

A dramatic, behind the scenes look at the world of professional skiing, starring David Soul as a once famous skier who struggles to regain prestige.



A GUIDE FOR THE MARRIED WOMAN

Cybill Shepherd stars in this whimsical story about a pretty young housewife who becomes bored with her daily routine and decides to add some interest to her life with an affair.

THE DAY AMERICA DIED

A fascinating dramatization of actual events surrounding the 1929 stock market crash.

MIRROR MIRROR

A moving drama which deals with three women and the effect that cosmetic surgery has on their lives.

GOD IS A WOMAN

A light-hearted story about a goddess who comes to earth and takes over a housewife's body, thinking she can run the world better than the gods have.



WANTED: THE SUNDANCE WOMAN

An action-packed adventure starring Katharine Ross as the hunted survivor who escaped when Butch Cassidy and the Sundance Kid met their doom.



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Roger Moore stars as Holmes, who is lured to a New York adventure by some theatre tickets supposedly sent by an actress with whom he's in love.

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graming decisions of television stations for the 10-year period."

■ **Ownership:** "Over-all," NAB says, "the ownership provisions appear much more favorable than in the original version." But it still finds weaknesses. The bill contains no restrictions on radio station ownership, except to limit owners to one AM and FM per market. That might be interpreted as leaving the judgment on radio ownership to the commission to consider in light of the goal of greater diversity, NAB says. But on the other, it notes, the bill also grants no authority to the commission to impose ownership limits. In the end, NAB argues, if the rewrite authors mean for there to be no ownership limits, they should be explicit in the bill.

■ **Spectrum:** NAB disagrees with the bill's granting of sole authority over spectrum allocation to the proposed National Telecommunications Agency. But it finds the assignment provisions better than in the original rewrite. It notes that the authors took out the requirement that every community, regardless of size have a local television station. And the provision requiring that there be maximum full-time AM service in every community does not require, as in the old bill, that it be "local" service. The proposed requirement that the commission get Congress's approval on any new broadcast assignment scheme "is a welcome check on the power of the commission to completely restructure the industry," NAB says.

NAB finds problems, however, in the

provision requiring assignment of commercial VHF's to New Jersey and Delaware, saying that to do so would involve moving existing stations. NAB also bemoans the absence of all-channel requirements for radio and TV receivers.

■ **Public Broadcasting:** The bill would permit public broadcasting to carry product commercials for the first time, meaning to the NAB that "the nose of the public broadcaster would be under the commercial tent." There could be pressure to increase the amount of advertising on public broadcasting in the future, NAB says, possibly increasing competition with commercial broadcasters.

■ **Cable television:** While NAB supports the proposed retransmission consent plan, it says that H.R. 3333 version—requiring consent of either the broadcast station or the program owner before a program could be carried on a cable distant signal—would essentially remove from the broadcaster any control over the retransmission of his own signal. The rewrite drafters intend, NAB says, that the program owner will have ultimate control over retransmissions. But as things are now, it notes, broadcasters don't have control anyway.

How they view the rewrite in South Carolina

Poll by state broadcasters association finds disagreement on whether complete revision is needed, but unanimity against fees, for longer licenses and refunds of overpaid FCC fees

Broadcasters in South Carolina are divided on the question of whether the Communications Act of 1934 needs complete rewriting, but they seem to agree on what they want an act—new or old—to say.

A survey of radio and television broadcasters, performed by the South Carolina Broadcasters Association for the legislators from its state—one of whom is Senate Communications Subcommittee Chairman Ernest Hollings (D-S.C.), author of an "omnibus" Communications Act revision—shows that 45% favor a total rewrite; 53% are opposed. But 83% agree the old act should be modified.

One broadcaster who answered "no" to a rewrite, commented that he thinks "various portions [of the '34 Act] are fine." But one who said "yes," said "after almost 50 years, it's about time." In commenting on the need for at least some modification, one broadcaster said a bill should provide for "longer license period, [with the] incumbent favored for substantial service."

The survey shows the South Carolina broadcasters overwhelmingly oppose the spectrum fee that is proposed in both the House's rewrite and in Senator Hollings's bill, S. 611, an attitude they already made clear in a telegram they sent to Senator Hollings (BROADCASTING, March 19). SCBA's opposition is "strong, unanimous

and uncompromising," the wire said.

Unanimous it wasn't, actually, but it comes close; 87% of the broadcasters answering the survey said they oppose the fee. And the same number opposes using the fee money to support public broadcasting, as had been proposed in the first House rewrite last year.

Regarding the fairness doctrine and equal time, the South Carolina broadcasters are split. While the National Association of Broadcasters publicly supports repeal of those two statutes, only 38% of the South Carolinians answering the poll support abolishing the fairness doctrine; 43% would like to see it modified. And only 43% support abolishing equal time; 34% want it modified.

The respondents are almost unanimous in their desire for longer license terms, but there is division of opinion about how much longer. For radio, 36% favor extending the license term to five years; 64% favor permanent licenses. For TV, 43% favor five-year licenses, while 49% favor permanent grants.

On most issues, the South Carolinians' answers reflect broadcast positions taken at the national level. They are 79% opposed to ascertainment, 89% opposed to having to broadcast specified numbers of public service announcements in specified time periods, 83% opposed to the FCC establishing fixed percentages of public service programming, 87% opposed to having to keep logs and 91% opposed to a specified commercial rate for political announcements.

Nearly all, 94%, think the FCC should refund broadcasters' fees. About 64% think the FCC should be prohibited from considering competing applications at renewal time. Some 77% think there should be a law prohibiting any federal agency from restricting advertising of products that are legally sold. And 98% are opposed to the FCC reimbursing citizen groups for participation in rulemakings and hearings.

The findings are based on the responses of 52 South Carolina broadcasters, which represents about half of the number that received the questionnaire.

DBA: nay on S. 622

To no one's surprise, the Daytime Broadcasters Association has announced it cannot support S. 622, the Communications Act revision bill in the Senate that specifically provides for the protection of the current status of clear channel broadcasting stations.

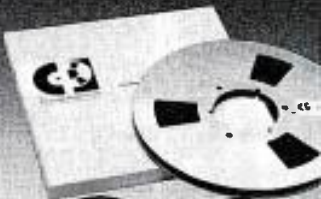
A statement issued by the DBA complains that the bill, co-written by Senators Barry Goldwater (R-Ariz.) and Harrison Schmitt (R-N.M.), "seals in concrete the present monopoly of clear channels," whose assignments DBA wants broken down to make room for more full-time AM stations.

DBA objects to the absence of any provision in the bill to help the daytimers. "The bill is giving its blessings to the

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More is better. FCC Commissioner Joseph Fogarty sees the "virtual monopolies" that radio and television have enjoyed on electronic home entertainment as fading with the emergence of the "brave new world" being ushered in by the "communications revolution." The plus in this for broadcasters, he says, is the diminishing need for regulatory oversight of broadcasting. The commissioner, who spoke April 7 to the Virginia Polytechnic Institute chapter of the broadcasting fraternity of Alpha Epsilon Rho, said the revolution "will offer the American people increasingly diverse programming and information alternatives and will inject increased competition in the program production and distribution industries."

He said the emerging competitive technologies in program distribution are "truly staggering"—cable television, pay cable, subscription television, multipoint distribution systems, small dish satellite, video cassettes and disks and video tape recorders. And for the future, he suggested the possibility of a merger of common carrier and broadcast services."

And as technology and competition "may bring increased program and information diversity," he said, "they may also diminish the need for regulatory oversight of the broadcast media. We can look forward to the day when competition and marketplace forces supplant regulation as the primary means of protecting and advancing the public interest."

status quo and closing the door on any future hope of ever improving local radio broadcast service in 1,500 communities," it says.

The association also objects to the bill's proposed cost-of-regulation fee on broadcasters because it doesn't prevent the FCC from raising it at its whim. "The sky is the limit," the statement says.

DBA says it finds the other Senate bill, S. 611 by Senate Communications Subcommittee Chairman Ernest Hollings (D-S.C.), "far superior" to the Goldwater-Schmitt bill. It says it is still studying the new rewrite, H.R. 3333, in the House.

Not so fast, Erlick says to Ferris

ABC general counsel is skeptical of all the deregulation talk coming from Washington lately

Everett Erlick, senior vice president and general counsel of ABC, has expressed some skepticism regarding all the talk heard in Washington currently about increased competition and diversity ushering in deregulation of the broadcasting business. And in the process, he exercised his First Amendment right to knock the chairman of the FCC.

Mr. Erlick, who spoke at a meeting of the Massachusetts Association of Broadcasters, in Framingham, said that too often government officials who speak of the virtues of market-place competition assume "more is better" without considering whether the competition is unfair or whether true diversity of service will be provided.

Mr. Erlick does not regard cable as providing fair competition. Nor is he pleased with government efforts to open the spectrum to 1,000 or more AM stations. He expressed doubt that so many new stations would add much diversity of program service.

His criticism of Chairman Ferris centered on the chairman's speech at the Na-

tional Association of Television Producers and Executives convention, last month (BROADCASTING, March 19). Mr. Erlick said that the chairman had joined the chorus recently, and "assured his audience that television is a declining medium." (Actually, Mr. Erlick said, television viewing was up 5% last year.)

But the chairman had not simply talked of the size of the audience. He had mentioned by name a number of children's programs being produced that are regarded as high quality. To Mr. Erlick, it was clear from the speech "what the chairman might like to see on TV. But," he added, "we are not aware that he has been given a mandate by the public—or by the Congress—to make that selection."

All of that was on page 12 of a 16-page speech. But his listeners had long since had a taste of Mr. Erlick's views on the subject of the FCC chairman. "Competition and diversity are being touted in Washington as the quick fix for the nation's communications ills," Mr. Erlick said by way of an opening. He added: "In broadcasting, the FCC's chief physician has leaped to this diagnosis before demonstrating that the patient is sick."

Don't experiment; act, says NAB's Summers

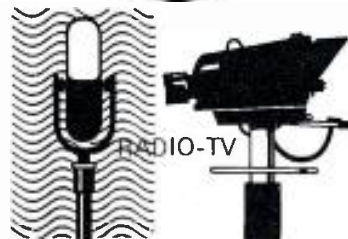
In speech to West Virginia broadcasters, he says FCC should deregulate all radio, not just in a few markets

John Summers, National Association of Broadcasters executive vice president, once again urged that the FCC proceed with permanent radio deregulation across the board and not settle for just an experiment in selected markets.

Speaking at a luncheon of the West Virginia Broadcasters Association in Morgantown last Monday, Mr. Summers termed the commission's scheduled May 8 meeting on radio deregulation a crossroads, at which the FCC must decide

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whether "to move boldly ahead" or allow radio deregulation to be "choked to death in the bureaucratic entanglement."

An experimental deregulation of radio in a few markets is one of the proposals the commission is considering. Another is the NAB's petition for a three-pronged deregulation program (1) to eliminate all FCC-imposed program percentages for radio, (2) to eliminate commercial time standards and (3) to eliminate formal ascertainment.

Mr. Summers praised President Carter's call for deregulation at the NAB convention in Dallas last month, and noted the President's reference to the FCC's work. Referring to a conversation Mr. Carter had with FCC Chairman Charles Ferris en route to that convention, Mr. Summers said "It is highly unlikely that . . . the President suggested experimentation as an initial approach to such deregulation."

The Petersmeyer chapter in the Whitehead papers

Former Corinthian head told Nixon administration it was too concerned with networks and was not paying enough attention to needs of local stations—'natural friends' of the President—for deregulation

Back in the early 1970's, when President Nixon and his administration were lashing out at TV network "enemies," at least one prominent broadcaster sought to warn the White House that it was alienating local broadcasters he is said to have described as the administration's "natural friends."

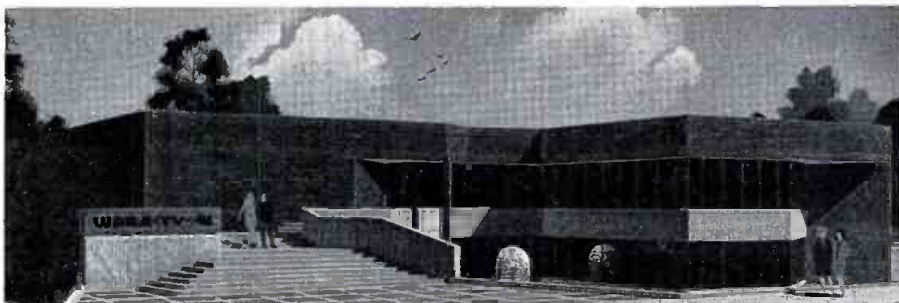
The broadcaster, C. Wrede Petersmeyer, then chairman and president of Corinthian Broadcasting Co., was not without influence. His communications to Clay T. Whitehead, then director of the Office of Telecommunications Policy, led to a meeting of representatives of major broadcast group owners with the President in the White House on June 22, 1972 (BROADCASTING, June 26, 1972).

This is evident from copies of memorandums obtained through a Freedom of Information Act request from the National Telecommunications and Information Administration, the successor agency to OTP. The documents also contain a kind of early warning of the speech Mr. Whitehead was to make in December 1972, which was seen as an effort to persuade network affiliates to call on the networks to balance what the administration saw as an anti-Nixon bias in their news coverage (BROADCASTING, Jan. 1, 1973).

The nature of the Whitehead-Petersmeyer relationship appears vividly in two memorandums Mr. Whitehead prepared on the basis of a dinner meeting he had had with Mr. Petersmeyer early in 1972. One went to White House aides Peter Flanigan, H. R. Haldeman, John



Digging it. Helping break ground for KPLX(FM) Dallas-Fort Worth's new \$300,000, 7,000 foot office building and studio in Arlington, Tex., last month were some out-of-towners present for the National Association of Broadcasters convention (l to r): Art Carlson, senior vice president of Susquehanna Broadcasting (KPLX's parent company); Miles David, president of the Radio Advertising Bureau, S.J. Stovall, Arlington mayor; Edward McLaughlin, president of ABC Radio; Vincent T. Wasilewski, NAB president, and Wally Tucker, KPLX vice president and general manager.



Room to grow. Ground was broken last month for the new facilities of WDRB-TV Louisville, Ky., at seventh and Muhammad Ali Boulevard there. The land, in the downtown area, is being acquired from the city's Urban Renewal and Community Development Agency. Construction of the 17,000-square-foot building is expected to cost \$2.5 million. Occupancy is set for the summer of 1980, when the channel 41 independent will observe its 10th anniversary. The building, shown above, will have add-on capability for further expansion. Among its many features will be an outdoor shooting area in the back. Speakers at the ground breaking ceremony included Kentucky Governor Julian Carroll, Louisville Mayor William Stansbury, Jefferson county Judge Mitch McConnell, WDRB-TV President Elmer Jaspán and Otto Silha, president of the Minneapolis Star & Tribune Co., which acquired the station in November 1977.

Ehrlichman and Charles Colson, and the other, to Herbert G. Klein, director of the White House Office of Communication.

Mr. Whitehead said that Mr. Petersmeyer felt the administration was devoting "undue attention to its enemies" in broadcasting—the networks and their news departments—and that while he "understands the reasons," he "feels it reflects an exceedingly shortsighted and narrow perspective." The administration, Mr. Petersmeyer was represented as saying, should "pay more attention to local broadcasters who are far more favorable to the administration in their news presentation and are the natural friends of this administration." Mr. Petersmeyer also was reported to have said he would not "fight the administration's battles until he saw some serious interests in the problem of the industry."

Mr. Petersmeyer had catalogued some complaints regarding the FCC, then under the chairmanship of Dean Burch, including an alleged failure to "take a stand on

the needed stability of the license renewal process, and a general increase in regulatory intervention." He had also been critical of the administration, according to Mr. Whitehead. He didn't like its appointments to the FCC or the Federal Trade Commission, "and wondered why a Republican administration would be sitting by idly while the meddlesome power of regulatory agencies in the important field of broadcasting was extended willy-nilly."

The OTP documents in the NTIA files also contain a historical footnote to the present interest in deregulation of radio. A letter dated Oct. 5, 1971, from Mr. Whitehead to then-Chairman Burch documents Mr. Whitehead's early advocacy of radio deregulation. Indeed, the letter could serve as a talking paper for those currently discussing the subject.

"It is my concern . . . that government regulation of broadcasting be no more extensive than is necessary to protect the public interest," Mr. Whitehead began. He said that, as Mr. Burch had noted



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earlier, radio "more closely approaches the free enterprise system than any other segment of the broadcast industry," and that, in large cities, served by many radio stations, "the 'scarcity' justification for content regulation does not exist."

He then suggested that the commission and OTP cooperate in the development of "a pilot program to test the feasibility of substantial deregulation of commercial radio in a major market." (A week later, Mr. Whitehead delivered a major speech in which he called for a radical revamping of broadcast regulation, including a start on the road to radio deregulation [BROADCASTING, Oct. 11, 1971].)

That plan never got very far. But next month, the present FCC, now under the chairmanship of Charles D. Ferris, will consider a plan to test deregulation of radio in major markets.

FCC hoping lid will stay on can of worms opened by Houma TV case

Court orders FCC to admit one more applicant on ground that cut-off date wasn't properly publicized; similar situations exist in 17 other proceedings

Among the nightmares broadcasters experiencing the pains of regulation may have had is one in which they receive a grant from the FCC, build a station and then find that a clerical error on the part of a minor FCC functionary somewhere along the line means they have to go back and start over.

Commission staffers say that is not—repeat not—the way they intend to deal with the consequences of a clerical error made almost two years ago. But a literal reading of a little-noticed court opinion last month conceivably could require such a scenario.

The problem began when a group calling itself Way of Life Television Network sought a waiver of the cut-off rule so that it could file an application for channel 11 Houma, La., following the May 23, 1977, deadline that was set in a cut-off list that had been issued on April 8. Way of Life argued it had not been aware of the cut-off date. The commission denied the waiver, and Way of Life appealed, which is when things became interesting.

Way of Life's attorneys discovered that the commission had neglected to publish the cut-off list in the *Federal Register*, as required by commission rules; it appeared only in a news release. And the U.S. Court of Appeals, in a unanimous opinion written by Judge George E. MacKinnon, held that, since the commission had failed to comply with its rules, no legal cut-off date was established, and Way of Life's applica-

tion "cannot be said to have been untimely filed."

As far as Houma channel 11 was concerned, the ruling affected five applicants—Texoma Broadcasters Inc. and Communications Corp. of the South, which had filed before the cut-off notice was issued, and GACO Communications Corp., Greater New Orleans Educational Television Foundation and Guaranty Broadcasting Corp., which had filed in response to the notice before the deadline.

If the court ruling stands, the commission will be obliged to issue a new cut-off list, which would allow not only Way of Life but any other interested parties to file for the channel. Although the commission does not appear interested in challenging the decision, the five applicants for channel 11 who filed before the cut-off have asked the court to rehear the case.

But the April 8, 1977, cut-off notice contained 17 applications besides the two for Houma. And if the notice is void as to those for Houma, it would appear to be void as to the 17 others. That is one of the arguments the five Houma applicants make in seeking rehearing.

Another is that "a mechanical application of the requirement that an agency follow its own rules will be prejudicial to the public interest in establishing a new local facility in Houma as expeditiously as possible and will be prejudicial to the rights" of the Houma applicants "who are innocent victims of the commission's error."

Although the commission has not announced a decision on how it will deal with the problem, it appears that it intends to live with the court's decision—though not to the point where it would be obliged to unscramble eggs.

Of the 19 applications on the April 8, 1977, list, only seven will be republished on a new list which is expected to be issued "shortly." Besides the two for Houma, they are Bohannon Broadcasting Co., for channel 42 in Concord, Calif.; Trinity Broadcasting of Oklahoma City and the Outlet Co., for channel 14 in Oklahoma City; WLVA-TV Lynchburg, Va., for a major change and Associated Christian Broadcasters Inc. for channel 44 in Lima, Ohio.

Four of the others have either already appeared on subsequent lists after filing major amendments or have dismissed their applications, one in a buy-out agreement that resulted in a grant to another applicant on the list, Delta Television Corp., for channel 24 in Memphis. Delta already has WPTY(TV) on the air.

Most of the grants had been made months ago, almost two years ago in some cases. But one, for channel 34 Oklahoma City, was made by the Broadcast Bureau to Seraphim Corp., a subsidiary of General Media Corp., on March 8. The grant was made after Seraphim reached a buy-out agreement with a competing applicant.

One of the other grants that has resulted in the construction of a new station was made to Taft Broadcasting Corp., for channel 31 in Hanover, N.H. However, another problem for anyone attempting to

unscramble an egg occurred on Oct. 16, 1978, when the permit was assigned to Northern New England Television, which is now operating WNNE(TV) Hanover, N.H. The third grant that has resulted in a new station was made to National Capital Christian Broadcasting Inc., for channel 66 in Manassas, Va. The station is WTKK(TV).

The other grants were made to Carolina Christian Communications Inc., for a new station on channel 22 in Raleigh, N.C.; to Cleveland Associates Co., for a new station on channel 61 in Cleveland; to Durham Life Broadcasting Service Inc., for a major change in its WPTF-TV (ch. 28) Durham, N.C.; and to Reel Broadcasting Co. Inc. for a major change in its WZTV(TV) (ch. 17) Nashville.

Commission staff members do not think commission actions granting those applications are in jeopardy. "We think no one would attempt to upset grants already made," one staffer said. "And we don't think the court would require us to rescind a grant." He noted that the parties receiving grants "acted in reliance on our action" and that the grants had not been challenged.

As for the chance of such a procedural snarl occurring again, staff members say it is not likely. The routine action of the minutes and rules division in seeing to it that cut-off lists are published in the *Federal Register* are now routinely double checked.

Ferris forces resignation of rules-policy chief

Roscoe Long, holdover from Wiley administration, out as some top commission aides shift to new executive status

A new federal law creating a senior executive service (SES) for civil servants (managers or supervisors) now holding supergrade positions—GS 16-18—has claimed its first and possibly only fatality at the FCC. Roscoe Long, a GS-16 and chief of the Broadcast Bureau's Policy and Rules Division, last week tendered his resignation, effective May 6.

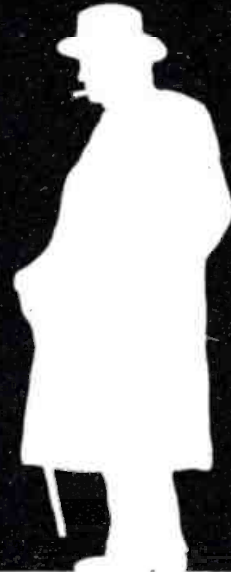
Mr. Long is understood to have chosen that route after Chairman Charles D. Ferris summoned him to his office on April 5 and told him he was not being recommended for the new SES and that a letter terminating his services was being prepared for circulation among the commissioners.

The SES is designed to inspire higher performance by those on the top rungs of the civil service ladder. Among its benefits: sabbatical leaves and productivity bonuses of up to 20% of base salary, which could result in annual salaries up to \$66,000.

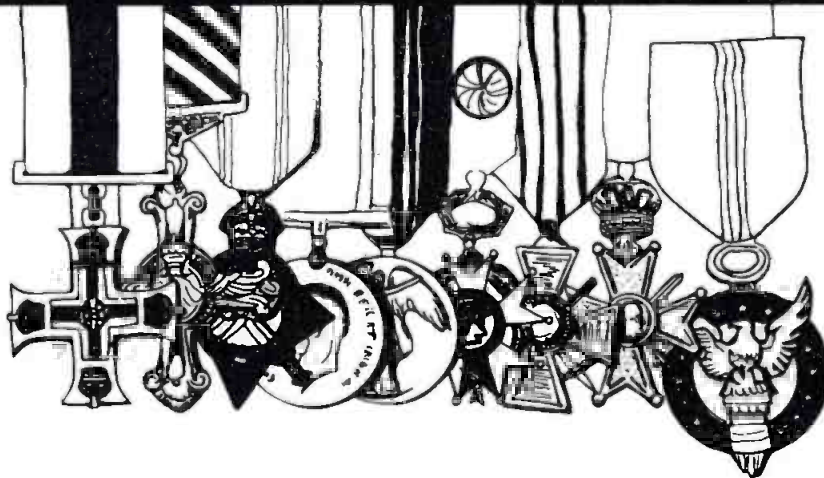
Commission officials said Chairman Ferris felt Mr. Long, who heads the division that drafts most of the agency's

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Burnup & Sims Inc.	9 mo. 1/31	100,250,200	+53.7	1,700,400	+30.2	.20	65,216,800	1,305,800	.16
Chris-Craft Industries Inc.	6 mo. 2/28	50,574,000	+37.6	3,920,000	+46.2	.80	39,946,000	2,687,000	.32
Cohu Inc.	Year 12/31/78	19,024,989	+9.7	520,081	-20.1	.30	17,338,220	650,534	.37
Comcast Corp.	Year 12/31/78	16,180,812	+25.9	1,709,155	+52.0	1.03	12,856,544	1,124,074	.68
Foote, Cone & Belding Communications	Year 12/31/78	111,151,000	+32.7	8,333,000	+24.7	3.24	83,763,000	6,683,000	2.75
Gulf & Western Industries Inc.	6 mo. 1/31	2,509,634,000	+24.6	115,761,000	+45.6	2.29	2,014,732,000	79,481,000	1.55
MCA Inc.	Year 12/31/78	1,120,644,000	+27.7	128,379,000	+35.0	5.52	877,635,000	95,114,000	4.10
MCI Communications Corp.	9 mo. 12/31/78	67,896,000	+24.6	4,289,000	-5.8	.15	54,511,000	4,553,000	.20
Oak Industries.	Year 12/31/78	192,181,000	+27.2	4,850,000	+219.3	1.45	151,075,000	1,519,000	.39
Sony Corp.	3 mo. 1/31	743,416,000	+10.7	21,627,000	+18.2	.10	671,534,000	26,441,000	.12
Western Union Corp.	Year 12/31/78	687,777,000	+5.7	45,655,000	+3.9	2.35	650,460,000	43,954,000	2.34
Westinghouse Electric Corp.	Year 12/31/78	6,663,300,000	+8.6	243,400,000	-3.0	2.81	6,137,700,000	250,800,000	2.86

notices of rulemaking and inquiry, was not performing up to the level the new SES contemplated. The chairman called on those commissioners who were in their offices on Tuesday to report on Mr. Long's termination, after word of it had begun to leak.

Mr. Long, after confirming his resignation, said: "The chairman wants someone of his own choosing." Who that might be was a matter of speculation last week. Richard E. Shiben, chief of the Renewal and Transfer Division, was mentioned most often. But although the chairman is known to think highly of him, one source said flatly that Mr. Shiben would not be recommended for the policy and rules post.

Mr. Long joined the agency in the General Counsel's Office eight years ago, after being recruited by former Chairman Richard E. Wiley, who was then general counsel. Mr. Long had been in private law practice in Topeka, Kan.

With the new SES becoming effective on July 13, the deadline was Friday for offering eligible supergrades the opportunity to convert. Those who decline give up any chance for advancement. Indications last week were that all other supergrades (there are 33 within the FCC who are eligible) would be offered the opportunity to convert.

FCC investigates PTL licensee in Ohio

The FCC has begun a formal investigation to determine whether WJAN(TV) Canton, Ohio, licensed to PTL of Heritage Village Church and Missionary Fellowship Inc., broadcast false and misleading information in the solicitation of funds. The commission's action followed the refusal of the station to make books and records available to commission investigators checking out allegations of wrongdoing. And the station has appealed to the U.S. Court of Appeals in Washington a telegram the commission had sent warning that failure to comply with its information requests would result in an investigatory proceeding.

WJAN is closely affiliated with the PTL

Television Network, which produces syndicated religious programming. James O. Bakker, president of WJAN and PTL, generated a heavy volume of telephone calls to the commission with broadcasts claiming harassment by agency officials. The National Religious Broadcasters sought to head off a confrontation by retaining former FCC Chairman Richard E. Wiley to attempt to persuade Mr. Bakker to comply. Mr. Wiley talked to Mr. Bakker two weeks ago.

'Meritorious service' wins renewal for WABZ

Judge decides licensee's prior record was strong enough factor to grant license over competing applicant

On all but one count, Radio Station WABZ Inc., licensee of WABZ-FM Albemarle, N.C., trailed Victor Broadcasting Co. in the comparative renewal hearing in which WABZ's license was at stake. But that one count was what an FCC administrative law judge considered WABZ's "meritorious" record, and it was sufficient to win the renewal applicant "a plus of major significance" and the judge's recommendation that the license be renewed.

Judge Thomas B. Fitzpatrick held that Victor deserved slight preferences in the areas of diversification of mass media and integration of ownership and management. A grant of Victor's proposal would result in a new voice in Albemarle, while Radio Station WABZ already operates WABZ(AM), which now compete with one other station, WZKY(AM). And several of Victor's principals would participate in the running of the station, while none of WABZ's principals is integrated into the management of the FM station.

What's more, Victor would, according to Judge Fitzpatrick, provide for a more efficient use of the frequency (100.9 mhz, ch. 265). He noted that WABZ-FM's primary service contour is completely encompassed within Victor's proposed primary service area. Victor would provide primary service to a population of 10,810 persons

within an area of 194 square miles not served by WABZ-FM.

If the applicants were both seeking construction permits, Judge Fitzpatrick said, he would favor Victor, even though he had given it a substantial demerit for failure to comply with reporting rules.

But WABZ, he noted, is a renewal applicant. And the commission and the courts, he said, "have recognized the considerable significance that should be attached to meritorious service by a renewal applicant. "He said both have recognized "the legitimate renewal expectancy which results when a licensee has rendered meritorious service."

WABZ, Judge Fitzpatrick said, has provided such service. He noted that the station "is held in the highest regard by community leaders and the general public for its service to Albemarle and its service area." There was, he added, an outpouring of support "by those individuals who attested to the cooperative attitude of WABZ-FM" in covering community problems and officials' efforts to deal with them.

Accordingly, he said, the public interest would be better served by a renewal of WABZ-FM's license than by grant of Victor's application for a new station.

Unit to mull ways to get more from Arbitron data

With its first meeting scheduled today (April 16) in Chicago, a task force of seven broadcasters and four Arbitron Radio representatives is to begin exploring new ways of increasing access to Arbitron diary information.

Among the areas that will be investigated are audience flow studies; listening information broken out by codes, and the recycling of radio audience data among programmers.

Broadcasters on the committee are Chairman Ed Christian, executive vice president, Renaissance Communications' WWKR(AM)-WNIC(FM) Dearborn, Mich.; Jim Arcara, vice president and general manager, Capital Cities Communications' WPAT-AM-FM Paterson, N.J.; Ted Atkins, Hearst's WTAE(AM)-WXKX(FM) Pittsburgh;

Dan Clayton, president and general manager, Lin Broadcasting's WBBF(AM) and president, WMJQ(FM) both Rochester, N.Y.; Don Kelley, RKO General's WFYR(FM) Chicago; Bill Moyes, partner, Sunbelt Communications' KQEO(AM)-KZZX(FM) Albuquerque, N.M., and president of its Research Group, and Peter Schuke, general manager, Harte-Hanks' WRBQ(FM) Tampa, Fla.

Arbitron Radio members are Rick Aurichio, vice president and general manager; Dick Weinstein, vice president, radio marketing; Dick Logan, vice president, radio station sales, and Al Pariser, vice president, product development.

Wait for the court, say broadcasters

NAB and others ask FCC to hold off on applying Artec rules until pending court cases are decided; commission wants nothing of it

Four groups joined with the National Association of Broadcasters last week in asking the FCC to delay application of its Artec procedures to other cases pending judicial review of the lawfulness of the commission's action in the case.

Metromedia, WJLA-TV Washington, the Motion Picture Association of America and Independent Television Stations Inc. joined NAB in predicting that a number of TV licensees will "suffer substantial, irreparable and nonrecompensable injuries if a stay pending review is not granted, even if the rule is later set aside."

In the Artec decision, the FCC granted the request of Arlington Telecommunications Corp. for a waiver of the rules limiting the importation of distant signals by cable television systems, requiring them only to assert that local stations will not suffer as a result of the proposed signal importation.

The groups argued that if a stay is not granted, the burden of proof in waiver cases will be shifted to broadcast licensees, and the commission will force broadcasters to choose between disclosing confidential information and allowing a waiver to be granted virtually unopposed.

Both Metromedia and the National Association of Independent Television Producers and Distributors have cases pending in the Ninth Circuit Court of Appeals while a group of cable operators, The Committee to Balance the Impact Gaff and Make Artec Constitutional, has a case pending in the District of Columbia circuit court.

The FCC, however, has moved either to dismiss Metromedia's petition, which asks for a review of the Artec decision, or transfer it to the U.S. Court of Appeals for the District of Columbia. "The commission's position is, first, that Metromedia did not properly invoke this court's jurisdiction because its petition was premature, and, second, that even if the petition technically is valid, the court should transfer the case to the District of Columbia Cir-

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Broadcast Programming International, Inc.

cuit in the interest of justice and for the convenience of the parties," the motion said.

The commission said that Metromedia filed its petition on Feb. 1, one day after an open commission meeting in which it voted to adopt the decision. The commission added, however, that it did not finalize and release its opinion and order, outlining its decision and its reasoning, until March 20. This, it said, makes the Metromedia petition premature.

But in an opposition to the FCC's motion, Metromedia claims that its petition was not premature, and no less thoughtful than that filed by the cable operators after release of the full text of the Artec decision.

"While judicial deference to the agency's construction of a statute may be appropriate in some circumstances, the agency cannot be allowed to determine the terms upon which its orders may be reviewed," it contended, adding that the courts are best suited to properly interpret law.

Metromedia argued that numerous past commission actions have been appealed prior to the issuance of the full text of the decision. In addition, Metromedia rejects the transfer to another court. "In sum, the commission is stuck with a statute which grants the choice of forum to petitioning parties. Although it has struggled mightily, it has not advanced any valid basis by which it may escape the jurisdiction of the Ninth Circuit," Metromedia concluded in its argument.

Changing Hands

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

Proposed

■ **WICS(TV) Springfield, Ill.:** Sold by Plains Television Corp. to new corporation headed by Larry Israel for \$10.7 million. Seller is controlled by Harry and Elmer Balaban, brothers. It also owns **WICD(TV) Champaign** and 47% of **WTVO(TV) Rockford**, both Illinois, and **CP for WEEG(TV) Cleveland**. Buyer is principally owned by Mr. Israel, former president of Washington Post Co. and of Post-Newsweek Stations, and by Steven Kumble, New York attorney. Mr. Israel is president and 34% owner of **WIXT(TV) Syracuse, N.Y.**, and head of communications division of Coca-Cola Bottling Co. of New York, which owns 51% of **WIXT**. Mr. Kumble owns 10% of that station. Present management of **WICS**, headed by Milton D. Friedman, vice president and general manager, will be unaffected by transaction. **WICS** is NBC affiliate on channel 20 with 676 kw visual, 6.76 aural and antenna 1,430 feet above average terrain.

■ **WERD(AM) Jacksonville, Fla.:** Sold by WERD Inc. to Gilliam Communications of Florida for \$488,000. Seller is owned by

Cohn family—Harold, Ronald and their mother, Ruth—who have no other broadcast interests. Buyer is principally owned by Art Gilliam, who also owns **WLOK(AM) Memphis**. **WERD** is on 1400 khz with 1 kw day and 250 w night. Broker: Milton Q. Ford & Associates.

Approved

■ **KBPI(FM) Denver:** Sold by Progressive Broadcasters Inc. to Sandusky Newspapers Inc. for \$6.7 million. Seller is wholly owned by Myriad Industries Inc., owned by Marvin Spector and William F. Stevens (49% each) and James B. Day (2%). None have other broadcast interests. Buyer, owned by Dudley A. White and his family, publishes *Sandusky (Ohio) Register, Norfolk (Ohio) Reflector, Kingsport (Tenn.) Times and News* and *Grand Haven (Mich.) Tribune* and bought three other stations in 1978: **KDKB-AM-FM Mesa-Phoenix, Ariz.** (\$4 million), and **KZAM(AM) Bellevue, Wash.** (\$1.6 million). **KBPI** is on 105.9 mhz with 100 kw and antenna 57 feet above average terrain.

■ **KVVU-TV Henderson-Las Vegas:** Sold by Nevada Independent Broadcasting to group headed by *Tonight Show* host Johnny Carson for \$5.5 million. Price was raised \$500,000 after FCC denied seller's request for tax certificate based on 30% minority ownership of buyer (**BROADCASTING**, April 2.) Seller is owned by William H. Hernstadt (70%), his wife Judith (20%) Rusty Durante (2%) and Jack Smith (1%). None have other broadcast interests. Buyer is headed by Mr. Carson; partners include Herbert Kaufman, Las Vegas businessman and civic leader, and group of minority owners headed by Forrest Chu, San Diego attorney. **KVVU-TV** is independent on channel 5 with 64.4 kw visual, 12.9 kw aural and antenna 1,190 feet above average terrain.

■ **KNUS(FM) Dallas:** Sold by McLendon Corp. to SJR Communications Inc. for \$3,750,000. Seller is principally owned by Gordon McLendon and his father, Barton R. McLendon. This is the last of their broadcast properties; since 1972 company has sold **KOST(FM) Los Angeles**; **KCND-TV Pembina, N.D.**; **KABL-AM-FM Oakland-San Francisco**; **WYSL-AM-FM Buffalo, N.Y.**, and **www(FM) Detroit**. Buyer is subsidiary of publicly traded San Juan Racing Association. Its principal stockholders include Hyman N. Glickstein, (chairman and president), Bernard S. Needle, Sidney E. Cohn and Harry L. Gilman. **SJR** owns and operates **WUST(AM)-WJMD(FM) Washington**, **WKLS-AM-FM Atlanta**, **WTMI(FM) Miami**, **WQAL(FM) Cleveland**, **WYSP(FM) Philadelphia**, **WJIT(AM)-WKTU(FM) New York** and **KRLY(FM) Houston**. **KNUS** is on

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98.7 mhz with 10 kw and antenna 520 feet above average terrain.

■ **WRYZ-AM-FM** Jupiter, Fla.: Sold by Lighthouse Broadcasting Co. to U.S. One Broadcasting Corp. for \$750,000. Seller is principally owned by Phyllis B. Ramshell, president, who has no other broadcast interests. Buyer is equally owned by Ronald Winblad and Palm-Martin Development Corp. Mr. Winblad is general manager of WRYZ-AM-FM. Palm-Martin is owned by members of Thomas M. Rubenstein family of North Palm Beach, Fla. Neither have other broadcast interests. WRYZ is 1 kw daytimer on 1000 khz. WRYZ-FM is on 96.7 mhz with 3 kw and antenna 300 feet above average terrain.

■ **KFDW-TV** Clovis, N.M.: Sold by Mel Wheeler Inc. to McAlister TV Enterprises for \$658,000. Seller is owned by Mr. Wheeler, who owns KITT(FM) San Diego; WSLC(AM)-WSLQ(FM) Roanoke, Va., and KDNT-AM-FM Denton, Tex. Buyer is principally owned by Bill B. McAlister and family, who own KMCC(TV) Lubbock, Tex. KFDW-TV is CBS affiliate on channel 12 with 178 kw visual, 35 kw aural and antenna 670 feet above average terrain.

■ **KIFN(AM)** Phoenix: Sold by KIFN Radio Inc. to Hispanic Communications Corp. for \$575,000. Seller is principally owned by McHenry T. Tichenor (30.8%) and estate of J. C. Looney (40%)—Margaret M. Looney is executrix—along with five others. Mr. Tichenor also has interest in KGBT(AM) Harlingen and KUNO(AM) Corpus Christi, both Texas, and WGMA(AM) Hollywood, Fla. Looney estate also has interest in KGBT. Buyer is owned by Dr. Volla Albert Dunham (26%), Mauricio and Trudy Mendez (20% each) (Trudy Mendez is daughter of Dr. Dunham), Morton Fleischer (15%) and two others. Dr. Dunham is ear, nose and throat specialist. Mr. Mendez is salesman at KIFN. Mr. Fleischer is president of finance and real estate companies in Phoenix. He is also director of financial consultancy and banking firm in Los Angeles. Buyers have no other broadcast interests. KIFN is 1 kw daytimer on 860 khz.

The BBC's a full-timer

For the first time in its history, the BBC has established 24-hour broadcasting on one of its nationwide radio stations.

The station, known as Radio 2, is an MOR outlet attracting 10 million listeners each day, according to the BBC. During the new hours of 2 a.m. to 5 a.m., half a million people are expected to tune in. Previously late-night listeners had only high-powered stations from the continent or in some areas all-night local commercial stations.

The BBC has also separated Radio 2 from its contemporary station, Radio 1. Previously, Radio 1 broadcast Radio 2 programming during the evening. The station is now fully independent and the BBC hopes this will provide more continuity for its seven million daily listeners.

Broadcasting's measure of women and minorities continues to grow

Annual FCC report on industry shows women employes up to 30.1%, minorities to 13.8%, a steady rise

The percentage of women and minority persons employed at radio and television stations continued its slow and steady climb in 1978. So says the seventh annual FCC report on employment practices in

the broadcasting industry.

Of the 136,425 persons employed full time in the business, 18,882 or 13.8% belong to minority groups. This is up from 1977 when minority persons made up 13.3% of the work force and 1976 when they accounted for 12.7%. Women made more significant gains, holding 41,103 jobs or 30.1%, as compared to 28.7% in 1977 and 27.4% in 1976.

Perhaps more important, women and minorities were able to make at least commensurate gains in the four highest paying job categories—officials and managers, professionals, technicians and sales workers.

Minorities held 7.8% of the positions in the officials and managers category, up

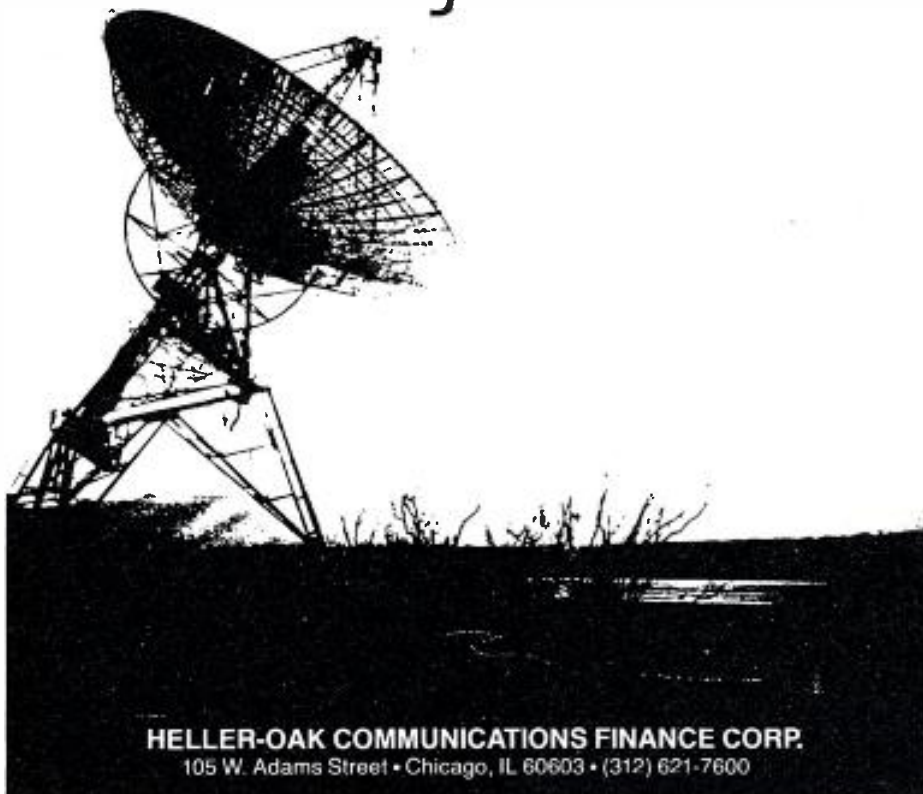
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from 7.4% in 1977; 12.5% in the professionals category, up from 12.1%; 14.6% in the technicians, up from 13.5%, and 7.8% in sales workers, up from 7.3%. At the same time, the percentage of minorities in three of the remaining four lower paying categories showed a marked decline. This movement of minorities into the better jobs is also marked by the fact that 65.4% of the minority group employees held jobs in the top four job categories as compared to 64% in 1977.

In the top jobs, women held 21.6% of the officials and managers positions, 22.3% of the professional jobs, 27.3% of those in sales and 7.2% of the technicians. Of all women employees, 52% were in these top jobs as compared to 48% in 1977. Almost all the remaining women jobholders were in the office/clerical category, holding 90.3% of those jobs.

Media Briefs

U. of Pa. turned down. FCC has denied reconsideration of earlier decision denying University of Pennsylvania license renewal for its noncommercial education station, WXPB(FM) Philadelphia. Commission authorized university to continue operating WXPB for 60 days to conclude station's affairs, but if university seeks judicial review, commission will allow continued operation until 30 days after court

issues mandate. Commission denied license renewal because of school's failure to supervise and control operation of station during 1972-75. In addition to university petition, American Civil Liberties Union of Pennsylvania petitioned for intervention and reconsideration, but was rejected.

Eye appealers. Broadcast Designers Association has established annual design competition to reward and give exposure to outstanding design contributions (print, on-air, etc.) in radio and television. Deadline is May 1 (postmarked by April 27) and entries are confined to work produced in preceding year. Awards will be made at Broadcast Promotion Association/BDA banquet June 9 in Nashville. Selected entries will form basis of library that will be available for loan on revolving basis after July 1979. BDA was organized last year at the BPA convention in St. Paul. Information: Gil Cowley, art director, WCBS-TV New York, (212) 975-6041.

Turned down. FCC has dismissed petition to deny license renewals of 16 Charlotte, N.C., broadcast stations for allegedly violating Equal Employment Opportunity rules. Commission said petition, filed by National Association for the Advancement of Colored People on behalf of Charlotte Broadcast Coalition, lacked specificity required, noting only six stations were referred to in body of document. Petition said stations have excluded blacks from nearly all responsible posi-

tions, but commission said analysis of stations' employment profiles and recruitment efforts indicated no basis for claim.

College of cable knowledge. Starting with fall 1979 quarter, University of Cincinnati Business/Commerce Department will offer what it calls nation's first full curriculum in cable television management. Two-year program, designed with assistance of United Video Inc. of Tulsa, Okla., includes six quarters requiring 98 credit hours and results in degree in cable television management.

Finance Briefs

Big share for broadcasting. Broadcasting accounted for \$169,644,000 or 46% of revenues and \$51,157,000 or 59% of operating profits of Metromedia Inc. in 1978, according to annual report. With KRIV-TV Houston and KRLD(AM) Dallas added to station list during 1978, broadcasting group's revenues were up 20.6% from 1977 and its operating profits were up 21.7%. Metromedia's total revenues reached \$370,713,000, up 23%, and net income came to \$35,272,000, up 10%.

Historic sale. ABC Inc. announced last week that it has reached definitive agreement to sell its Historic Smithville Inns operation and adjoining acreage near Atlantic City, N.J., to subsidiary of Cadillac-Fairview Corp. Ltd., Canadian real estate company, and two private investors for \$15 million in cash and the assumption of notes. Transaction, subject to regulatory approval, is expected to be completed by mid-May. ABC said it would realize gain on deal.

Going shopping. Outlet Co. signed financing agreement with four banks that will provide Providence, R.I.-based company with \$40 million in form of long-term loan and revolving credit. Outlet said funds will be used to help pay for WIOQ(FM) Philadelphia, which it agreed to purchase for \$6.4 million (BROADCASTING, March 5) and to finance acquisition program, particularly expansion of its broadcast portfolio.

Multimedia multiplies. In 11 years since its formation, Multimedia's earnings have increased sixfold. Net profits grew from \$2.4 million in 1968 to \$15.6 million in 1978. Revenues sprouted almost as fast—from \$18.8 million to \$110.6 million. Wilson C. Wearn, president, attributed success to fast internal growth, pointing out that broadcast and newspaper revenues have grown at faster rate than those for industries. Greenville, S.C., company recently purchased five newspapers and has bought, subject to FCC approval, WZTV-TV Nashville for \$6 million.

Taft Broadcasting Co., Cincinnati, whose diversified interests include four theme amusement parks in the U.S., announced that company in which it owns 75% will build park costing \$105 million (Canadian) on 320 acres near Toronto. To be called Canada's Wonderland, park is scheduled to open in spring 1981.



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1978: Advertisers put more money into TV spots

TVB annual list of the top advertisers in the medium shows eight of top 10 spent more than year before, with many posting gains of more than 10%; six firms qualify for the first time

Eight of television's top 10 advertisers last year increased their TV investments by 4% to 52% over their 1977 outlays, the Television Bureau of Advertising reported last week in releasing its list of the year's top 100 TV spenders.

The figures, with breakdowns to show

spot and network investments separately, are estimates compiled for TVB by Broadcast Advertisers Reports.

Procter & Gamble again headed the list by a wide margin with total TV spending of \$421 million, a 20% increase from 1977. General Foods was a comfortable second with \$246.7 million, up 15%. The other top-10 TV spenders with increases from the previous year were American Home Products (up 4%), General Mills (7%), General Motors (13%); McDonalds Corp. (20%), Ford Motor (18%) and Chrysler (52%). Bristol-Myers, ranked sixth, and Lever Bros., ninth, both showed 5% declines from 1977.

The top 100 list contains six newcomers: MCA, with \$20.2 million in TV, ranked 79th; Wendy's Hamburgers, at almost \$19 million, placed 83d; Honda Motor Co., with \$17.8 million, was 88th; Tandy Corp., at \$16.2 million, was 97th; IC Industries, at \$15.7 million, was 99th, and Transamerica Corp.'s \$15.5 million ranked 100th.

TVB said all of the top five product categories posted gains in TV spending. The food and food products total reached \$1.2 billion, up 11%; toiletries and toilet goods totaled \$806.2 million, a gain of 5%; automotive added 18% to reach \$653.4 million; proprietary medicines tacked on 6% to get to \$448.6 million, and confectionery and soft drinks rose 30% to \$410.4 million.

Among companies posting big gains beyond the top 10, were Gulf & Western Industries, up 94%; Philip Morris, up 93%; Coca-Cola, up 86%; Polaroid, up 66%; Warner Communications, up 62%; American Express, up 61%; Alberto Culver, up 51%; Time Inc., up 48%; American Motors, up 45%, and J.C. Penney Co., up 42%.

Following is TVB's list. Spot television figures are based on Broadcast Advertisers Reports monitoring in 75 markets; network television figures are based on continuous monitoring by Broadcast Advertisers Reports.

	Total TV	Spot TV	Network TV		Total TV	Spot TV	Network TV
1. Procter & Gamble	\$421,023,300	\$159,308,000	\$261,715,300	56. Morton-Norwich	28,701,000	5,253,200	23,447,800
2. General Foods	246,724,200	77,235,200	169,489,000	57. Gulf & Western	28,233,100	13,895,600	14,337,500
3. American Home Products	149,857,300	38,721,100	111,136,200	58. Hanes	28,100,200	2,902,100	25,198,100
4. General Mills	134,968,000	50,986,300	83,981,700	59. Squibb	27,356,300	2,465,800	24,890,500
5. General Motors	132,952,000	25,087,200	107,864,800	60. General Electric	27,299,800	8,215,400	19,084,400
6. Bristol-Myers	127,363,300	17,021,900	110,341,400	61. Noxell	27,029,000	3,591,400	23,437,600
7. McDonalds	114,866,800	66,319,500	48,547,300	62. Campbell Soup	25,932,900	9,711,100	16,221,800
8. Ford Motor	110,812,000	31,301,400	79,510,600	63. American Cyanamid	25,162,300	6,576,500	18,585,800
9. Lever Brothers	99,568,300	39,060,400	60,507,900	64. A.M. Robins	24,937,600	24,937,600	—
10. Chrysler	93,663,700	32,675,700	60,988,000	65. Beacham Group	24,617,400	3,886,100	20,731,300
11. Pepsico	92,500,500	47,236,700	45,263,800	66. Warner Communications	24,500,100	8,882,300	15,617,800
12. Sears Roebuck	92,458,300	21,090,800	71,367,500	67. Kresge	24,037,300	15,045,100	8,992,200
13. Coca-Cola	84,537,400	44,433,500	40,103,900	68. Borden	23,782,600	10,672,400	13,110,200
14. Colgate-Palmolive	84,479,600	34,801,400	49,678,200	69. S.C. Johnson & Son	22,657,400	2,108,800	20,548,600
15. Warner-Lambert	84,020,600	28,248,600	55,772,000	70. Scott Paper	22,631,100	17,845,300	4,785,800
16. Philip Morris	82,331,900	15,165,300	67,166,600	71. Alberto Culver	22,497,800	34,872,100	3,625,700
17. AT&T	75,314,800	34,111,400	41,203,400	72. Kimberly Clark	22,339,700	5,904,300	16,455,400
18. Ralston Purina	71,865,400	14,792,000	57,073,400	73. North American Philips	22,182,000	10,884,300	11,297,700
19. Johnson & Johnson	71,544,400	6,565,300	64,979,100	74. Smithkline	22,064,200	5,226,100	16,838,100
20. Nabisco	68,200,700	11,694,600	56,506,100	75. Beatrice Foods	21,693,800	36,354,800	5,439,000
21. Nestle	66,712,400	29,846,300	36,866,100	76. Avon Products	21,210,400	1,103,900	20,114,500
22. Kellogg	65,465,800	22,244,200	43,221,600	77. Carnation	20,892,300	3,196,600	17,695,700
23. Pillsbury	63,498,100	23,649,000	39,849,100	78. Royal Crown Cola	20,484,200	18,550,500	1,933,700
24. Sterling Drug	61,341,400	6,298,100	55,043,300	79. MCA	20,177,600	12,686,600	7,491,000
25. Kraftco	59,329,900	33,350,300	25,979,600	80. Federated Dept. Stores	20,109,900	20,109,900	—
26. Anheuser-Busch	57,882,000	11,041,200	46,840,800	81. Exxon	19,471,600	6,803,600	12,668,000
27. Gillette	57,414,800	14,653,700	42,761,100	82. Consolidated Foods	19,050,200	12,582,400	6,467,800
28. Esmark	51,153,800	17,564,600	33,589,200	83. Wendy's	18,992,800	10,448,200	8,544,600
29. Richardson Merrell	50,079,400	10,366,700	39,712,700	84. Standard Brands	18,901,700	9,480,000	9,421,700
30. J.C. Penney	48,897,500	19,223,200	29,674,300	85. Block Drug	18,701,200	4,879,300	13,823,900
31. Heublein	47,245,300	20,121,100	27,124,200	86. Gallo	18,541,000	2,967,600	15,573,400
32. ITT	44,603,000	27,657,600	16,945,400	87. Pabst	17,949,000	12,480,500	5,468,500
33. Mobil Oil	44,240,400	33,294,400	10,946,000	88. Honda	17,845,900	1,121,000	16,724,900
34. Mars	41,557,500	18,102,800	23,454,700	89. Hershey Foods	17,835,600	5,381,000	12,454,600
35. Schlitz	40,622,900	8,387,200	32,235,700	90. UAL	17,780,000	8,378,500	9,401,500
36. Clorox	39,836,100	5,711,700	34,124,400	91. Union Carbide	17,070,400	3,469,800	13,600,600
37. Chesebrough Ponds	39,372,000	5,341,400	34,030,600	92. Liggelt Group	17,064,100	4,678,800	12,385,300
38. William Wrigley Jr.	39,004,500	32,426,500	6,578,000	93. Milton Bradley	16,828,200	16,226,200	602,000
39. H.J. Heinz	38,007,300	8,520,000	29,487,300	94. Goodyear	16,670,600	3,793,900	12,876,700
40. Schering-Plough	36,629,000	8,141,200	28,487,800	95. Firestone	16,336,400	6,510,400	9,826,000
41. Revlon	36,388,900	13,264,200	23,124,700	96. CBS	16,222,700	13,384,400	2,838,300
42. Eastman Kodak	35,448,200	4,237,000	31,211,200	97. Tandy	16,209,100	4,734,200	11,474,900
43. Miles Laboratories	35,328,100	7,535,400	27,792,700	98. Safeway	16,029,700	16,029,700	—
44. Toyota	35,218,300	20,195,700	15,022,600	99. IC Industries	15,895,200	9,014,000	6,881,200
45. Quaker Oats	34,065,600	13,985,300	20,080,300	*100. Transamerica	15,501,200	8,292,900	7,208,300
46. Nissan Motor (Datsun)	33,151,100	13,840,200	19,310,900	Total	\$4,863,667,600	\$1,740,238,700	\$3,123,428,900
47. Norton Simon	32,659,300	14,400,300	18,259,000				
48. CPC International	31,884,100	13,433,600	18,450,500				
49. Polaroid	31,861,000	3,721,100	28,139,900				
50. American Express	31,133,300	8,248,500	22,884,800				
51. RCA	30,476,200	9,683,900	20,792,300				
52. Mattel	29,689,200	18,352,900	11,336,300				
53. American Motors	29,186,600	11,254,100	17,932,500				
54. Time	29,129,300	23,078,300	6,051,000				
55. Volkswagen	28,746,200	9,976,500	18,769,700				

*New to the top 100 in 1978

Notes: Investments classified as "Retail/Local" by BAR (i.e. General Foods' investments for Burger Chef, investments by Sears, Roebuck & Co., McDonalds Corp. etc.) are included in the above tabulation.

A change in station spot cost estimating by BAR in mid-1978 has resulted in a lack of comparability between 1978 and prior years.

Needelman keeps everyone's nose to grindstone on children's television

He relents a bit on one 30-day deadline, resets it for June 1, but indicates he wants it all back on course thereafter

Judge Morton Needelman last week established the schedule for the next phase of the Federal Trade Commission's children's advertising inquiry.

The modified schedule grants, in part a motion made by 13 organizations, including the American Advertising Federation, Kellogg and the Toy Manufacturers of America, which had requested June 15 as the deadline for submission of disputed issues.

Mr. Needelman said that, because of the size of the record, the 30-day period for filing disputed issues, as outlined in the original notice of rulemaking, would have to be extended. But he rejected the June 15 recommendation and designated June 1 instead. Additionally, he set June 15 as the final date for filing response papers.

Mr. Needelman did not set any additional dates, but he warned interested parties that he expected the proceedings to continue without interruption. "My present inclination is that there will be no leisurely preparation period after the commission designates disputed issues," he said, and advised people to prepare on the basis of the following "likely schedule":

- After the commission designates disputed issues, there will be 15 days to make requests to cross-examine and present oral rebuttal.

- Within 30 days of the filing of the cross-examination and rebuttal proposals, Mr. Needelman will make a final determination on these matters, as well as appropriate cross-examiners. In addition, a schedule for the disputed issues hearing will be drawn up.

- Within 30 days after the cross-examination and rebuttal determinations, verbatim rebuttal statements will be filed.

- Fifteen days after rebuttal statements

Squeeze-out play again. The American Medical Association last week took a page out of the advertising industry's book of tactics in the children's advertising inquiry and requested that Federal Trade Commission Chairman Michael Pertschuk be disqualified from the FTC's proceedings aimed at ending restrictions on physician advertising.

The FTC has argued that those restrictions constitute unfair restraint of trade and prevent competition. Last November, FTC administrative Law Judge Ernest Barnes ruled that restrictions on physician advertising violates the Federal Trade Act. The AMA has appealed the ruling, and now claims that Mr. Pertschuk should be barred from the appeals process because he has "demonstrated his prejudice" against the AMA's position. Mr. Pertschuk was disqualified from the children's advertising inquiry by U.S. District Judge Gerhard Gesell for prejudging the issue. The difference between the two cases, however, is that the children's advertising inquiry is a rulemaking proceeding, while the AMA is alleged to have violated the law in limiting competition.

are filed, the disputed issues hearing will begin.

This means that if the commission has a quorum before it is scheduled to designate disputed issues (BROADCASTING, April 9), and everything proceeds as planned, the next round of hearings will not begin until September at the earliest.

Noble Dury goes under

Noble-Dury & Associates, Nashville, founded in 1945, has closed down and filed a preliminary petition for bankruptcy.

Lee Corbett, attorney for the advertising agency, estimated assets of \$500,000 and liabilities of \$950,000. Many television and radio stations are said to be among the 400 creditors.

James M. Elliott Jr., Noble-Dury president, said the agency never had fully recovered from the loss in 1976 of the \$4 million Pizza Hut account, which had necessitated an expansion in agency facilities

and staff. In the last six months N-D also lost two long-time accounts, Riceland Foods and Martha White Foods. At its height in 1976 N-D billed almost \$11 million.

Advertising Briefs

Tote board. American Association of Advertising Agencies reports that its study shows that since 1975, total movement of accounts from Association agencies to "in-house" agencies amounted to \$83.3 million, while return flow totaled \$160.1 million. Net gain by Four A's members for four years has been \$76.8 million. Association members accounts for about 75% of all agency-placed advertisements in U.S.

Coors moves account. Adolph Coors Co., Golden, Colo., has named Ted Bates & Co., New York, as its new agency, replacing Kelly Mason/Univas, San Francisco. Account bills about \$22 million, with heavy emphasis on television and radio.

Pepsi 'fever'. In its first use of national Spanish TV language advertising, Pepsi-Cola Co., New York, has signed 52-week contract for sponsorship of two-hour *Fiebra* program on eight interconnected stations of SIN, U.S. Spanish Television Network. Dicotheque program is telecast live via Westar satellite from Mexico City on Saturday nights (8-10 p.m., NYT) to stations in New York, Miami, San Antonio and Corpus Christi, both Texas, Los Angeles, San Francisco, Fresno and Sacramento, all California.

Schlitz switches. Jos. Schlitz Brewing Co., Milwaukee, has dropped Cunningham & Walsh, New York, as agency for its Schlitz Light and Old Milwaukee beers. Tapped for Old Milwaukee is Della Femina, Traviano & Partners, which adds billings of about \$12.5 million, estimated \$10 million of which is in TV and radio. Landing Schlitz Light is BBDO, New York, with billings of more than \$5 million, approximately 80% in broadcast.

Beer blast. Miller Brewing has taken another swipe at Anheuser-Busch (BROADCASTING, Feb. 5), this time asking Bureau of Alcohol, Tobacco and Firearms to prohibit Anheuser from using terms "light" and "light beer" in advertisements for its 134-calorie Michelob Light. Miller's comments, part of BATF inquiry into alcoholic beverage advertising, contends that beer containing more than 100 calories should not be allowed to make reduced calorie claims.

Long-term deal. Alfred M. Masini, president and general manager of Telerep Inc., New York, has signed new long-term contract to continue heading rep firm which began in 1969 as subsidiary of Chris-Craft Corp. Telerep was sold to Cox Broadcasting in 1973, and when announced merger of Cox and General Electric is formally approved, it will become wholly owned subsidiary of GE.

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ABA sends message to Burger on broadcasting

Following chief justice's confrontations with cameras and microphones in Atlanta, board of governors adopts resolution calling for open coverage of membership meetings

The American Bar Association appears determined to regain from Chief Justice Warren E. Burger the control over the media coverage to be given his appearances at ABA functions. Its board of governors last week unanimously adopted a resolution calling for an opening of all membership meetings to "all news media," including television and radio.

Every year at the ABA meeting, Chief Justice Burger has insisted that cameras and microphones be barred from covering his "state of the judiciary" speech. And every year, the ABA has complied, even though it normally permits all media to cover ABA sessions.

But after the ABA's winter meeting in Atlanta, in February, the association's board of governors had had enough. Not only did Chief Justice Burger insist—on threat of walking off the podium—that television and radio be barred from coverage of his speech, but he stalked out of a breakfast meeting at which he was to receive an award when he saw NBC's Carl Stern and a film crew in the room. The chief justice returned when the crew left, but not before it had taped some of the confrontation between him and Mr. Stern (BROADCASTING, Feb. 19).

The board of governors, at a meeting in Memphis, declared in a resolution that "the country is best served by the broad distribution of information about the legal system and the role of lawyers and the courts."

The resolution opening membership meetings to "all media" is not absolute. It permits the board of governors to vote "specific exceptions or limitations." But an ABA spokesman, Joel Henning, said he "can't imagine any situation" in which the board would "discriminate against any medium."



Precipitator. Chief Justice Warren E. Burger turns away from NBC's Carl Stern after they met—to the chief justice's consternation—at a breakfast at the ABA's meeting in February.

Gaining. ABC-TV has announced that in the week of March 26-30 its *World News Tonight* had come within one share point and less than half a rating point of tying *NBC Nightly News*—its closest approach yet. ABC put the score for the week at 11.1 rating and 21 share for *ABC World News Tonight*, 11.5 and 22 for *NBC Nightly News* and 14.5 and 28 for *CBS Evening News*.

An ABC spokesman conceded it was a better than usual week for ABC's evening news. For the first 13 weeks of 1979, he said, *ABC World News Tonight* is up 13% above a year ago in rating and up 5% in share to stand at 11.7 rating and 20 share; NBC is down 5% in rating and 8% in share and stands at 13.5/24, while CBS is up 3% in rating and down 3% in share to 16.1/28.

Unions hobble British over use of ENG

BBC and ITN have to go with film as labor fears loss of jobs

ENG is a fact of journalistic life in the U.S., but in England, the BBC and the commercially operated Independent Television News are still using—and often stuck with—film. The problem—one that existed here, but which was overcome—is the unions.

The British have not been dragging their feet on ENG. The BBC ran a trial in the fall of 1977, which was described as "completely successful." The problem remains the unwillingness of the unions to permit ENG equipment to be used. The two major unions involved fear that their members, especially those who process film, will lose their jobs if ENG is brought in. ITN is even further behind than the BBC, because its unions have yet to allow even a test of electronic equipment.

Alan Protheroe, editor of BBC Television News, insists no one will lose his job over ENG, but the unions are not interested in his argument. The BBC has packed up its \$2 million worth of ENG, and Mr. Protheroe says, "It is like having a Ferrari in your drive and not being allowed even to put petrol in it."

Coverage of the troubles in Iran made clear the problems faced by ENG-less British broadcasters.

In Tehran, they found themselves cut off when the chartered plane that was to carry news film to Amman for processing was grounded at the height of the troubles. American networks were able to adapt when one resourceful network technician managed to gain access to the Tehran television station. With the help of engineers on the phone from New York, he was able to send ENG material direct to the satellite. The British networks, with cans of film piling up, were forced to purchase footage from the Americans. Aside from the extra cost, this did little for the prestige of British news.

Iran was not the first place the British

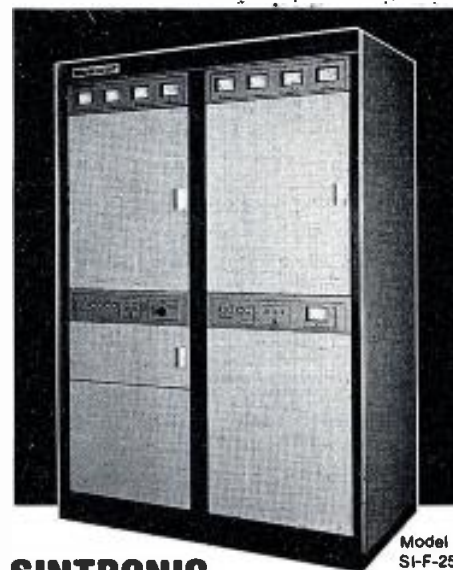
have been unable to use their own film. Since few Third World stations have any film facilities, they could not process film of the queen's recent trip to the oil states. Again they purchased the ENG shot by the local broadcasters.

Journalism Briefs

In memory of Chet Huntley. Chet Huntley Memorial Lecture Series honoring late NBC News correspondent and anchorman has been established under sponsorship of NBC News; New York University, and Levine, Huntley, Schmidt, Plapler & Beever Inc., New York advertising agency that Mr. Huntley helped to organize in 1972. Beginning in fall of 1977, lectures will be given annually at New York University by persons of distinction on some topic related to field of communications. Mr. Huntley died in 1974.

Honored. Only award to broadcast station in 11th annual Robert F. Kennedy Journalism competition was won by Steve McVicker and Jeanne Jones of KPFT(FM) Houston for writing and directing "The Question of Accountability: a Look at the Houston Police Department." Awards are presented to "recognize and encourage media attention to the problems facing disadvantaged Americans."

Thrown out. Former Miami Beach Mayor Harold Rosen's libel-slander case against



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WCKT(TV) Miami has been dismissed by Dade County Circuit Court judge. Suit sought more than \$1.5 million in damages for investigative news series station aired naming Mr. Rosen as one of number of people behind plans to bring gambling to South Florida and relationship with known mobsters. Judge said Mr. Rosen failed to show that any statements about him were false or defamatory.

What's the reason? Juan Ureta, 32-year-old engineer in ABC News's Washington bureau, has filed suit against deputy director of U.S. Secret Service for being denied entrance to White House. In papers filed in federal district court, Mr. Ureta said he has "suffered irreputable harm, both to his pecuniary interest and his future employment as a newsman" as result of being placed on White House "do not admit" list last Oct. 20. According to suit, Mr. Ureta, who is a citizen of Chile, filed Freedom of Information request last November to learn why his press credentials had been denied. Mr. Ureta claims his request for information was denied; he now seeks release of all pertinent governmental records.

Defamation denied. U.S. appeals court in St. Louis upheld lower court's dismissal of ranchers' suits that sought approximately \$45 million from NBC on grounds that NBC News background report on 1973 confrontation at Wounded Knee, S.D., Indian reservation defamed them. NBC claimed its broadcast named no names and therefore defamation could not occur. Court agreed.

New news group. News Producer Association, professional organization for journalists in public television and radio, is now forming. Association will provide recognition of outstanding achievement and periodic newsletter for exchange of ideas. Active members must be full-time news and public affairs producers or reporters with at least one year's experience in public broadcasting. Contact: Renard Maiuri, Connecticut Public Radio, Hartford (203) 527-0905.

Uncle Sam says

The Voice of America, the U.S. government's radio service broadcast internationally in 38 languages through 110 transmitters, will add a new companion feature to its news reports: U.S. government editorials.

In making the announcement last week in New York before the International Radio and Television Society, R. Peter Straus, VOA director, characterized the editorials as a type of "sponsor's view."

Mr. Straus asserted that current VOA news broadcasts are "separate and independent" of government policy and that the Carter administration in particular strives for a VOA that reports "openly, frankly and with candor." He claimed, however, that separate government commentary—clearly stating the U.S. position—also has its place.

In the running for fall slots on ABC-TV

Network has 29 pilots in works, will pick about four hours from among 13 comedies, two variety shows, 14 dramas

ABC program development executives, determined to maintain prime time ratings leadership, are taking 29 comedy, drama and variety-show pilots to their network program scheduling meetings this week.

"We may need four and a half hours of new programing for the fall schedule," says Marcie Carsey, ABC's senior vice president of comedy and variety programs, "but we're still not sure how much of that will be comedy." She has 13 situation comedies and two variety shows to show network executives.

Ms. Carsey, who has been credited with developing ABC's runaway hit, *Mork and Mindy*, says: "There's no sense in looking for another one like it to show up in our fall line-up. *Mork and Mindy* is a thing of itself. It has a lot to do with Robin Williams, the character relationships in the show and the hip writing. It makes a lot more sense for me to look for new shows that have their own look. People in the industry may be looking at *Mork and Mindy* as a trend setter but I assume every show we put on will be a trend setter. Besides, you can make a hit out of anything, just by programing it wisely."

According to Ms. Carsey, in order to keep ABC on top, the network must develop more 8 to 9 p.m. shows than 9 to 10 p.m. shows, "so we need more kid appeal. But we don't program early prime-time shows just for kids." She says, for instance, that *Benson* can be "a great 8 p.m. show. But it's not planned to reach kids. It will have a broader appeal, just like *Laverne and Shirley* and *Happy Days*. Kids love those shows but adults like them, too."

Even though Ms. Carsey has a highly successful track record, she admits to being worried about having enough good pilots to choose from for next fall. "I worry every season that I don't have enough pilots, or why didn't I shoot five more pilots, or maybe the competition has a great idea that I missed. But basically, I'm very happy about all the shows that we've shot for possible air in the fall."

Clifford Alsberg, vice president of ABC's dramatic development, says he has 50 dramatic shows in development and is taking 14 pilots to New York this week.

"Out of the four or four and a half hours of new programing that ABC will put on the air, we could easily put two new dramas on the air. But since comedy is the backbone of the network's success, we may have to settle for less," he says.

Mr. Alsberg said ABC is not developing

any westerns or lawyer shows for the fall. "We're going for high-style character dramas. Every show we've got has a strong element of humor in it. Even if the concept isn't the newest thing under the sun, however, I don't mind taking a shot with it if I know the people behind it are good."

Mr. Alsberg singled out two new shows he thinks could make it on the air this fall. *Hart to Hart*, a Spelling/Goldberg production that stars R.J. Wagner and Stephanie Powers as a jet-set couple who work as private detectives, and *240 Robert*, a Filmways TV/Rosner TV production that stars John Bennet Perry, Mark Harmon and JoAnna Cassidy as two deputies and a female helicopter pilot who rescue victims from danger on the sea, in the mountains or in remote desert areas of Los Angeles county.

"*240 Robert* would go in an 8 p.m. slot," Mr. Alsberg said, "because it's pure action and a youthful energetic show. *Hart to Hart* is a fairly sexy show that's contemporary, high style and funny. I think it will have tremendous appeal."

Mr. Alsberg acknowledged that ABC is not having a high rate of success with some of its current dramatic programing. "I would have liked *Salvage* to perform better but it's causing us to take a serious look at the Monday 8 p.m. slot. I wish *Galactica* had performed better but since we feel the show has tremendous potential, and it is a costly project, we would like to give it a chance. I'm not sure if *Starsky and Hutch* will be back next fall."

Both Ms. Carsey and Mr. Alsberg have limited series shows, which have already aired on ABC, that will be considered for series in the fall. In the comedy area are *The Ropers*, *Friends* and *13 Queens Blvd.*; among dramatic series, *The MacKenzies of Paradise Cove*, *Doctors* and *Private Lives*.

Following are the projects that ABC will review at its program deliberations in New York this week:

Benson stars Robert Guillaume as the Man Friday of an inexperienced governor. His duties include management of the governor's mansion and his 8-year-old daughter. Producers: Susan Harris, Tony Thomas and Paul Junger Witt for Witt/Thomas/Harris Productions.

Bizarre stars Richard Dawson as the host of this half-hour collection of off-center sketches and celebrity interviews. Producers: Alan Blye and Bob Einstein for Blye/Einstein Productions.

Camp Grizzly concerns the adventures of an oddball camp counselor and his feisty campers. Producers: Nick Vanoff and Bob Klane for Nick Vanoff Productions.

Detective School—One Flight Up concerns a night school for aspiring private detectives. Producers: Bernie Kukoff and Jeff Harris for Boiney Stooones Productions.

For Heavens Sake stars Ray Bolger as Simon Amister, a wise old angel who assumes various physical identities to intervene in people's lives at crucial turning points. Executive producers: Bill Blinn and Jerry Thorpe for Blinn/Thorpe/Viacom Productions.

Redd Foxx is both the title and star of this series about a bartender whose friendship with a millionaire is rewarded when the man dies,

leaving him his fortune. Executive producer: Redd Foxx for Redd Foxx Productions.

Hart In San Francisco concerns a San Francisco police officer who sends a bumbling detective to Scotland Yard and gets an Inspector Clousseau-type in return. Producers: Arnie Salton and Chris Hayward (Sultan/Hayward Productions) for Universal.

Hart To Hart stars R.J. Wagner and Stephanie Powers as a well-to-do couple who work together as private investigators. Executive producers: Aaron Spelling and Len Goldberg for Spelling/Goldberg Productions.

Hot Stuff is a variety program featuring Lisa Hartmann and Ricci Martin. Producer: George Schlatter for George Schlatter Productions.

I Do, I Don't stars John Considine as a confirmed ex-bachelor who finds himself married to a woman with two teen-age children. Producer: Joe Hamilton for Joe Hamilton Productions.

Lazarus Syndrome stars Lou Gossett Jr. as Dr. MacArthur St. Clair, a heart surgeon who saves the life of Joe Hamill, a tough reporter. Fate surprises them both and they end up running the hospital together. Executive producers: Bill Blinn and Jerry Thorpe for Blinn/Thorpe Productions.

Man with the Power stars Art Hindle as Chris, a Vietnam vet who develops super-strength and a wide range of electrical powers when he is struck by lightning. Executive producers: Aaron Spelling and Doug Kramer for Aaron Spelling Productions.

Marie stars Marie Osmond as a warm-hearted Midwestern girl who goes to New York to seek stardom. Producer: Dennis Johnson for Osmond Productions.

Maxx is about a young divorced father suddenly faced with raising his daughter when her mother unexpectedly turns over custody to him. Producer: James Komack for James Komack Productions.

A New Kind Of Family concerns two divorced mothers forced to pool their resources to survive. Producers: Margie Gordon and Jane Eisner for Gordon/Eisner Productions.

Nightside is a realistic look at the emergencies that arise from dusk to dawn in a major metropolis and how professionals from police to disk jockeys handle them. Executive producers: Glen Larson and Steve Cannell for Universal.

People of the Book is an anthology series focusing on emotional conflicts portrayed in an ecumenical spirit. The pilot features "The Story of Esther." Executive producer: David Victor for Universal.

The Ropers features Norman Fell and Audra Lindley as the upstairs couple from *Three's Company* who move to a new condominium development whose owner is less than thrilled at having them as next-door neighbors. Producers: Don Nichol, Michael Ross and Bernie West for Nichol/Ross/West Productions.

Samurai stars Joe Penny as Lee Cantrell, a Eurasian who by day is a San Francisco D.A. and by night is a fierce warrior for justice. Executive producers: Danny Thomas/Ron Jacobs/Fernando Lamas for Universal.

Second Time Around is a domestic comedy starring Edward Winter and Mariette Hartley as husband-and-wife marriage counselors who agree to live together again after a two-year legal separation. Producer: Jerry Tokofsky for Jerry Tokofsky Productions.

Semi-Tough, taken from the motion picture, focuses on the relationship between two professional football players and the daughter of the team's owner. Producer: Bud Wiser for Universal.

S.S. Casino concerns a former CIA operative turned gambling ship proprietor who becomes involved in the intrigues of his high-powered clients. Executive producer: Aaron Spelling for Aaron Spelling Productions.

Stone stars Dennis Weaver as a police officer turned writer who continues to work on major crimes. Executive producers: Steve Cannell, Richard Levinson and William Link for Universal.

2100 is a futuristic Rip Van Winkle comedy in which two young men from 1979 wake up in the year 2100. Producers: Austin and Irma Kalish for Paramount TV.

The Two of Us concerns young friends who drive across the country gaining valuable insights into themselves and the world around them. The series features Grant Goodeve as David Bradford, the eldest son in *Eight is Enough*. Executive producer: Lee Rich for Lorimar.

240-Robert features two male deputies and a female chopper pilot who are faced with life and death challenges while rescuing victims from a

variety of natural dangers. Executive producer: Rick Rosner for Filmways TV/Rosner TV.

Vampire stars Jason Miller as a reclusive billionaire by day who assumes the enormous primal power of an ageless, driven fiend by night. Executive producer: Steve Bochco for MTM Productions.

When The Whistle Blows is a comedy-adventure-drama about four construction workers and the good times they have on and off the time clock. Executive producers: Leonard Goldberg and Jerry Weintraub for Goldberg/Weintraub Productions.

Where's Poppa, based on the motion picture, concerns an overprotective elderly mother and the attempts of her lawyer son to lead his own life. Producers: Marvin Worth and Bob Klane for Marvin Worth Productions.

The Yeagers is the story of tough and conservative family that owns and operates a lumber and mining company in the Pacific Northwest. Executive producers: Paul Witt and Tony Thomas for Witt/Thomas Productions.

ABC rides reruns to another weekly win

It holds on to first place for week ended April 8, but CBS comes in a close second through use of few repeats

ABC-TV, using reruns liberally, managed to win the prime-time ratings for the week ended April 8 by two-tenths of a point over a CBS-TV schedule consisting primarily of new material. NBC-TV, also heavy on reruns, again pulled up third.

The Nielsen averages: ABC had an 18.8 rating and 31.6 share; CBS, an 18.6/31.2 and NBC a 15.7/26.3.

ABC took Tuesday, Wednesday and Thursday nights even though repeats predominated. CBS won Monday, Friday and Sunday nights with only two hours of repeats spread across the three nights. NBC took Saturday with a 36 share for a new episode of *BJ and the Bear* and a 30 share for *Supertrain*, preceded by a 37-share performance by a rerun of *CHiPs*.

All three networks had some bad nights. ABC's worst was Saturday, a 14.9/28.3 compounded of a 9.9/19 for *What's Happening* and a 12.2/23 for *Delta House*, followed by rising ratings and low 30's shares for repeats of *Love Boat* and *Fantasy Island*.

CBS's worst came on Tuesday, when a *CBS Reports: How Much for the Handicapped* came in with an 8.6/14 and the following movie, "Darker Side of Terror," managed only a 12.5/20, leaving CBS with an 11.2/18 for the night. NBC's low night was Thursday, averaging out to 9.9/16.3 when *Harris & Company*—the bottom rated show of the week—produced a 6.9/11 and was followed by *The Duke*, which came in at 11.9/21.

Some of the season's newer entries continued to show strength, but others flagged. On ABC *The Ropers* got a 39 share, off slightly from the week before; 13 *Queens Boulevard* also slipped a couple of share points and still pulled a 36, but *The*



Carsey



Alsberg

Mackenzies plunged to a 29 share from the 47 it scored in its premiere the week before. Though the Saturday *Delta House* episode produced only a 23 share, a Thursday edition pulled a 41.

On CBS, *Bad News Bears* came in with a 33 share, the second episode of the *Chisholms* miniseries had a 32, down four points from the premiere, and *Stockard Channing in Just Friends* held onto a 30, but *Dear Detective* dropped to a 26, six points below its premiere the week before.

Diff'rent Strokes continued to show its strength for NBC, pulling a 39 share, but in the following half-hour *Hello Larry* dropped to a 28 and *Brothers and Sisters*, following that, dropped to a 20.

The last three episodes of NBC's second presentation of its *Jesus of Nazareth* miniseries scored in the 30-to-34 range, giving NBC its best scores of those nights.

Highest share of the week, a 54, belonged to a repeat of ABC's *Laverne and Shirley*, which at 33.7 was also the highest rated show. Second highest share, a 50, went to CBS's *60 Minutes*, which with a 28.9 rating was ranked fourth. Repeats of ABC's *Three's Company* and *Happy Days* placed second and third, a *Mork and Mindy* rerun, also on ABC, was fifth, a new episode of *All in the Family* on CBS was sixth, a *Taxi* repeat on ABC seventh, a new *One Day at a Time* on CBS eighth, the Thursday *Delta House* special on ABC was ninth and a rerun of CBS's *M*A*S*H* rounded out the top 10.

Cartoons still carrying Saturday for the networks, but all are adding new program designs

Short, informational inserts are favored in newly released schedules; some longer forms will also be inserted throughout the week

ABC-TV and NBC-TV children's schedules were out last week. Together with the earlier announced CBS-TV line-up, it's clear animated shows will remain the staple of Saturday morning when the new children's season opens Sept. 8. But new program forms are being introduced by all three and new time slots being opened.

NBC will launch an as-yet untitled hour Saturday, Oct. 20, at noon, directed toward "the inner feelings, problems and questions of adolescents and preadolescents." The series is said to combine interviews with sports, entertainment and political "heroes," musical and acting performances, and animation. In addition, NBC's Saturday schedule also will include three one-minute *Ask NBC News* segments with youngsters questioning news correspondents, and three one-minute *Time Out* segments with sports figures offering health, fitness and safety tips. *Special Treat* presentations also will be back, with four new shows next season.

CBS, on four weekend afternoons or holidays, will offer three original adaptations of contemporary books and one repeat under *The CBS Library* banner. Following the lead of its *Joey and Redhawk*, CBS plans two more miniseries for children. It also will offer three broadcasts of a special, *The Kids on the Block*, using "life-sized handcrafted puppets... based on a concept designed to ease the entry of handicapped children into regular classrooms and society." Returning shows range from *Captain Kangaroo* to *Razzmatazz*.

With the upcoming season, ABC-TV said it will offer "no less than 30 seconds of nutrition, health and safety, or consumer information spots per half-hour" and when it cuts back commercial time during children's programming in January, the network said it will increase their number. One new segment will be *H.E.L.P.*, "a series of funny, clever and informative animated first-aid lessons." ABC will be back with its *Kids Are People Too*, an 85-minute Sunday variety show; *Afternoon Specials*, and an expanded *Schoolhouse Rock*, among other shows.

On the Saturday morning cartoon front, ABC will have *The Plasticman Comedy Adventure Show*; Plasticman's the host and new elements are "Mightyman and Yukk," "Fossilfoot" and "Rickety Rocket." ABC said that the show's "stars" will also offer consumer tips and that "32 30-second spots have been pre-

pared." ABC will also introduce *Spiderwoman*. Joining the CBS Saturday morning schedule is *The New Adventures of Mighty Mouse and Heckle and Jeckle*. NBC has three new animated entries: *Godzilla Meets the Shmoo and the Thing*, *The Globetrotters and Casper* and *The New Adventures of Flash Gordon*.

The Saturday morning schedules:

■ ABC: 8-8:55: *The World's Greatest Superfriends*; 8:55-9: *ABC Schoolhouse Rock*; 9-10:55: *The Plasticman Comedy Adventure Show* featuring Plasticman, Mightyman and Yukk, Fangface, Rickety Rocket and Fossilfoot; 10:55-11: *Schoolhouse Rock*; 11-11:25: *Spiderwoman*; 11:25-11:30: *Schoolhouse Rock*; 11:30-11:55: *Scooby and Scrappy Doo*; 11:55-noon: *Dear Alex & Annie*; noon-12:30: *ABC Weekend Specials*; 12:30-1: *American Bandstand*.

■ CBS: *In the News* segments have been scheduled 10 times in the Saturday line-up, at 26 and 56 minutes after most hours; 8-8:26, 8:30-8:56: *The New Adventures of Mighty Mouse and Heckle and Jeckle*; 9-9:26, 9:30-9:56, 10-10:30: *The Bugs Bunny/Road Runner Show*; 10:30-10:56; 11-11:26, *The Popeye Hour*; 11:30-11:56; *The New Fat Albert Show*; noon-12:26: *Jason of Star Command*; 12:30-12:56; 1-1:26: *Tarzan and the Super Seven*; 1:30-2: *30 Minutes*.

■ NBC: 8-8:30: *Alvin and the Chipmunks*; 8:30-9: *The Daffy Duck Show*; 9-10:30: *Godzilla Meets the Shmoo and the Thing* with three separate segments; 10:30-11: *The Globetrotters and Casper*; 11-11:30: *The New Fred and Barney Show*; 11:30-noon: *The New Adventures of Flash Gordon*; noon-1: untitled entertainment/information series. From 9 a.m. to noon, NBC also will be scheduling three one-minute *Ask NBC News* segments and three one-minute *Time Out* sports features.

On Sunday morning, NBC does not program for children; ABC will have, from 10 to noon: *Kids Are People Too*; *Dear Alex & Annie*; *Animals, Animals, Animals*, and *Schoolhouse Rock*. CBS, from 8 to 8:56, has *Skatebirds* and *In the News*.

Government and gas: PTV's prime angels

Federal agencies, not including CPB, and private companies, most of them oil firms, are biggest backers of PBS shows

U.S. government agencies and private corporations—the majority of them oil companies—were the top two sources of funds for programs shown by the Public Broadcasting Service in fiscal 1978, according to a new study by PBS. The study also points out that since 1973 foundation support of PBS programming "has been steadily decreasing" although all other forms of



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funding have been on the rise.

Federal agencies accounted for 25.8% of the total of \$82.48 million spent for programming by PBS in 1978, and corporations provided another 23.5%. Other sources of funds were PBS stations (20.7%), the Corporation for Public Broadcasting (12%), foundations (7.6%) and others (10.4%).

They paid for 1,784.6 hours of original programs, a 2% increase over 1977 and 62% over 1973, the first year covered by the study.

The report, prepared by the PBS office of system research, says that "both federal and corporate funding have risen dramatically in the last five years." Federal agency funding, not including government funds distributed by the Corporation for Public Broadcasting, increased from \$6.9 million in 1973 to \$21.3 million in 1978. The top agency funders, the report says, are the National Endowment for the Arts, the National Endowment for the Humanities and various branches of the Department of Health Education and Welfare.

HEW's Office of Education was the top funder among the federal agencies—contributing \$7.9 million for five series for children and young people: *As We See It*, *Infinity Factory*, *Que Pasa*, *USA*, *Villa Alegre*, and *Watch Your Mouth*. The report notes a 208.7% increase in agency funding since 1973 and a 10.4% increase from 1977's total of \$19.3 million.

PBS's list of major corporate funders includes six of the nation's leading oil companies—Atlantic Richfield, Exxon, Gulf, Mobil, Sun Co. and Texaco—which, collectively, contributed \$11.5 million, over half of the total corporate amount of \$19.4 million.

According to the report, corporate funding has increased 488% in the past five years—rising from \$3.3 million in 1973 to its present level. At the same time, however, funding from the oil companies has increased 1,543%. (In 1973, total contributions from oil firms were \$700,000.) In 1977, corporate funding was at \$14.5 million, rising 34% in 1978.

Other firms noted in the report as having been major contributors to the system were 3M, Allied Chemical, Martin-Marietta and MacDonald's Local Restaurant Association. In all, the report says, 63 corporations made 93 separate grants to 72 different PBS programs in 1978.

As corporate contributions have increased, the report notes, foundation funding has been on the decline. Over the five years covered in the report, foundation funding has decreased 22.5%—from \$8 million in 1973 to \$6.2 million in 1978. "Part of this reduction," the report says, "can be attributed to decline in financial support from the Ford Foundation, though it remains a major funder of public television." In all during 1978, 33 foundations made 55 grants to 42 different programs.

Public television licensees, through the Station Program Cooperative and the Station Independence Program contributed

\$17.11 million to PBS programming. The Corporation for Public Broadcasting contributed \$9.86 million. Other sources, including \$3.77 million from stations, accounted for another \$8.56 million.

Justice OK's broadcast of Radio Moscow shows

Stations must meet certain criteria insuring programming independence

The Department of Justice last Wednesday (April 11) offered an opinion that would permit radio stations, under certain conditions, to air programs produced by Radio Moscow without being required to register as a foreign agent.

The opinion came in response to a request from National Association of Broadcasters General Counsel Erwin Krasnow, who had suggested that the opinion could be based on the department's advisory to WSDR(AM) Sterling, Ill. (BROADCASTING, Feb. 12). The department had said WSDR could carry Radio Moscow programs without registering if it met four specific criteria:

- The station would retain absolute discretion as to whether any or all of these programs would be broadcast.
- The only obligation placed on the station would be to advise Radio Moscow of the scheduled use of the tapes and to return the used tapes to Radio Moscow.
- The station would neither make any payment to Radio Moscow nor receive any from it.
- Commercial time would be sold to any interested party with the station re-

taining absolute control over the sale of such time and the right to approve the text of any announcement.

In the opinion, the Justice Department said that when a licensee broadcasts Radio Moscow programs and satisfies the above conditions, its activities would not be subject to the requirements set forth under the Foreign Agents Registration Act.

It added, however, that if any of the conditions are modified, the licensee would be required to contact the department's Criminal Division registration unit for a redetermination of the station's obligation under the act. "For example, this determination could well be affected if the station sells commercial time to any agency or entity controlled by the Soviet government or takes any other action which might in any respect represent a change in the status of its relationship with Radio Moscow," it said.

In addition, the department reiterated that the letter indicates neither approval nor disapproval by the government of the content of Radio Moscow programming.

Fourth channel idea languishes in Britain

Intragovernment, labor and business opposition to proposed OBA, which would program to limited audiences, blocks introduction of new outlet

While the U.S. ponders the possibilities of scores of TV channels available to the home via new technologies, the British government is still struggling to get a



Donahue's debut. Phil Donahue, whose *Donahue* is syndicated by Multimedia Program Productions, will take on an additional job with a thrice-weekly feature on NBC's *Today* show. Six-to-seven-minute original segments, including audience participation, will be produced by the *Donahue* staff in Chicago and on location. Formalizing the agreement for the "Donahue on Today" premiere early next month were (l-r): Don Dahlman, executive vice president, sales, Multimedia Program Productions; Fred Silverman, NBC president; Walter Bartlett, president, Multimedia Broadcasting, and Mike Weinblatt, president, NBC Entertainment.

fourth national television channel on the air. The government is now too vulnerable to put its plan for the channel to Parliament, with at least one television union vowing to fight the proposal as it now stands.

What to do with the open channel has been debated for more than a decade. The frequency now sits vacant although most television sets are equipped to receive it.

After a three-year study, the government decided to support the idea that the fourth channel should be used for a new kind of television. Under the plan, an Open Broadcasting Authority (OBA) would run the channel and could purchase programs from anyone. The idea is to provide more diversity in television and better serve smaller audiences with programs unable to compete in a ratings contest.

The proposal is facing strong opposition, however. The commercial broadcasters are anxious to gain control of the new channel so they can better compete with the BBC, which already has two nationwide television channels.

Also against the idea is the Conservative Party. It argues that the commercial companies could provide the same diversity of programs without any cost to the taxpayers. The OBA would be financed by government grants along with some commercials.

A general election this spring might put the Conservatives in power, and the OBA would be forgotten. Even if Labor wins the election, the new kind of television is facing an uphill battle.

Program Briefs

No go. Membership of National Association of Broadcast Employees and Technicians has rejected NBC's proposal to extend present contract, which expires March 31, 1980, to Sept. 30 that year. NBC wanted to insure labor peace during broadcast coverage of Moscow Olympics.

Gowdy to CBS. Curt Gowdy, veteran sportscaster, most recently with NBC Sports, has been signed by CBS Sports to a three-year contract. Mr. Gowdy, who began his sports career in 1942 with a Cheyenne Wyo., radio station, will cover National Football League games, among other sports assignments.

Taft signs. Taft Broadcasting Co. signed definitive agreement to purchase Worldvision Enterprises Inc. (BROADCASTING, Nov. 20, 1978). Purchase agreement calls for maximum of 410,000 Taft common shares to be issued on date agreement is closed and for Taft to issue \$5.2 million of 6 1/2% preferred stock. Although price was not disclosed, transaction, based on New York Stock Exchange closing March 29, is valued at about \$14 million.

Keep smiling. Fremantle International for years concentrating only outside U.S., returns to domestic syndication with 130 half-hours of *New Candid Camera*. Rights earlier had been held by Firestone Program Syndication.

3-D TV gets a tryout down under

Australian station will experiment with technique backers hope to bring to U.S.; viewers must wear special glasses, although makers claim regular picture is unimpaired

A three-dimensional color TV system is about to be put through a two-month trial run on an Australian broadcast station. The manufacturers, a group of American and foreign engineers and investors, hope the test will be the first step toward eventually bringing the technique to the United States.

Installation is scheduled this April on TV-9 in Sidney, owned by the Kerry Packer publishing group of Melbourne. According to the manufacturers, advertisers there have already observed the system at work in unannounced tests, and they will be watching closely the reactions of the three million or so viewers who will be supplied with the special glasses necessary to perceive the 3-D effect.

The main selling point of the new system, the manufacturers say, is that it is "compatible" with normal viewing and technology, meaning those without the special glasses see a normal picture, processed and transmitted by normal means and received by normal sets (qualities the manufacturers believe will allow them to circumvent FCC approval here). The system applies to still and film cameras as well as video tape, according to the manufacturers.

Principal partners in the project are Digital Optical Technology of Amsterdam, The Netherlands, and Ancom Co. of Scarsdale, N.Y., a consulting firm headed by Nat Myers, formerly a chief operating officer of Goldmark Communications Corp. Also involved are William Etra of Etra Technology Research Associates, Leo Beiser, president of Leo Beiser Inc., and Theodore Conant, director of Schroder Technology, who coordinated the project.

Mr. Myers and Mr. Conant explained how the system works in an interview last week. Actually, there are two systems—one optical and one electronic. In the optical system, a specially designed filter is installed on the camera by way of an add-on attachment at the iris position. It detects the subtle differences in focus that characterize parts of the image in the foreground or background. The filter "fringes" those areas with primary colors, more or less so depending on their degree of focus. It is that fringing of the image that reveals the 3-D effect when the glasses—with one green and one magenta lens or one red and one cyan lens, whichever is found to work best—are worn.

In the electronic system, a normal picture is broken down digitally and the fring-

ing process is recreated within the black box, a sophisticated video processing capability drawing on a higher memory capacity than previous digital TV devices, according to Mr. Myers and Mr. Conant. Among the processes it performs are noise reduction, edge detection, colorization, drop-out compensation and computer animation. Mr. Myers said stations could purchase the system for about \$150,000, and that TV-9 is committed to buying one.

TV-9 will at first concentrate mostly on cricket matches—"a game of [spatial] depth," said Mr. Conant—but will also colorcast a weekly sitcom in 3-D. Glasses are to be distributed to about one-fourth of the country's 12 million viewers, Mr. Myers said—"We'll walk into the market."

UHF comments agree: help needed at home

FCC urged to educate consumers about handicaps, then work to overcome them technically

An FCC proposal for improvements in UHF TV reception has brought generally favorable reactions from broadcasters.

The Corporation for Public Broadcasting said in comments to the commission that low-cost informational material on installation and adjustment of TV sets should be provided to consumers. "It is CPB's position that improvement in UHF

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noise performance, at a reasonable price, will be accomplished by the receiver manufacturers only as a result of the commission's leadership and direction," the corporation said.

It noted that the major area in which picture and sound quality is inferior to VHF is the amount of random noise, or snow, present in a UHF picture in a weak signal area. CPB suggested that improved UHF reception will result in better delivery of programs, greater program diversity, increased parity with VHF reception and increased service to the public interest.

CBS predicted that improved UHF service could benefit the television industry "by providing increased competition and, as a result, better service to all VHF and UHF television viewers." To this end, CBS called on the FCC to initiate an educational program with receiver and antenna manufacturers, retail outlets and TV repair service organizations, to provide such information as is deemed necessary.

Field Communications, a UHF group owner, agreed with the nature of the inquiry, but expressed some reservations about specific action the commission intends to take. For example, Field argued that the proposal for a consumer survey on UHF handicaps is unnecessary. "It is well known that the UHF handicap extends to installations and maintenance of home reception equipment. Improvements in these areas can be made without further research," it said.

Field suggested that the commission spend a minimum amount of time and effort on consumer surveys and a maximum amount of time developing proposals for actually implementing changes.

AM spacing files opened

Documents obtained from the FCC and the National Telecommunications and Information Administration and bearing on NTIA's proposal to reduce AM channel spacing from 10 khz to 9 khz have been filed with the commission, along with a request for a 30-day extension for comments on the channel-spacing issue.

The material was obtained under Freedom of Information Act requests by the Washington law firm of McKenna, Wilkinson & Kittner, on behalf of a number of clients. The firm, which had requested whatever material was in the agencies' possession that bore on the channel-spacings proposal, asked that the documents be placed in the files and that interested parties be given another 30 days in which to respond to the petition.

The documents include a report on the decision of a European low-frequency/medium frequency broadcasting conference in 1975 to adopt 9 khz spacing (the European Broadcasting Union had preferred 8 khz, but the conference compromised on 9 khz in view of the wishes of countries, like India, that preferred 10 khz spacing) and the Daytimer Broadcaster Association plan for 9 khz spacing that would result in the creation of 14 additional AM broadcast channels.

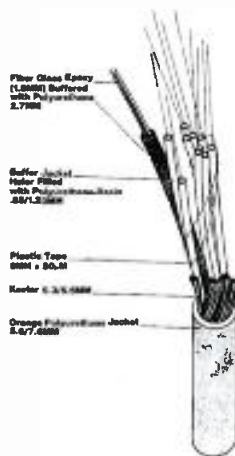
In Sync

Up and coming in broadcast technology

It's a DATE. On April 4, the Public Broadcasting Service began distributing selected programs in high-fidelity stereo for local simulcasts with cooperating radio stations. The new service, developed jointly by PBS and Digital Communications Corp. of Gaithersburg, Md., is called DATE (Digital Audio for Television), and employs four discrete 15 khz audio channels digitally encoded on the regular video signal. The encoded signal is then transmitted via the PBS satellite network to local stations, and those equipped with special DATE decoding units then feed the audio to the local FM radio station handling the simulcast. As PBS Senior Vice President for Engineering Dan Wells (pictured beside the DATE board at network headquarters) explains, DATE makes possible real-time network stereo feeds. Furthermore, he says, if stereo television becomes a reality, the PBS system will easily allow for a full network stereo schedule. PBS has a rack of five DATE encoders at its Washington technical center and three decoders. (The former cost \$10,000 each; the latter, \$9,000.) According to Mr. Wells, more than 70 PBS stations are now equipped with the decoding units. □ □ □ **Bell, too.** Independent of PBS, AT&T announced that it will be making available a second relay channel for stereo or bilingual simulcasts, too. The new service grows out of Bell's introduction of diplex transmissions in January 1978. Network simulcasts, Bell said, have been possible before in only a limited number of cities. □ □ □ **In the news.** Optical fibers, those thin strands of glass that some believe will eventually revolutionize the telecommunications industry, were making news last week. Western Electric, the manufacturing arm of AT&T, announced that it would build a large, 50,000 square foot, fiber optics production facility in Atlanta—where it has had an experimental facility for over three years. AT&T also announced that its New York Telephone subsidiary will construct a 30-mile fiber link between central offices in Manhattan and suburban White Plains, N.Y. In Westchester county, GTE, the nation's



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second largest telephone company, said that two fiber links, in Fort Wayne, Ind., and Vancouver, B.C., are now in service. (The GTE Fort Wayne trunk, diagramed here, employed Siecor six- and 10-fiber optical cable. Each pair of fibers is capable of providing 672 voice channels.) □ □ □ **And in Chicago.** Manufacturers were displaying the latest in communications hardware at Interface '79, a trade show for computer and data transmission firms. Valtec Corp. announced a new optical baseband video link, the VS-100. The link reproduces studio quality video, high-fidelity audio and data components over distances exceeding 1.2 miles. Video, voice and data inputs are multiplexed for transmission onto a single optical fiber. □ □ □ **One for the Nipper.** RCA Broadcast Systems will be delivering more than \$1 million in equipment to a new pay-television station in Phoenix, KNXV-TV, channel 15. The order includes a TTU-60 60-kw UHF transmitter, a pylon broadcast antenna and TV film origination and videotape recording equipment. Decoding equipment for the

new station will be provided by National Subscription Television of Phoenix, a joint venture of Oak Television Inc. and New Television Corp., the licensee of the new station. □ □ □ **And speaking of Oak.** The CATV division of that Crystal Lake, Ill.-based firm has come out with The Bloc—an economy converter designed, according to the division's vice president for marketing, Dean Bach, "for the cable system operator making his first move into extra channels." The Bloc is equipped for dual conversion, requires no inverted carriers and is compatible with existing head-end equipment. □ □ □ **Clip and save.** Ampex Corp.'s audio-video systems division has installed a 24-hour toll-free telephone system for ordering spare and replacement parts for its professional audio and video products. Parts orders will be placed the day they are received, and a follow-up service is provided, the company says, to insure prompt delivery. The number is: (800) 227-8402; in California, (800) 982-5875.

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The Broadcasting Playlist Apr 16

Contemporary

Last This week week	Title □ Artist	Label
2	1	<i>What a Fool Believes</i> □ Doobie Bros. Warner Bros.
6	2	<i>Heart of Glass</i> □ Blondie Chrysalis
5	3	<i>Knock on Wood</i> □ Amil Stewart Ariola
1	4	<i>Tragedy</i> □ Bee Gees RSO
3	5	<i>I Will Survive</i> □ Gloria Gaynor Polydor
19	6	<i>Disco Nights</i> □ GQ Arista
11	7	<i>I Want Your Love</i> □ Chic Atlantic
10	8	<i>He's the Greatest Dancer</i> □ Sister Sledge Cotillion
9	9	<i>Lady</i> □ Little River Band Harvest
15	10	<i>Reunited</i> □ Peaches & Herb Polydor
7	11	<i>Sultans of Swing</i> □ Dire Straits Warner Bros.
12	12	<i>I Got My Mind Made Up</i> □ Instant Funk Salsoul
16	13	<i>Music Box Dancer</i> □ Frank Mills Polydor
4	14	<i>Do Ya Think I'm Sexy</i> □ Rod Stewart Warner Bros.
17	15	<i>Shake Your Body</i> □ Jacksons Epic
23	16	<i>In the Navy</i> □ Village People Casablanca
20	17	<i>Take Me Home</i> □ Cher Casablanca
14	18	<i>Stumblin' In</i> □ Suzi Quatro & Chris Norman RSO
22	19	<i>Goodnight Tonight</i> □ Wings Columbia
28	20	<i>Blow Away</i> □ George Harrison Dark Horse
8	21	<i>Heaven Knows</i> □ Donna Summer Casablanca
36	22	<i>Love You Inside Out</i> □ Bee Gees RSO
24	23	<i>Love Ballad</i> □ George Benson Warner Bros.
32	24	<i>Precious Love</i> □ Bob Welch Capitol
25	25	<i>What You Won't Do For Love</i> □ Bobby Caldwell Cloud
27	26	<i>Love Is the Answer</i> □ England Dan & John Coley Big Tree
-	27	<i>Hot Stuff</i> □ Donna Summer Casablanca
26	28	<i>Big Shot</i> □ Billy Joel Columbia
13	29	<i>Shake Your Groove Thing</i> □ Peaches & Herb Polydor
-	30	<i>Love Takes Time</i> □ Orleans Infinity
-	31	<i>There But For the Grace of God Go I</i> □ Machine Hologram
30	32	<i>Livin' It Up Friday Night</i> □ Bell & James A&M
29	33	<i>Crazy Love</i> □ Poco ABC
21	34	<i>I Just Fall in Love Again</i> □ Anne Murray Capitol
34	35	<i>Superman</i> □ Herbie Mann Atlantic
33	36	<i>Fire</i> □ Pointer Sisters Planet
35	37	<i>Keep On Dancin'</i> □ Gary's Gang Columbia
38	38	<i>I Don't Know If It's Right</i> □ Evelyn King RCA
40	39	<i>Roxanne</i> □ The Police A&M
42	40	<i>Just When I Needed You Most</i> □ Vanwarmer Warner Bros.
37	41	<i>Maybe I'm a Fool</i> □ Eddie Money Columbia
-	42	<i>Deeper Than the Night</i> □ Olivia Newton-John MCA
-	43	<i>Logical Song</i> □ Supertramp A&M
39	44	<i>Every Time I Think of You</i> □ Babys Chrysalis
-	45	<i>Honesty</i> □ Billy Joel Columbia
49	46	<i>Need Your Help, Barry Manilow</i> □ R. Stevens Warner Bros.
47	47	<i>We Are Family</i> □ Sister Sledge Cotillion
41	48	<i>Happiness</i> □ Pointer Sisters Planet
31	49	<i>Forever in Blue Jeans</i> □ Neil Diamond Columbia
46	50	<i>Ain't Love a Bitch</i> □ Rod Stewart Warner Bros.

Playback

Spirit of Success. With *Tragedy* past its peak (it drops from 1 to 4 this week), the Bee Gees are again shooting upward with *Love You Inside Out*, the third hit single from their top selling LP *Spirits Having Flown* (RSO). Having entered "Playlist" last week at 36, *Inside Out* bolts again this week to 22. "The Bee Gees could record the Yellow Pages right now and have a hit," says Bill Lowe of WFBL(AM) Syracuse, N.Y. Scott Slade, program director at WAYS(AM) Charlotte, N.C., likes the record because "it's less heavily produced and less irritating than *Tragedy* and won't burn out as fast." **Warming Up.** Twenty-three-year-old Randy Vanwarmer has launched a promising recording career with his first single, *Just When I Needed You Most* (Bearsville). "I like it because it's a ballad about heartbreak from a man's point of view," says Mr. Slade, and Jeff King of KSEL(AM) Lubbock, Tex., predicts: "It's a smash and it's going to get a lot of crossover action into adult contemporary charts." Mr. Vanwarmer, originally from Indian Hills, Colo., but moved to England at an early age, writes his own music. His first LP, *Warmer*, will be released in May. **Speaking of Ballads.** Matt Hudson, music director at KLIK(AM) Jefferson City, Mo., broke David Naughton's *Makin' It* (RSO) two months ago. "It'll go to number one," he predicts. After adding it last week at WHYI(FM) Fort Lauderdale, Fla., Music Director Robert Muzzy reports the song is already among his top 10 of most requested records. Takers for *Makin' It* this week are WLAC(AM) Nashville and KILT(AM) Houston. *Makin' It* is the theme song for the ABC-TV series of the same name, in which Naughton plays the starring role.

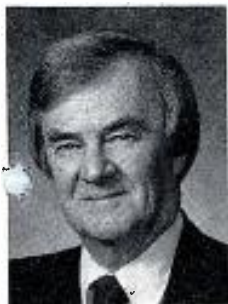
Country

Last This week week	Title □ Artist	Label
5	1	<i>Where Do I Put Her Memory</i> □ Charley Pride RCA
2	2	<i>I Don't Want To Be Right</i> □ Barbara Mandrell ABC
1	3	<i>All I Ever Need Is You</i> □ Rogers & West United Artists
4	4	<i>Slow Dancing</i> □ Johnny Duncan Columbia
7	5	<i>Back Side of Thirty</i> □ John Conlee MCA
3	6	<i>I'm Gonna Love You</i> □ Glen Campbell Capitol
9	7	<i>I Just Fall in Love Again</i> □ Anne Murray Capitol
8	8	<i>They Call it Making Love</i> □ Tammy Wynette Epic
10	9	<i>Sweet Memories</i> □ Willie Nelson RCA
17	10	<i>Don't Take it Away</i> □ Conway Twitty MCA
-	11	<i>I'll Love Away Your Troubles</i> □ Janie Fricke Columbia
19	12	<i>Farewell Party</i> □ Gene Watson Capitol
12	13	<i>Wisdom of a Fool</i> □ Jacky Ward Mercury
6	14	<i>Touch Me With Magic</i> □ Marty Robbins Columbia
13	15	<i>It's a Cheating Situation</i> □ Moe Bandy Columbia
14	16	<i>I've Been Waiting For You</i> □ Con Hunley Warner Bros.
-	17	<i>Someone Is Looking for Someone</i> □ Gail Davies Lifesong
16	18	<i>Down On the Rio Grande</i> □ Johnny Rodriguez Epic
15	19	<i>Somebody Special</i> □ Donna Fargo Warner Bros.
11	20	<i>Too Far Gone</i> □ Emmylou Harris Warner Bros.
18	21	<i>Tryin' to Satisfy You</i> □ Dotty RCA
22	22	<i>Golden Tears</i> □ Dave and Sugar RCA
20	23	<i>I Had a Lovely Time</i> □ Kendalls Ovation
23	24	<i>Still a Woman</i> □ Margo Smith Warner Bros.
-	25	<i>If I Could Write a Song</i> □ Billy (Crash) Craddock Capitol

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

Fates & Fortunes

Media



Moeller

Donald S. Moeller, VP-general manager, KYTV(TV) Springfield, Mo., elected president and general manager.

Owen C. Carr, founder and president of WCFC-TV Chicago, resigns, effective July 31. **Jerry K. Rose**, VP-general manager, elected by board of directors to succeed Mr. Carr, who will become

president of Valley Forge Christian College in Phoenixville, Pa.

John R. Mahoney, executive VP-general manager, WTVR-TV Richmond, Va., joins KGGM-TV Albuquerque, N.M., in same capacity.

Stuart Levy, general sales manager, KLAC(AM) Los Angeles, appointed VP and general manager.

Robert Garrett, station manager, KYYS(FM) Kansas City, Mo., appointed general manager.

Tom Smith, general manager and general sales manager, WYAH-TV Portsmouth, Va., assumes additional duties as general manager of co-owned wxri(FM) Norfolk, Va.

John Zaimes, corporate VP-general sales manager, Castle Communications, licensee of WALL-AM-FM Middletown, N.Y., and WHPN(AM)-WHVS(FM) Hyde Park, N.Y., joins WTBO(AM) Warwick, N.Y., as VP-general manager.

Alan Bishop, general manager, WGIG(AM)-WSBI-FM Brunswick, Ga., named VP.

Jennifer Arps, project manager of *Over Easy*, daily national series on aging produced by non-commercial KQED(TV) San Francisco, appointed director of administration for station.

Paul Hartman, director of development and public information, noncommercial KAKM(TV) Anchorage, joins noncommercial KOZK(TV) Springfield, Mo., as executive director.

Andrew Pettit, account executive, WGLI(AM) Babylon, N.Y., assumes additional duties as station manager.

Chet Redpath, general sales manager, WCLR(FM) Chicago, named assistant station manager.

Catherine Nierle, business manager, WPLG(TV) Miami, joins co-owned WFSB-TV Hartford, Conn., in same capacity.

Robert Benyi, business manager, WDIV(TV) Detroit, named labor relations manager.

Mercedes Sandoval, manager of pledge memberships, noncommercial WNET(TV) New York (Newark, N.J.), joins noncommercial WBGO(FM) Newark as development director.

New officers, National Honorary Broadcasting Society, Alpha Epsilon Rho: **Tom Matheson**,

CBS-FM Sales, Chicago, president; **Mark Weidel**, WHWH(AM) Princeton, N.J., national VP for regional development, re-elected; **Bruce May**, WNDU-AM-FM South Bend, Ind., national VP-alumni and professional relations, and **Joe Mislewicz**, director of broadcast news, Central Michigan University, Mount Pleasant, national VP-public relations.

Broadcast Advertising

Michael Townsend, VP-management representative, Ted Bates & Co., New York, elected senior VP.

Alan Bender, senior VP and executive assistant to president of William Esty Co., New York, joins McCann-Erickson there as senior VP-management representative.

Arthur Meranus, senior VP-associate creative director, Cunningham & Walsh, New York, elected to board of directors.

Robert Klugman, account supervisor on new Pillsbury refrigerated products, **Marvin Greenberg**, associate creative director on Star-Kist and Keebler accounts, and **Richard Lemley**, director of out-of-home media, Leo Burnett, Chicago, named VP's.

Denise Conway, account executive, D'Arcy-MacManus & Masius, Bloomfield Hills, Mich., named account supervisor. **Barbara Korn**, marketing analyst for Miller Brewing Co., Milwaukee, joins DM&M in St. Louis as research analyst.

Thomas Dunn, senior account executive, Campbell-Ewald, Detroit, joins BBDO, Minneapolis, as account supervisor.

Hayden Daniel, in account management position with Leo Burnett, Chicago, and **Douglas Gabbert**, from J. Walter Thompson, Chicago, join Tatham-Laird & Kudner there as account executives. **Hilda Hausman**, agency coordination manager, McCann-Erickson, joins TLK as director of traffic.

Diane Till, copy supervisor, and **Charley Rice**, art supervisor, Doyle Dane Bernbach, New York, elected VP's.

Steve Kuhn, from Johnson & Dean, Grand Rapids, Mich., advertising agency, joins Gilpin, Peyton & Pierce, Orlando, Fla., as account executive.

Gary Armstrong, account executive, Topper Associates Advertising, joins Lord, Sullivan, Yoder in Marion, Ohio, in same capacity.

Denise Kavanagh, from Advertising/Marketing Group, joins Kelly, Scott & Madison, Chicago, as media supervisor.

Gary Andon, manager of Eastman Radio's Dallas office, and **Tony Miraglia**, manager of Eastman's network department, New York, named VP's.

Richard L. Sharpe, New York sales manager, McGavren-Guild, appointed New York regional manager, which includes supervision of market-

ing in New York, New Jersey, Connecticut, Washington, Maryland and West Virginia.

Edward Petrosky, account executive, Peters Griffin Woodward, New York, joins CBS Television Stations National Sales there in same capacity. **Jay Crum**, manager of market development for West, San Francisco, CTS, joins CBS National Sales as account executive.

George Feldman, director of marketing services, Westinghouse Broadcasting, New York, joins The Katz Agency there as VP-director of research-Probe-marketing services.

Diane Margiot Levinson, senior buyer, Grey Advertising, Los Angeles, joins All-Canada Radio & Television Ltd., New York, as sales representative.

Henry Yaggi III, general sales manager, WPRI-TV Providence, R.I., joins WQVM-TV Washington as director of sales. **Gary Masters**, national sales manager, WPRI-TV, succeeds Mr. Yaggi.

Allan Horlick, account executive, NBC Spot Sales, New York, joins co-owned WRC-TV Washington as sales manager.

Bob Finke, owner of advertising consulting firm, Houston, joins KVUE(TV) Austin, Tex., as general sales manager.

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* The Wall Street Journal, 1977

Tom Spaulding, promotion manager, WTSP-TV St. Petersburg, Fla., joins WFRV-TV Green Bay, Wis., as marketing manager. **Don O'Connor**, national sales manager, KWTW(TV) Oklahoma City, joins WFRV-TV in same capacity. **Dan Havens**, account executive with McDonald Davis & Associates of Milwaukee, and **Ellen Rae Schell**, graduate, University of Wisconsin, Green Bay, join WFRV-TV as account executives.

Jim Stevens, account executive, WDAI(FM) Chicago, named local sales manager.

Richard Marston, on local sales staff of WAYS(AM)-WROQ(FM) Charlotte, N.C., named local sales manager.

Marvin Massey, salesman, WGIG(AM), and **Bobby Holliday Bobbitt**, salesman, co-owned WSBI-FM, both in Brunswick, Ga., appointed sales managers.

John Wrath, sales manager, KPOI(AM)-KHSS(FM) Honolulu, joins KKAH(FM) Kailua, Hawaii, in same capacity.

Thomas Lynch, account executive, John Blair & Co., New York, joins WNEW-TV there in same capacity.

Jim Lucas, in sales service and continuity departments of WDRB-TV Louisville, Ky., named account executive.

John Hinderer, director of sales for Shelly Berma Communicators, Columbus, Ohio, joins WBNS-TV there as account executive.

Jack McGurk, local sales manager, WDVR(FM) Philadelphia, joins WCAU(AM) there as account executive.

Leslie Johnson, local sales manager, WILD(AM) Boston, joins WBZ(AM) there as account executive.

Steve Tillesen, from XETRA-AM-FM Tijuana, Mexico (San Diego), joins KBZT(FM) San Diego as account executive.

Carolyn Mageissen, advertising and promotion manager for Concerts West, joins local sales staff of KVI-FM Seattle.

A. Michael Gordon, insurance executive, joins WCUZ(AM) Grand Rapids, Mich., as account executive.

Gary Corbitt, from research department of ABC Network, New York, joins WJXT(TV) Jacksonville, Fla., as research director.

Iris Stoudenmire, account executive, KBEQ(FM) Kansas City, Mo., joins KCMO(AM) there in same capacity.

DeAnne Sheehan, from KCUB(AM) Tucson, Ariz., and **Melissa Foster**, from KHYT(AM) Tucson, join KTKT(AM) there as account executives.

Thomas Basmajian, account executive, KWOW(AM) Pomona, Calif., joins KOCM(FM) Newport Beach, Calif., in same capacity.

Programming

Peter Grad, production consultant, Rothman/Wohl Productions, Hollywood, and formerly director of West Coast development for network television, Time Life Films, joins Columbia Pictures Television, Burbank, Calif., as VP-program development.

Tony Barr and **Peter Sterne**, executive pro-

ducers in program department of CBS Entertainment, Hollywood, appointed directors of current dramatic and comedy programming, respectively.

Seth M. Willenson, VP, feature distribution, Films Inc., New York, named to new post of director, SelectaVision VideoDisc feature films programs for RCA, New York.

David Skillman, general sales manager, WPIX-FM-TV New York, joins 20th Century-Fox Television, Beverly Hills, Calif., as Western division sales manager. **Martin Groothuis**, VP-business affairs, sports division of 20th Century-Fox, assumes additional duties as VP-administration and business affairs, 20th Century-Fox Television.

Jim McCormick, Southwest division manager, Viacom Enterprises, Dallas, named VP-Southwest division. **Don Toye**, manager of Northeast division, New York, named director of Northeast division, domestic sales. **Dick Moran**, consultant to Viacom, and president of his own syndication and national spot buying company, RPM Inc., appointed director of national sales, Viacom Enterprises. **Eric Veale**, director of domestic sales services for Viacom in New York, named account executive, special projects.

Zane Bair, West Coast consultant to Michael Jay Solomon Films International, named general manager-West Coast operations, Telepictures Corp., of which Mr. Solomon is president.

Joe Sands, independent producer and writer, joins Worldvision Enterprises, Beverly Hills, Calif., as VP-special projects, West Coast.

Charles McFadden, director of sales, WPHL-TV Philadelphia, joins Paramount Television Distribution, New York, as Eastern division manager.

Jane Sallis, creative director responsible for marketing and production, Sundance Productions, Dallas, joins Southwest Producer's Service there as director of marketing.

Jack Firestone, television and film actor, Los Angeles, joins Firestone Program Syndication Co., New York, as account executive.

Dave Uhrich, station manager, WRET-TV Charlotte, N.C., joins WFSB-TV Hartford, Conn., as program manager.

Walter Goodman, member of editorial board of *New York Times*, named executive editor of programming department of noncommercial WNET-TV New York.

Dan Everett, program manager, noncommercial KAID(TV) Boise, Idaho, joins noncommercial KRMA-TV Denver as director of programming. **Mary Lou Ray**, coordinator of instructional television development and production for Mississippi Educational Television Network, joins KRMA-TV as director of learning services.

Jack Miller, program director and air personality, WCBS-FM New York, named executive producer, morning drive time programs. **Robert VanDerheyden**, director of information services, succeeds Mr. Miller as program director.

Ron Fairly, recently retired California Angels first baseman, joins KTLA(TV) Los Angeles as sports anchor.

Bob Picozzi, weekend sports anchor, WTNH-TV New Haven, Conn., named weeknight sports anchor. **Mike Elliott**, sports reporter-anchor,

WIBW-AM-FM-TV Topeka, Kan., joins WTNH-TV as sports reporter.

Liz Kiley, air personality, WPGC-AM-FM Washington (Morningside, Md.), joins WABC(AM) New York as weekend air personality and station's first female disk jockey.

George Talbot, senior operations supervisor, ABC Sports, New York, joins WVI(TV) New Britain, Conn., as production manager.

Anders Yocom, director of scheduling and program operations for Public Broadcasting System, Washington, joins noncommercial WTTW(TV) Chicago as director of program production.

Rosemary Jacobson, producer-director, Teleproduction Center at University of Wisconsin-Stout, Menomonie, named production manager. **Dave Conyer**, from Nebraska Educational Television Network, joins Teleproduction Center as producer-director.

Brute Bailey, program director, WOKS(AM) Columbus, Ga., joins WIGO(AM) Atlanta in same capacity.

Chuck Edwards, production manager and air personality, KADX(FM) Denver, named program director.

Tom Straw, program director and air personality, KSD(AM) St. Louis, joins KVI(AM) Seattle as program director.

Chuck Carney, news director, WBUK(AM) Kalamazoo, Mich., named program director and air personality.

Chuck Holliday, announcer, WGIG(AM), and **Don Leader**, announcer, co-owned WSBI-FM, both Brunswick, Ga., appointed program directors.

News and Public Affairs



Ober

Eric Ober, news director, WCAU-TV Philadelphia, joins co-owned WBBM-TV Chicago in same capacity.

David Choate, assistant news director, WCKT(TV) Miami, named director, news/Southeast, NBC News, Miami, with responsibility for Florida, lower Southern states, Central America and

Caribbean. **Ike Seamane**, correspondent, WTVJ(TV) Miami, named correspondent, NBC News, Miami.

Jack Eddy, co-anchor, 10 p.m. news, KSTW(TV) Tacoma, Wash., appointed news director.

Jim Hawk, from WCAR(AM) Detroit, joins WKYS(FM) Washington as news director.

Rod Kackley, with WBUK(AM) Kalamazoo, Mich., in various capacities, appointed news director.

Chuck Gomez, reporter for CBS-owned WBBM-TV Chicago, named CBS News reporter, assigned to Washington bureau.

Thomas Wolzien, director of news broadcast services, NBC News, New York, named producer of "Segment 3" for *NBC Nightly News*. **Donald Bowers**, senior producer, ABC News,

Washington, joins NBC News there as field producer.

John Roland, reporter, anchor on weekend 10 p.m. news and co-anchor on weekday 10 p.m. news, WNEW-TV New York, named anchor of weekday 10 p.m. news.

Charyl Ann Holt, reporter, WWL-TV New Orleans, joins KHOU-TV Houston in same capacity. **Robert Jackson**, photographer, KPRC-TV Houston, joins KHOU-TV in same capacity.

Yolanda Nava, co-anchor KTXL(TV) Sacramento, Calif. joins KXTV(TV) there in same capacity.

Van Carter, reporter-anchor, WHO(AM) Des Moines, Iowa, joins KWHL-TV Waterloo, Iowa, as general assignment reporter. **Bill Grimes**, anchor, WEAU-TV Eau Claire, Wis., joins KWHL-TV as weekend anchor and reporter.

Cynthia Smith, weekend weather reporter, WDAF-TV Kansas City, Mo., named weekend co-anchor.

Paul Orlousky, from WBNG-TV Binghamton, N.Y., joins WYTV(TV) Youngstown, Ohio, as weekend anchor and reporter.

James Vautrot, news director, WMUR-TV Manchester, N.H., and **Michael Holfeld**, from noncommercial WNJ(TV) Trenton, N.J., join WPRI-TV Providence, R.I., as field reporters.

Elizabeth Grieg Brisacher, reporter and weather anchor, WCSC-TV Charleston, S.C., joins WCIV(TV) there as reporter and weekend weather anchor.

Ken Kadar, news announcer, WDBO-TV Orlando, Fla., joins WSTV-TV Steubenville, Ohio, as 11 p.m. anchor. **Francine Curran**, reporter, WCU-TV Erie, Pa., and **Drew Bracken**, former tennis pro, Windsong Country Club, Columbus, Ohio, join WSTV-TV as reporters.

Matt Willoughby, investigative reporter, WPTF-TV Durham, N.C., joins WKIX(AM) Raleigh, N.C., as reporter and morning anchor.

Scott Lewis, reporter, WWJ-AM-FM Detroit, joins WXYZ(AM) there in same capacity.

Bob Roseman, from KBTV(TV) Denver, joins WVIT(TV) New Britain, Conn., as weather forecaster.

Wayne Matthews, reporter-anchor, WLOF(AM) Orlando, Fla., joins WFTV(TV) there as associate producer. **Gary Singer**, photographer for noncommercial WMFE-TV there, joins WFTV in same capacity.

Joella Werlin, on public affairs staff of KATU(TV) Portland, Ore., named public affairs manager.

Oswald Leonard, senior announcer and broadcast coordinator for noncommercial WNYE-FM-TV New York, assumes additional duties as public service director and news editor.

Promotion and PR

Rick Giacalone, director of photography for broadcast division of ABC, New York, named VP, public relations, visual communications, responsible for photographic services and related visual projects. **Patricia J. Matson**, director of business information, broadcasting, ABC, appointed VP, public relations, planning and development, retaining current responsibilities and adding others in editorial services, including speechwriting and audience information department.

Katheryne Rogers, in program department of WCAU-TV Philadelphia, appointed manager of audience promotion.

Linda Lee Davis, manager of affiliate publicity, Home Box Office, New York, named manager of corporate public relations. **Katherine Edwards**, reporter and producer, KENS-TV San Antonio, Tex., succeeds her.

Peter Lenz, promotion manager, WTVN-TV Columbus, Ohio, joins KUTV(TV) Salt Lake City as director of promotion and program development.

Jeff Bell, creative services director, KMGH-TV Denver, and public relations director for Denver Symphony, joins WVIT(TV) New Britain, Conn., as promotion manager.

Cable

Gregory Liptak, VP, Communications Properties Inc., Austin, Tex., appointed senior VP for marketing, based in company's Costa Mesa, Calif., office. **Jerry Lindauer**, assistant to president of CPI, named VP, responsible for new market development, based in Austin. **W.D. Arnold**, **Al Bloom**, **C. Ronald Dorchester** and **John Schmuhl**, regional managers, CPI, Austin, Tex., named VP's of combined CPI and TM Communications cable systems.

Donald Reinert, director of marketing for RCA Mobile Communications Systems, Meadow Lands, Pa., appointed manager of marketing for RCA Cablevision Systems, Hollywood.

Julian R. Rush, legal assistant to chief of Cable Television Bureau, FCC, Washington, joins Washington bureau of Horizon Communications Corp., Evansville, Ind., as general counsel and corporate secretary.

Anthony Vogelpoel, from North American Philips Corp., parent of Magnavox CATV Systems, Manlius, N.Y., named manager of product assurance for Magnavox.

Robert M. Jones, supervisory auditor, General Accounting Office, Washington, joins Malarkey, Taylor & Associates, Washington consulting firm specializing in cable television, as VP-finance.

Broadcast Technology

Reid Carpenter, director of engineering, KUTV(TV) Salt Lake City, appointed VP-director of engineering.

Bob Bennett, director of marketing for ITT Communications Systems, Hartford, Conn., joins Scientific-Atlanta, Atlanta, as manager of digital communications market development for satellite communications division.

Thomas Moore, RCA teleproduction equipment sales representative in Northeast, based in Camden, N.J., named RCA Broadcast Systems sales representative for New York state, based in Syracuse. **Bruce Laughlin**, RCA sales representative in North and South Carolina, named RCA Broadcast Systems sales representative for southern Texas, based in Austin. **John Williamson**, from International Nickel Co., New York, joins RCA American Communications, Piscataway, N.J., as director of public affairs.

George Popkin, producer, KCAU-TV Sioux

City, Iowa, joins WAFF(TV) Huntsville, Ala., as producer and cameraman. **Mack Lewis**, from WHNT-TV Huntsville, joins WAFF as cameraman.

Mark West, in production department of WBNS-TV Columbus, Ohio, joins TPC Communications, Pittsburgh, as production audio engineer.

C. Victor Campos, director of technical services for marketing, Acoustic Research, joins Electronic Industries Association, Washington, as director of member services.

Deaths



Sawyer

Charles Sawyer, 92, president and principal stockholder of Great Trails Broadcasting, Cincinnati, died April 7 at his home in Palm Beach, Fla., following series of strokes. At time of his death, he was still active as senior partner of Cincinnati law firm of Taft, Stettinius & Hollister. He had been associated

with broadcasting since 1930's. During 1940's, he served as U.S. ambassador to Belgium and minister to Luxembourg, and in 1948, President Truman appointed him secretary of commerce, post he held until 1953. Great Trails Broadcasting is licensee of WING(AM) Dayton, WJAI(AM) Eaton, WIZE(AM) Springfield, WCOL(AM)-WXGT(FM) Columbus, all Ohio, WKLO(AM)-WCSN(FM) Louisville, Ky., and WBCS-AM-FM Milwaukee.

H.W. Bill Thompson, 62, former station manager of KGOV-TV (now KECI-TV) Missoula, Mont., and KWO(AM) Sheridan, Wyo., died of heart attack March 20 in Sequim, Wash. Mr. Thompson left stations for assignment with Voice of Kenya in Nairobi, Africa. Earlier in his career, he worked for CBS News. Mr. Thompson was retired at time of his death. Survivors include his wife, Betty Anne.

Donald L. Jones, 51, manager of WLCY-AM-FM (now WLCY(AM)-WYNF(FM)) Tampa, Fla., from 1960 to 1971, died of heart attack April 3 at his home in Madeira Beach, Fla. Mr. Jones began his career as page for NBC in New York, and also worked for WSAN(AM) and WKAP(AM), both in Allentown, Pa., WFEA(AM) Manchester, N.H., and WJAR(AM) Norristown, Pa., before moving to Florida. Survivors include his wife, Barbara-Ann, two sons and two daughters.

Mel Henke, 63, composer, arranger and jingle writer for advertising agencies, died March 31 at his home in Los Angeles. Mr. Henke wrote music for "Ajax White Knight—stronger than dirt," advertising campaign created by Norman, Craig & Kummel. He was also associated with music for "See the USA in your Chevrolet," from Campbell Ewald in Detroit. Mr. Henke was pianist for Garry Moore and John Scott Trotter orchestra on George Gobel TV show.

Edgar Buchanan, 76, character actor who appeared in westerns and television series, *Petticoat Junction*, died April 4 at Eisenhower Memorial hospital in Palm Springs, Calif., following brain surgery Jan. 29. Mr. Buchanan appeared in "When the Daltons Rode," "Escape to Glory," "Texas" and "Buffalo Bill."

As compiled by BROADCASTING based on filings, authorizations, petitions and other actions announced by FCC during the period April 2 through April 6.

Abbreviations: ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. freq.—frequency. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. SL—studio location. SH—specified hours. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—non-commercial.

New Stations

AM applications

■ Lynchburg, Tenn.—Moore County Radio Co. seeks 1290 khz, 1 kw-D. Address: Bel Aire Drive, Tullahoma, Tenn. 37388. Estimated construction costs \$50,000; first-year operating cost \$20,000; revenue \$60,000. Format: country. Principals: James H. McKenzie and James H. Martin (50% each). Mr. McKenzie is manager of CATV system in Tullahoma. Mr. Martin is Tullahoma businessman who owns paving company, stone quarry, trailer park, restaurant and race track. Neither has other broadcast interests. Ann. April 3.

■ Oliver Springs, Tenn.—Motherlode Communications Corp. seeks 1080 khz, 2.5 w-D. Address: Box "T", Oliver Springs 37840. Estimated construction costs \$68,975; first-quarter operating cost \$37,254; revenue \$19,000 (year). Format: pop/country. Principals: Jack D. Walls (12.5%), Jerry W. Strange (25%), John Lee Davenport (25%), Stephen E. Terrell (25%) and Glen L. Cox (12.5%). Mr. Strange is general manager of WCBX(AM) Eden, N.C. Mr. Davenport is part owner of Tennessee advertising agencies. Mr. Walls has various interests in mining and real estate as does his son-in-law, Glen Cox. Mr. Terrell is part owner of drug store. Ann. April 3.

FM applications

■ Ashland-Lineville, Ala.—Robert A. Perry seeks 95.3 mhz, 3 kw, HAAT: 300 ft. Address: Woodland Ave., Wedowee, Ala. 36226. Estimated construction cost \$46,270; first-year operating cost \$166,548; revenue 150,000. Format: variety. Principal: Mr. Perry is food retailer in Wedowee, Ala. He has no other broadcast interests. Ann. April 3.

■ Crescent City, Calif.—Pyramid Properties seeks 94.3 mhz, 3 kw, HAAT: —275 ft. Address: 595 G St., Crescent City 95531. Estimated construction cost \$700; first-year operating cost \$17,391; revenue \$44,000. Format: MOR. Principals: Robert C. Berkowitz and David E. Tecker (50% each). Messrs. Berkowitz and Tecker are teachers in high school in Arcata, Calif., half owners of real estate investment company and co-owners of KCRE(AM) Crescent City. Ann. April 3.

■ Ottumwa, Iowa—Ottumwa Broadcasting Co. seeks 92.7 mhz, 3 kw, HAAT: 300 ft. Address: 5373 Sea Isle Rd., Memphis, Tenn. 38117. Estimated construction cost \$59,000; first-quarter operating cost \$11,110; revenue \$100,000 (year). Format: contemporary. Principals: Audrey G. Osmundson (80%), Mark Osmundson (10%) and Jean O. Rother (10%). Mark and Jean are children of Mrs. Osmundson, who is part-time secretary for marketing firm in Memphis. Mark Osmundson is general manager of KDAO(AM) Marshalltown, Iowa, which is owned by family, including Dean Osmundson, husband of Audrey. Ann. April 3.

■ Leesville, La.—Clinton LaDon Addison seeks 92.7 mhz, 3 kw, HAAT: 300 ft. Address: Route 1, Box 307, Anacoco, La. 71403. Estimated construction cost \$15,726; first-quarter operating cost \$21,606 and revenue \$20,952. Format: country. Principal: Mr. Anderson is self-employed as audio producer in Anacoco. He has worked in broadcasting in various capacities, but currently has no other broadcast interests. Ann. April 3.

■ Great Falls, Mont.—D.M. Gray Co. seeks 92.9 mhz, 100 kw, HAAT: 527 ft. Address: 2913 5B St. NE, Great Falls, Mont. 59404. Estimated construction cost \$272,826; first-year operating cost \$202,336; revenue \$180,000. Format: variety. Principal: Darryl M. Gray (100%). Mr. Gray is executive director of non-profit educational services corp. Ann. April 5.

■ Cottage Grove, Ore.—Bear Mountain Radio Inc. seeks 95.3 mhz, .0891 kw, HAAT: 1477 ft. Address: 321 Main St., Cottage Grove 97424. Estimated construction cost \$59,898; first-quarter operating cost \$16,812; revenue \$73,500 (year). Format: MOR. Principals: David R. Pfleger and his wife, Mary (76% held jointly), and Wilbur R. Rice and his wife, Edith (24% held jointly). Mr. Pfleger is general manager and Mrs. Pfleger is president of KNND(AM) Cottage Grove. Mr. Rice is farmer in Cottage Grove. Ann. April 5.

■ West Salem, Wis.—Hilltop Radio Inc. seeks 100.1 mhz, 3 kw, HAAT: 1305 ft. Address: 1055 Cedar Rd., La Crosse, Wis. 54601. Estimated construction cost \$31,133; first-quarter operating cost \$18,625; revenue \$50,000 (year). Format: religious. Principals: Bruce A. Polender (37 1/2%), Richard R. Geiwitz (37 1/2%) and Ellsworth L. Dissmore (25%). Dr. Polender is physician. Mr. Geiwitz is owner of construction company. Mr. Dissmore is president of electronics manufacturing firm. None have other broadcast interests. Ann. April 5.

FM action

■ Hattiesburg, Miss.—Review Board granted Circuit Broadcasting Co. 92.1 mhz, 3 kw, HAAT: 177 ft. P.O. address: 604 Gussie Avenue, Hattiesburg 39401. Estimated construction cost \$33,000; first-year operating cost \$17,500; revenue \$25,000. Principals: Vernon C. Floyd, Ruben C. Hughes and Robert L. Floyd, partners. Circuit Broadcasting is licensee of WORV(AM) Hattiesburg (Docs. 19889-91). Action March 30.

FM licenses

■ The following new stations have been granted licenses: *WLWU(FM) Chicago (BLED1803); *KSKA(FM) Anchorage, Alaska (BLH780726AC); KOHU-FM Hemiston, Ore. (BLH780905AG).

Ownership Changes

Actions

■ KIFN(AM) Phoenix (860 khz, 1 kw-D)—Broadcast Bureau granted transfer of control of KIFN Radio Inc. to Hispanic Communications Corp. for \$575,000. Seller is principally owned by McHenry T. Tichenor (30.8%) and estate of J. C. Looney (40%)—Margaret M. Looney is executrix—along with five others. Mr. Tichenor also has interest in KGBT(AM) Harlingen and KUNO(AM) Corpus Christi, both Texas, and WGMA(AM) Hollywood, Fla. Looney estate also has interest in KGBT. Buyer is owned by Dr. Volla Albert Dunham (25%), Mauricio and Trudy Mendez (20% each) (Trudy Mendez is daughter of Dr. Dunham), Morton Fleischer (15%) and two others. Dr. Dunham is ear, nose and throat specialist. Mr. Mendez is salesman at KIFN. Mr. Fleischer is president of finance and real estate companies in Phoenix. He is also director of financial consultancy and banking firm in Los Angeles. Buyers have no other broadcast interests. (BTC781128EB). Action April 6.

■ KATA(AM) Arcata, Calif. (1340 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted assignment of license from Martin Broadcasting Corp. to Quail Communications Inc. for \$500,000. Seller is owned by Mr. and Mrs. John Martin who own 90% of KSXT(AM) Redding, Calif. Buyer is owned equally by George M. Malti and Russell B. Carpenter, San Francisco attorneys, who own KYVA(AM)-KOV(AM) Gallup, N.M., and KOJO(AM)-KIOZ(FM) Laramie, Wyo. (BAL781122EA). Action Jan. 17.

■ KXFM(FM) Santa Maria, Calif.: (99.1 mhz, 1.8 kw)—Broadcast Bureau granted assignment of license from Tepasquet Rolling Rock Co. to KXFM Broadcasting Inc. for \$400,000. Seller is owned by Paul Hallack who has no other broadcast interests. Buyer is principally owned by James H. Ranger and his wife, Betty (90% held jointly). Rangers own KUHL(AM) Santa Maria and are part owners of KCOX-TV there. They also own equipment and property rental company there (BAL790222FY). Action April 4.

■ KBPI(FM) Denver (105.9 mhz, 100 kw)—Broadcaster Bureau granted transfer of control of Progressive Broadcasters Inc. to Sandusky Newspapers Inc. for \$6.7 million. Seller is wholly owned by Myriad Industries Inc., owned by Marvin Spector and William F. Stevens (49% each) and James B. Day (2%). None has other broadcast interests. Buyer is owned by Dudley A. White and his family, publishers of *Sandusky (Ohio) Register, Norfolk (Ohio) Reflector, Kingsport (Tenn.) Times and News and Grand Haven (Mich.) Tribune*. Group bought three other stations in 1978: KDKB-AM-FM Mesa-Phoenix, Ariz. (\$4 million), and KZAM(AM) Bellevue, Wash. (\$1.6 million) (BTC790118EA). Action April 4.

■ WRYZ-AM-FM Jupiter, Fla. (AM: 1000 khz, 1 kw-D; FM: 96.7 mhz, 3 kw)—Broadcast Bureau granted assignment of license from Lighthouse Broadcasting to U.S. One Broadcasting Corp. for \$750,000. Seller is principally owned by Phyllis B. Ramshell, president, who has no other broadcast interests. Buyer is equally owned by Ronald Winblad and Palm-Martin Development Corp. Mr. Winblad is general manager of WRYZ-

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AM-FM. Palm-Martin is owned by members of Thomas M. Rubenstein family of North Palm Beach, Fla. Neither has other broadcast interests. (BAL780905ED, BALH780905EE). Action April 4.

■ WKAT(AM) Miami Beach (1360 khz, 5 kw-D, 1 kw-N)—Broadcast Bureau granted assignment of license from WKAT Inc. to William H. Hernstadt and his wife, Judith, for \$1 million. Seller is owned by Ucola Katzentine (66.6%) and Sidney Levine, vice president and general manager (33.3%). Neither has other broadcast interests. Buyers are Nevada state senator and business consultant, respectively, and principals in KVVU-TV Las Vegas, which was sold to group headed by Johnny Carson. (see below and BROADCASTING, April 2). (BAL780901EK). Action Jan. 18.

■ KLLR(AM) Walker, Minn. (1600 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from Edward De La Hunt Jr. to Stagg Broadcasting for \$64,000. Mr. De La Hunt is co-owner of KPRM-AM-FM Park Rapids and KEHG-AM-FM Fosston, Minn. Buyer is owned by Paul Steigerwald (Paul Stagg), his wife, Verna, and his brother, Donald. Paul Steigerwald is operations manager, staff announcer at WCCO-FM Minneapolis. His wife is housewife. Donald Steigerwald is manager and staff announcer at KWLM(AM)-KQIC(FM) Willmar, Minn. (BAL780908EB). Action April 6.

■ KVVU-TV Henderson-Las Vegas (ch. 5)—Broadcast Bureau granted transfer of control from Nevada Independent Broadcasting to group headed by *Tonight Show* host Johnny Carson for \$5.5 million. Seller is owned by William H. Hernstadt (70%), his wife Judith (20%), Rusty Durante (2%) and Jack Smith (1%). Hernstadts have purchased WKAT(AM) Miami Beach (see above). Buyer is headed by Mr. Carson; partners include Herbert Kaufman, Las Vegas businessman and civic leader, and group of minority owners headed by Forrest Chu, San Diego attorney. Action March 30.

■ KFDW-TV Clovis, N.M. (ch. 12)—Broadcast Bureau granted assignment of license from Mel Wheeler Inc. to McAlister TV Enterprises for \$658,000. Seller is owned by Mr. Wheeler, who owns KITT(FM) San Diego, Calif.; WSLC(AM)-WSLQ(FM) Roanoke, Va., and KDNT-AM-FM Denton, Tex. Buyer is principally owned by Bill B. McAlister and family, who own KMCC(TV) Lubbock, Tex. (BALCT7808291A). Action March 23.

■ WJRR-FM Mifflinburg, Pa. (98.3 mhz, 3 kw)—Broadcast Bureau granted assignment of license from Buffalo Valley Broadcasting Co. to FM-98 Inc. for \$125,000. Seller is principally owned by Fred R. Sechler (55%), Walter R. Rice (10%) and William Nisbett (10%). Buyer is principally owned by Anthony I. Sylvester who is anchorman at WAVY-TV Portsmouth, Va. (BAL790212ED). Action April 4.

■ KNUS(FM) Dallas (98.7 mhz, 10 kw)—Broadcast Bureau granted assignment of license from McLendon Corp. to SJR Communications Inc. for \$3,750,000. Seller is principally owned by Gordon McLendon and his father, Barton R. McLendon. This is the last of their broadcast properties; since 1972 company has sold KOST(FM) Los Angeles; KCND-TV Pembina, N.D.; KABL-AM-FM Oakland-San Francisco; WYSL-AM-FM Buffalo, N.Y., and WWWW(FM) Detroit. Buyer is subsidiary of publicly traded San Juan Racing Association. Its principal stockholders include Hyman N. Glickstein, (chairman and president), Bernard S. Needle, Sidney E. Cohn and Harry L. Gilman. SJR owns and operates 10 radio stations: WUST(AM)-WJMD(FM) Washington, WKLS-AM-FM Atlanta, WTM1(FM) Miami, WQAL(FM) Cleveland, WYSP(FM) Philadelphia, WJIT(AM)-WKTU(FM) New York and KRLY(FM) Houston (BAL790205F1). Action April 4.

main location. Ann. April 4.

■ KUDL(FM) Kansas City, Kan.—Seeks CP to make changes in ant. system; change type ant.; increase HAAT: 507 ft. (H&V), and change TPO. Ann. April 4.

■ WLJC(FM) Beattyville, Ky.—Seeks CP to make changes in ant. system; change type trans.; change type ant.; decrease ERP: 1.7 kw (H&V); increase HAAT: 400 ft. (H&V), and change TPO. Ann. April 4.

■ WTCM-FM Traverse City, Mich.—Seeks CP to change TL to state route 31, 2.4 miles N of Sherman, Mich.; install new type trans.; make changes in ant. system; change ERP: 100 kw (H&V) and HAAT: 793 ft. (H&V). Ann. April 3.

■ KRPR(FM) Rochester, Minn.—Seeks CP to change TL to 1.5 miles N of County Rd., Rochester; make changes in ant. sys. (increase height); increase ERP: 10 kw and HAAT: 499 ft. Ann. April 3.

■ KAD1(FM) St. Louis—Seeks CP to increase HAAT: 519 ft. (H&V); make changes in ant. system. Ann. April 3.

■ WBLK-FM Depew, N.Y.—Seeks CP to change SL to 330-36 Linwood Avenue, Buffalo, N.Y., and operate trans. by remote control from there. Ann. April 4.

■ WGFBB(FM) Plattsburgh, N.Y.—Seeks CP to install aux. trans.; install aux. ant. at main TL to be operated on ERP: 454 kw (H&V), HAAT: 826 ft. (H&V), and change TPO. Ann. April 4.

■ KLCJ(FM) Bayard, N.M.—Seeks CP to move TL NW of Bayard; change type trans. and ant.; increase ERP: 0.182 kw (H&V) and HAAT: 1003 ft. (H&V). Ann. April 3.

■ WBHR(FM) Bellaire, Ohio—Seeks CP to increase ERP: 100 w (H), HAAT: minus 308 ft. (H); install new type trans. Ann. April 3.

■ WFMQ(FM) Lebanon, Tenn.—Seeks CP to change TL and SL to Cumberland College Campus, Lebanon. Ann. April 4.

■ KMFA(FM) Austin, Tex.—Seeks CP to increase ERP: 6.6 kw (H&V); HAAT: 878 ft. (H&V); install new trans.; change SL and RC to 3001 N. Lamar, Austin, Tex. Ann. April 3.

■ KNUS(FM) Dallas—Seeks CP to change TL to Beltline Rd., Cedar Hill, Tex.; increase HAAT: 1683 ft. (H&V); make changes in ant. system (increase height). Ann. April 3.

AM action

■ KSXX(AM) Salt Lake City, Utah—Granted CP to change station location to Sandy, Utah; add nighttime service with 500 w, DA-2 and make changes in daytime DA system; change SL S of 3300 South St., near Salt Lake City; delete remote control; conditions (BP-20,527). Action March 22.

In Contest

Designated for hearing

■ Charlevoix, Mich. (New Broadcasting Corp. and Island View Broadcasting Corp.) **FM proceeding:** (Docs. 79-51-53)—Chief ALJ Lenore G. Ehrig designated ALJ Thomas B. Fitzpatrick as presiding judge,

scheduled prehearing conference for May 7 at 9 a.m. and hearing for June 18 at 10 a.m. in Washington. Action March 23.

■ Oklahoma City, Okla. (William M. Rogers) **Revocation proceeding:** (Docs. 79-48-50)—Chief ALJ Lenore G. Ehrig designated ALJ Walter C. Miller as presiding judge, scheduled prehearing conference and hearing for June 5 at 10 a.m. in or near Oklahoma City. Action March 23.

Procedural rulings

■ Selma, Ala. (Central Alabama Broadcasters Inc.) **TV proceeding:** (Doc. 78-238)—Chief ALJ Lenore G. Ehrig granted joint petition by WCOV-TV and other parties and modified certain procedural dates; moved evidentiary hearing from April 25 to May 15 at 10 a.m. in Washington. Action March 28.

■ Charlevoix, Mich. (New Broadcasting Corp. and Island View Broadcasting Corp.) **FM proceeding:** (Docs. 79-51-52)—ALJ Thomas B. Fitzpatrick, by two separate actions, continued prehearing conference from May 7 to May 10 at 9 a.m. in Washington and set certain procedures for prehearing conference. Actions March 30.

■ Southold and Greenport, N.Y. (North Folk Broadcasting Co. et al.) **FM proceeding:** (Docs. 78-381-83)—ALJ David I. Kraushaar granted joint motion by applicants and revised procedural deadlines, rescheduled hearing from April 23 to May 22, dismissed as moot joint motion filed March 22. Action March 27.

■ Virginia Beach, Va. (Virginia Seashore Broadcasting Corp.) **FM proceeding:** (Doc. 19096)—Chief ALJ Lenore G. Ehrig set certain procedural dates including hearing for July 10 at 10 a.m. in Washington. Action March 23.

Initial decision

■ WGTR(AM) Natick, Mass.—ALJ Walter C. Miller, in summary decision, granted amended application of Home Service Broadcasting Corporation for authority to increase daytime power and add nighttime service. Action April 2.

Review Board action

■ High Springs and Alachua, both Florida—Review Board has set aside decision by ALJ, denying petition to enlarge issues in case involving mutually exclusive applications for new FM's on 104.9 mhz. Country Broadcasting Co. has applied for frequency in High Springs; Alachua for same frequency in Alachua. Board also granted petition, reopened proceeding and remanded it to presiding judge. Action March 27.

FCC actions

■ KROQ(AM) Burbank-KROQ Pasadena, both California—FCC has consolidated for hearing mutually exclusive applications of Royce International Broadcasting Co., Baker-Smith Communications Inc. and A.W.A.R.E. Communicators Inc. with applications already designated for hearing in proceeding involving the renewal of stations' licenses. It also dismissed Royce's request for interim authority to operate AM facilities and, on request of applicant, dismissed application of Lotus Communications Corp. for FM facilities. Action March 30.

■ KIQL(AM)-KIOI(FM) San Francisco—FCC has

Summary of broadcasting

FCC tabulations as of February 28, 1979

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4507	5	37	4549	59	4608
Commercial FM	3022	2	85	3109	150	3259
Educational FM	947	0	45	992	68	1060
Total Radio	8,476	7	167	8650	277	8,927
Commercial TV	514	1	1	216	8	524
VHF	214	0	3	217	50	267
UHF	94	1	7	102	6	108
Educational TV	151	2	5	158	4	162
VHF	973	4	16	993	68	1061
UHF	255	0	0	255	88	343
Total TV	1158	0	0	1,158	265	1,423
FM Translators	2417	0	0	2,417	200	2617

*Special temporary authorization

**Includes off-air licenses

Facilities Changes

AM application

■ WASR(AM) Wolfeboro, N.H.—Seeks CP to increase power to 5 kw; install new trans. Ann. April 3.

FM applications

■ KOHL(FM) Fremont, Calif.—Seeks CP to increase power to ERP: 100 w, HAAT: -79 ft.; install new ant. and make changes in ant. system. Ann. April 3.

■ WWYZ(FM) Waterbury, Conn.—Seeks CP to utilize former main trans. and ant. as auxiliaries at former

denied Community Coalition for Media Change reconsideration of its action November 6, 1978, granting license renewals for stations over Coalition's objections. Action April 3.

■ WVAN-TV Savannah-Pembroke, Ga.—FCC has denied Savannah branch of National Association for the Advancement of Colored People reconsideration of its Jan. 11 grant of application of Georgia State Board of Education for renewal of its license for noncommercial educational station. Action March 21.

■ KOIL (AM)-KEFM (FM) Omaha—FCC has denied Nebraska Communications Corp., KRCB Inc. and Kyle Broadcasting Co. Inc. reconsideration of Broadcast Bureau action consolidating all applications for facilities of stations into single proceeding. It also granted joint request for consideration of supplementary pleading filed by Webster-Baker Broadcasting Co., Omaha Broadcasting Service Co. and Nebraska-Iowa Broadcasting Corp. and vacated December 1, 1978, order staying proceeding.

■ WNBC-TV New York—FCC denied application of Friedrich P. Berg, Corresponding Secretary, Ridgewood Group, to review Broadcast Bureau's June 21 ruling denying his complaint against station for its showing of *Holocaust*. It also denied his petition to deny NBC renewal of its license for that station. Action March 30.

■ WJAN (TV) Canton, Ohio—FCC has instituted investigatory proceeding to determine whether station, licensed to PTL of Heritage Village Church and Missionary Fellowship Inc. broadcast false, misleading or deceptive information or made misrepresentations to public in connection with broadcast announcements concerning solicitation of funds to be used for specific projects. Action March 30.

■ *WXPB (FM) Philadelphia—FCC has denied reconsideration of its Oct. 19, 1978, decision denying application of Trustees of University of Pennsylvania for renewal of its license for noncommercial educational station. Commission had denied renewal because of University's continuing failure to supervise and control operation of station during the 1972-1975 license period. Action March 30.

Fines

■ WTIM (AM)-WEEB (FM) Taylorville, Ill.—Notified of apparent liability for forfeiture of \$400 for repeated violation of rules, including failure to make entries in maintenance log between Aug. 21, 1978 and Oct. 22, 1978. Action March 26.

■ WRBJ-AM-FM St. John's, Mich.—Admonished for inadequate control over foreign language programming and reminded that repeated violations of Commission rules pertaining to political advertising and fraudulent billing practices in future could result in forfeiture. Action Feb. 2.

Allocations

Actions

■ Beloit, Kan.—Broadcast Bureau has proposed assigning 105.5 mhz there as its first FM assignment. Action was in response to petition by Robert D. Zellmer. Comments are due June 1, replies June 21. Action April 2.

■ California, Mo.—Broadcast Bureau has proposed assigning 94.3 mhz there as its first FM assignment. Action was in response to petition by Town and Country Communications Inc. Comments are due June 1, replies June 21. Action April 2.

Other

■ Wometco Blonder-Tongue Broadcasting Corp. and Wometco Home Theatre Inc. have appealed to Federal appellate court FCC's action of Nov. 9, 1978, granting STV authority to WNJU-TV Linden, N.J., and denying their request to defer action on STV application, as well as subsequent denial of their petition for reconsideration. Appeal was filed in U.S. Court of Appeals for District of Columbia Circuit on March 22. Ann. April 3.

■ WALM (AM) Albion-WELL-FM Marshall, both Mich.—Ordered to forfeit \$3,000 for repeated violation of rules including failure to inspect regularly automatic or mechanical control devices, indicators and alarm systems of tower lights. Action March 26.

■ WLCX-AM-FM La Crosse, Wis.—Notified of apparent liability for forfeiture of \$750 for repeated violation of rules including failure to check tower lights daily from July 14 to Sept. 17, 1978. Action March 26.

Cable

■ The following operators of CATV systems have filed service registrations:

■ Viacom Communications, for Nashville (TN0148) new system.

■ Tele-Media Company of Williams County, for Montpelier, Ohio (OH0411) add signals.

■ West Valley Cablevision Inc., for Union Gap, Wash. (WA0287) new system.

■ Continental Cablevision Inc., for Morton, Ill. (IL0295) new system.

■ Clayton County Cable Communications, for Forest Lake, Ga. (GA0238) new system.

■ Highlands Cable TV, for Sebring, Avon Park and Highlands, all Florida (FL0162, 58-9) add signals.

■ Clear Lake City Cablevision Inc., for Middlebrook and Brook Forest, both Texas (TX0372-3) add signals.

■ Mid-Jersey Cable TV Co., for Little Silver, N.J. (NJ0206) add signal.

■ Cablevision of Westville, for Westville, Okla. (OK0111) add signal.

■ Drain Cable and Appliance Inc., for Drain, Ore. (OR0052) add signal.

■ Futurevision Cable Enterprises Inc., for Sea Bright, Eatontown, Monmouth Beach and Oceanport, all New Jersey (NJ0156, 32, 55, 58) new systems.

■ Hawkeye Cablevision Inc., for Des Moines, Urbandale, Ankeny, Windsor Heights, Clive, and West Des Moines, all Iowa (IA0036, 32, 35, 37, 39, 41) add signals.

■ Teleprompter Corp., for La Crescent and Shelby, both Montana (MN0059, 45, 24) add signals.

■ Bettervision Systems Inc., for Buckhannon and Upshur, both West Virginia (WV0077, 487) add signals.

■ Kickapoo Antennavision Inc., for Prairie Du Chien, Bridgeport and Mauston, all Wisconsin (WI0026, 55-6, 71) add signals.

■ Cablecom-General Inc., for Port Lavaca and Point Comfort, both Texas (TX0024, 32) add signal.

■ Derry-Decatur TV Line Inc., for Derry, Pa. (PA1410) add signal.

■ Metro Cable Inc., for Pipestone, Minn. (MN0085) add signal.

■ Iola Cable TV, for Iola and Gas, both Kan. (KS0037, 128) new system.

■ Clear Sight Television Cable Co., for Las Vegas, N.M. (NM0008) add signal.

■ Summerville CATV, for Summerville, Pa. (PA1687) add signal.

■ Morris Cable TV, for Morris, Minn. (MN0012) add signal.

■ M and M TV Cable Co., for Lolo, Mont. (MT0064) add signal.

■ Big Horn Televent Inc., for Basic, Greybull and Big Horn, all Wyoming (WY0033, 32, 47) add signal.

■ Teleprompter Corp., for La Crosse and Shelby, both Wisconsin (WI0007, 101) add signals.

■ Derry-Decatur TV Line Inc., for Decatur, Pa. (PA1411) add signal.

■ United Antenna Service of Boone Inc., for Boone and Watauga, both North Carolina (NC0033, 144) add signals.

■ Kenneth Cablevision, for Kennett, Mo. (MO0004) add signal.

■ MBS Cable TV Inc., for Washington and Lexington, both Ohio (OH0559, 57) add signal.

■ General Communications Inc., for Humboldt, Kan. (KS0036) add signal.

Call Letters

Applications

Call	Sought by
New AM's	
WKWL	Floralia Broadcasting Co., Florala, Ala.
KELC	Lonoke Broadcasting Co., England, Ark.
WMDJ	Guaranty Broadcasting Co., Martin, Ky.
WGFP	Lakeview Broadcasting Co., Webster, Mass.
WTRJ	Cloverleaf Broadcasting Corp., Troy, Ohio
KMMZ	KMMZ Broadcasters Inc., Greybull, Wyo.
New FM's	
KFNQ	Goldrush Broadcasting Inc., Oakdale, Calif.
WRTM	Calhoun Broadcasting Corp., Blountstown, Fla.
KZED	Sumner Broadcasting Co., Wellington, Kan.
WRVH	Patterson Broadcasting Co., Patterson, N.C.
KOOS	Larson-Wynn Inc., North Bend, Ore.
*KZUU	Washington State University Pullman, Wash.
New TV	
WPDE-TV	Eastern Carolinas Broadcasting Co., Florence, S.C.
Existing AM's	
WUHN	WUPE Pittsfield, Mass.
WCAR	WIID Garden City, Mich.
WBFJ	WPDG Winston-Salem, N.C.
KCYX	KMCM McMinnville, Ore.
WRCW	WTRA Latrobe, Pa.
WMYD	WKFD Wickford, R.I.
KEAM	KYKR Port Arthur, Tex.
WTJZ	WOKT Newport News, Va.
Existing FM's	
KXEZ	KHEX Yuba City, Calif.
KIDQ	KNFR-FM Boise, Idaho
WEZV	WCMX Fort Wayne, Ind.
WRTB	WAOV-FM Vincennes, Ind.
KCNB	KXEL-FM Waterloo, Iowa
KYNN-FM	KOWH-FM Omaha, Neb.
WYTK	WJPA-FM Washington, Pa.
KLKE	KDLK-FM Del Rio, Tex.
WKZZ	WWOD-FM Lynchburg, Va.

Grants

Call	Assigned to
New AM's	
KJOP	Goodwill Broadcasting, Lemoore, Calif.
KLEH	Louise E. Hamlin, Anamosa, Iowa
KRZJ	KRZJ Broadcasters, Beloit, Kan.
WLSN	S&W Enterprises, Lebanon, Tenn.
New FM's	
*KMAH	Menlo Atherton High School, Atherton, Calif.
WDDQ	Timberland Communications Inc., Adel, Ga.
KWBJ	Blue Mountain Broadcasting, Payette, Idaho
WLSK	Lebanon Springfield Broadcasting Co., Lebanon, Ky.
KAYQ	Val Kyrie Broadcasting Inc., Warsaw, Mo.
KLTR-FM	Terrell Radio, Terrell, Tex.
WUVA	WUVA Inc., Charlottesville, Va.
New TV's	
KJCT	Pikes Peak Broadcasting Co., Grand Junction, Colo.
*KAWB	Northern Minnesota Public Television Inc., Bemidji, Minn.
*KBME	Prairie Public Television Inc., Bismarck, N.M.
Existing AM's	
WPCF	WSCM Panama City, Fla.
WZAL	WJGA McDonough, Ga.
KBER	KCAD Abilene, Tex.
WNIS	WHNE Portsmouth, Va.
Existing FM's	
WKKZ	WXLI-FM Dublin, Ga.
KDUK	KHSS Honolulu
WXXQ	WFRL-FM Freeport, Ill.
WFRN	WXAX Elkhart, Ind.
KQWI	KSWI Clarinda, Iowa
KLLB	KYTE-FM Portland, Ore.
WXTL	WMBY-FM Myrtle Beach, S.C.
WZLT	WDXL-FM Lexington, Tenn.

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RADIO

HELP WANTED MANAGEMENT

Top 20 Radio Market needs qualified business manager for AM-FM combo. Minimum 5-years experience. Salary open. Excellent benefits. Send detailed resume & references. An Equal Opportunity Employer. Box D-1.

Career Service position with Department of Journalism-related stereo FM 10-watt non-commercial station moving toward higher power and fuller service at predominantly black state university. Growing emphasis on news and public affairs a necessity. Salary range \$13,404-\$17,935. Minimum state qualifications include graduation from a standard high school and nine years of responsible experience in radio or television station operation, one year of which must have been in directing operations of a programming department; or graduation from a four-year college or university with major course work in journalism, advertising, or broadcasting and five years of responsible radio or television station operation experience, one year of which must have been in the operation of a programming department. Special qualifications: at least a restricted radio-telephone operator's permit, preferably a valid 1st or 2nd class license; successful experience working with minority students; preferably a master's degree to enhance the possibility of teaching in the broadcast news curriculum; and a demonstrated appreciation for and understanding of the functions of broadcast journalism and public affairs. Send letters and resumes to Director of Personnel, Florida A&M University, Tallahassee, FL 32307, to be received no later than April 30, 1979. Florida A&M University is an Equal Opportunity/Equal Access Institution.

Wanted: Young Manager on way up for new FM in established small market AM. Stock share part of package. Box D-29.

AM Rock, FM Country need solid manager to continue good job of existing manager moving up. KROF AM-FM blankets South Louisiana's oil industry, a growth area. A new 150 store mall has just opened. If you're a strong, aggressive and experienced person with management, sales, and programming skills, I'd like to hear from you. Send resume, references and salary requirements to: President, KROF AM-FM, P.O. Box 610, Abbeville, LA 70510.

General Manager for excellent, profitable small market North Alabama station. Must personally carry 50% of sales. With salary and share of profit, can earn above average. An Equal Opportunity Employer. Send resume detailing sales last two years Box D-106.

HELP WANTED SALES

Sales-Station Manager Opportunity. Must be Welsh Company trained and a take charge person. Complete resume to Ken Eidenschink, 123 Central Avenue, Long Prairie, MN 56347.

SW Iowa Station needs Radio sales persons. Experienced or will train. One will end up Sales Manager, possibly mrg. EOE. Resume to Box D-12.

Indians Needed—Major Chattanooga, Tennessee radio station needs Indians who are willing to train in our sales department to become chiefs. Willingness to put own feathers in bonnet a must. We offer lots of wampum. How? Salary plus commission to those willing to be on warpath every day. Protected territory prevents raids on your reservation. Straight shooters only need apply. Please send resume and cover letter to Tommy Hawk, Hatchetman; WDXB Radio; Read House; Chattanooga, TN 37402. EOE, M/F. All replies will be held in strict confidence. Honest Injun!

Experienced Sales Producer needed to take over a established account list. Must be an aggressive self-motivated sales person for our highly competitive market. Excellent company with great benefits. Send resume, sales record and references to KLWW, PO Box 876, Cedar Rapids, IA 52402. Equal Opportunity Employer.

Sales Manager. Are you now selling radio in a city of 15,000 to 40,000 with three years sales experience and ready to become a sales manager who can show three sales people how to do it using RAB consultant selling method? Are you earning good money but want more? Do you want to move to a West Coast state and live 50 miles from the beach and 70 miles from skiing? Then tell me why I should hire you! EOE. Reply Box D-149.

Account Executive—Wanted to grow with group-owned, dominant adult contemporary in six-station Rocky Mountain market. Minimum of two years selling experience. Outline career goals, past track record, income requirements, and your personal sales philosophy in first letter to R. G. Elliott, 604 Rushmore Drive, Grand Junction, CO 81501. EOE/MF Come grow with us!

WNAT-WQNZ, Natchez, Ms. Top billing AM-FM: combo in market, needs one experienced salesperson to complete sales team. Salary plus commission, benefits. Women and minorities encouraged to apply. Send resume and call Mr. Rinaldi, 601-442-4895. EEO/AA.

Sales Manager. Ohio college market needs highly motivated sales manager. Great future with small market station that has been underdeveloped. Excellent compensation package. Box D-121.

HELP WANTED ANNOUNCERS

Combination Announcer-Salesperson. Looking for strong announcer with sales ability. Good production necessary. Excellent location, income, benefits. Equal Opportunity Employer. Box D-58.

Northeast Ohio Contemporary station looking for personable, humorous, creative afternoon drive announcer. Good production background necessary. Excellent salary, benefits. Equal opportunity employer. Box D-57.

New England's Major Resort station seeking top personality announcers for future openings. Establish contact now so we're ready when you are. Highest salary. Best equipment and location. Write Box D-68.

Morning Person—Top 40—Virginia. Now accepting applications for May 15th opening. University town. Must be experienced, capable and dependable. Heavy on production. Send tape and resume. All tapes returned ... PO Box 392, Harrisonburg, VA 22801.

Beautiful Music operation is looking for a warm one-to-one communicator, evening shift, tight production and automation knowledge an absolute must. Salary commensurate with experience and ability. Send tape and resume to: Tim Gehlsen, KRVR-FM, 1706 Brady Street, Davenport, IA 52803 or call 319-322-2606. An equal opportunity employer.

Talk Show Host wanted for top 30 market. Annual wages \$14,500. EOE. Send resume to Box D-73.

DJ-News, Midwest replies only, medium-market, experienced, community-oriented, resume, EOE. Box D-101.

Adult Contemporary station needs announcer. At least one year professional experience and production ability required. No calls. Tapes and resumes to WMBG, Box 180, Williamsburg, VA 23185.

Wanted: good morning announcer for automated station. Deliver news well, do production. Good pay for right person. Call WLEA, Hornell, NY 607-324-1480.

Monterey, California—bright morning DJ for highly rated adult MOR on the Beautiful Peninsula. EOE/MF. Ken Cooper, KESE, Box 2108, Monterey 93940. 408-373-1234.

Production, Copywriting, some news work for AM/FM automated station near Portland Me. Experience helpful, but will train beginner. EOE-MF Employer. 207-324-7271 11 AM to 7 PM. Send tape, resume to WSME, Box 1220, Sanford, ME 04073.

Talk host for Philadelphia's leading Black Talk Station. Write Lita Indzel Cohen, WHAT, 3930 Conshohocken Avenue, Phila., PA 19131.

Washington, D.C.'s Classical Station ... Looking for radio personality with strong background in classical music and foreign languages for major market, drive-time slot. Must have basic radio skills to handle commercials, contests, interviews, promotions, news, public appearances, etc. Send resumes and tapes only (no phone calls) to: Program Director, WGMS AM/FM, 11300 Rockville Pike, Rockville, MD 20852. EOE, M/F/H/C/Vets.

West-PD—MOR—Beautiful medium market with excellent climate. Air shift and sharp on detail. EOE/MF Box D-137.

HELP WANTED TECHNICAL

South Central Pennsylvania 5KW Daytimer, Fulltime FM 50KW, Automated offers excellent opportunity for First-Phone working technician ... salary open ... excellent fringes. Write WIOV/WGSA 44 Bethany Road, Ephrata, PA 17522 EOE.

Full Time Chief Engineer needed now for Midwest 5kw daytimer with top ratings preparing to file for full time. First phone required. 5 figure minimum and fringes. EOE. Resume to Box D-97.

Chief Engineer for leading facilities in beautiful upper midwest medium market. May 1 start date. 5 kw directional AM and class A FM. Must be thoroughly experienced in DAs, FM, audio, automation, remote control, maintenance, design, construction, proofs, and FCC rules and regulations. Aggressive, young ownership committed to quality engineering in expanding station group. Rubber band, bailing wire, and alligator clip specialists need not apply. No air work, sales etc. Excellent compensation/benefit package. EOE. Rush resume with references and letter of application with salary requirements to: Box D-100.

One of the Southeast's leading radio stations is looking for a chief engineer. Must have experience with A.M. and FM. E.O.E. Send resume, (include salary history for past three years), to Box D-117.

Fulltime Engineer or Combo person for large small-market operation in Oregon, to assist chief on big construction job and maintain studio equipment. Salary commensurate with ability, plus incentive program. EOE. Mr. Smith, 503-882-8833.

Chief Engineer for 5 KW Da-Directional Milford, Conn. on L.I. Sound. Good living. Eng. must know Directional Antenna 203-878-5915. Immed.

Chief engineer needed for 10KW FM/1 KW AM combo. Must be a hard worker and have some knowledge of automation. Write Box D-129.

Applications now being accepted for AM/FM Chief Engineer position with growing broadcasting firm. Also for AOR Combo person: Assistant Chief Engineer with air work, at one of the finest technical operations in the country. E.O.E. Send resumes and tapes to Randy Schell, Director of Engineering, Stream Broadcasting, Inc., PO Box 3306, Lake Charles, LA 70602.

AM-FM Chief Engineer, 50KW directional, 30KW FM. Schafer automation. Send resume with references and salary requirements to: A. L. Ladage, Dir. Engineering, XYZ Television Inc., PO Box 789, Grand Junction, CO 81501. 303-242-5000. An-EOE.

Full Time Chief Engineer needed now for midwest 5kw daytimer with top ratings preparing to file for full time. First phone required. Five figure minimum and fringes. EOE. Resume to Box D-111.

Saginaw, Michigan Chief Engineer position open at WSAM-WKCC. Excellent compensation. Company paid insurance. Both top rated stations. Please send resume to Kenneth MacDonald Sr., Box 1776, Saginaw 48605 or call 517-752-8161. Equal Opportunity employer.

HELP WANTED TECHNICAL CONTINUED

Audio/Radio Engineer: Distributor/Manufacturer's Representative has opening for person with first class license for service, maintenance, installation of audio and broadcast equipment. Must be experienced in all phases of audio and radio broadcast engineering, digital circuits, professional multi-channel tape recorders, and associated studio equipment. Broadcast/recording studio experience a must. Must be experienced in personnel supervision. Excellent future opportunities with a growing company. Top benefits. Written resume with salary requirements and reference letter first. Write: Box D-135.

Immediate Opening—Chief Engineer for 40,000 Watt Public Radio Facility. Knowledgeable in maintenance of studio and transmitter equipment. Salary in upper-teens, depending on experience. Send credentials and supporting data to Personnel Office, Lincoln University, Jefferson City, MO 65101. An Equal Opportunity/Affirmative Action Employer.

HELP WANTED NEWS

Knock ... Knock ... that's the sound of opportunity knocking ... If you're an experienced news person, it's your opportunity. Our town is growing so fast, we're busting out all over and we need a good news person to keep tabs on everything going on. Sierra Vista is the town, in Southeastern Arizona, steeped in the history of the old west. Tombstone and the OK Corral are only minutes away. Mexico is right next door. Tucson, only an hour away. KTAN-AM and KTAZ-FM are the stations, we're the only game in town, so we have to be good. If you're ready to be a BIG fish in a small pond and you have the experience to do the job, send me your resume, air check and financial requirements in the first contact. Russel Beckmann, General Manager, KTAN Radio, 2300 Busby Dr., Sierra Vista, AZ 85635. EOE M/F.

Northeast Ohio. Morning news person-sports director opening. Top rated contemporary station on the move. Excellent location, income, benefits. Equal Opportunity Employer. Box D-59.

Beautiful Colorado Springs—news director wanted for leading AM/FM combo. Must have minimum three-five years experience, good voice, ability to dig news and manage people. Station has mobile unit, is heavily involved with community, has top-rated TV affiliate. Rush tape and resume to: David G. Hixson, KRDO, PO Box 1457, Colorado Springs, CO 80901.

Need 2 (two) hustling, hungry reporters for morning and afternoon drive news shifts. Excellent company, super equipment, good money. Send T & R to Jeff Eller, News Director, WGOW, PO Box 4704, Chattanooga, TN 37405. E.O.E.

News Director for 24 hour adult contemporary MOR in beautiful western Michigan. Must have good air voice and journalistic skills. Car furnished. State salary requirements in resume. Equal Opportunity Employer. Box D-64.

WOBM-FM, Toms River, N.J. needs experienced News Director. Must have strong writing and on air skills, and the ability to motivate and supervise seven person staff. Strong emphasis on local news. Equal opportunity employer. Send tape and resume and writing sample to PO Box 927, Toms River, NJ 08753. Attention: Mr. Stephen Lane.

Talk host for Philadelphia's leading Black Talk Station. Write Lita Indzel Cohen, WHAT, 3930 Conshohocken Avenue, Phila., PA 19131.

WOHO/WXEZ needs an aggressive news person for top 50 market stations. Must have on-air experience and desire to join No. 1 contemporary news operation. Unlimited opportunity for advancement. Tape and resume to Craig Edwards, News Director, WOHO Radio, Toledo, OH 43616. 1-419-255-1470.

WDEL/WSTW, Wilmington, Del. Has immediate opening for experienced news person. We make a major news commitment and need someone prepared and willing to work. Send tape, resume, samples to WDEL/WSTW, 2727 Shipley Road, Wilmington, DE 19899. An Equal Opportunity Employer.

Local News Director who will demand community respect. Salary open. Send resume and tape to WTSB, PO Box 393, Lumberton, NC 28358.

Seasoned Broadcast Journalist needed immediately for night news shift in beautiful New England seaside resort area. 5 day week allows plenty of time to enjoy the sun and surf. We need an exacting pro with 3 to 4 years experience who can work with some of the best in the state. Resume and salary history in first letter to: Box D-110.

News Director. Northern New Jersey top rated award winning fulltimer. Recreation area. Want take charge person who can gather, write and announce news. No jock work, just news and public affairs. Salary \$150-\$200 weekly depending experience. Personal interview at your expense will be required. Reply in total confidence. EOE. Box D-116.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Needed This Summer: a serious broadcaster for boardwork, production and news. We are growing and want forward-looking, versatile people. Send resume, references and tape to Tom Pike, KWHK Radio, Box 1967, Hutchinson, KS 67501.

Program Director wanted for top 30 market. All-news format. Annual salary \$17,000. EOE. Send resume to Box D-72.

International Affairs Associate Producer: Individual needed to work with "Pauline Frederick & Colleagues." Responsible for assisting in production and direction of program materials; program planning, arrangements, assignments; maintain specialized research files; and other support duties as assigned. We are seeking someone with 4 yrs. professional journalism exp. to include a min. of 1 yr. radio production exp.; demonstrated writing and tape editing skills; knowledge of international affairs, U.S. foreign policy desirable. Please submit resume by 04/18/79 to: DeNise Johnson, National Public Radio, 2025 M St., NW, Washington, D.C. 20036. NPR is an affirmative action/equal opportunity employer.

Public Affairs Producer for 50,000 watt public radio station to produce programming dealing with news, civic events and public affairs. Requires B.A. in Broadcast Journalism or equivalent; demonstrated ability to produce programming in a variety of formats, including modular, feature, interview, sound portrait and documentary. Prefer individual with professional experience performing similar duties and familiarity with public radio philosophy. Salary dependent upon education and experience. Submit tape, resume and references, no later than April 30, 1979, to Office of Personnel Services, Eastern Kentucky University, Richmond, KY 40475. EOU is an Affirmative Action/Equal Employment Opportunity institution.

Copywriter-Production—Central Minnesota's leading radio stations need creative, well-organized writer/producer in growing 2½ person department. Experience preferred. \$9-12M. Profit-sharing, 2 weeks vacation, etc. Send tape/resume to Walt Weaver, WJON/WWJO, Box 220, St. Cloud, MN 56301. 612-251-4422. An Equal Opportunity Employer.

SITUATIONS WANTED MANAGEMENT

General Manager who sells! Wants return to Florida. Super record small, major markets. Strong profit, people motivator. 44. Family man. Box D-27.

Proven Manager seeks opportunity to manage small to medium market station(s). Familiar with all facets of radio except engineering. Have excellent track record. Experienced at sales/motivation/programming/ideas/and FCC regs. Top references, excellent credit, active in community. Call PTP Jim Casto. 606-432-3381 or 432-5333. Available quick.

General Manager—In just a few years I took a major market FM without ratings from \$250,000 to \$950,000 annual billing. 12 years of management and sales experience in country, beautiful music and commercial religious stations. If your looking for a profit oriented GM who's a solid community minded executive, respond to this ad. No gimmicks, you'll get a manager who believes in building your station with knowledge, experience, hard work and community service. Box D-93.

General Manager available for new challenge. Results oriented. Experienced. Major market track record. Best references. 904-968-5729.

Gen. Manager: 16 years all in management. Experience includes all size markets, managed both AM and FM stations. Presently employed as G.M. Looking for something out of the ordinary want to grow with a good company. Track record can be checked. sales oriented. Believe success comes only with hard work and dedication. No hurry but can move fast for the right deal. Box D-138.

Florida. Manager-owner wants to come home. Proven, people & profit oriented. Knows rules of game. Knows sales and management. Now employed. Box D-120.

Aggressive Sales oriented manager-sales manager wants small medium market Southeast. Box D-118.

Experienced Manager heavy on sales, programming and PR seeks small to medium market GM slot with potential. Equity preferred but will consider all ... prefer Midwest and South. Community oriented family man available immediately. Box D-145.

SITUATIONS WANTED SALES

Pennsylvania and New York small market owners! If you're tired of eating table scraps and watching newspapers enjoy the feast, talk with me. I'm RAB trained, Jason Jennings oriented and hungry. Box D-126.

GSM-Asst. GM. medium-major market South or Southwest. Heavy sales/mgmt. Strong on training, collections. Need a challenge. Superb references. Good track record. 30K min. 301-248-5767 (Md) after 7 PM.

SITUATIONS WANTED ANNOUNCERS

Broadcast School Grad looking for first job. Know FCC R&R's. Weekdays 716-834-4457.

DJ, some experience, hard worker, good production, news, commercials, will relocate, follow directions. Box D-10.

Make mornings a treat. We're a team you can't beat. Our bucks are too small. So give us a call. 801-484-8721.

Male 3rd Phone. Looking for a break. Experienced in board work. Shows are tight. Call or write: K. McAteer, 12 Whitford St., Warwick, RI 02886. 401-739-5625.

Looking to relocate, 3½ years experience in top 40, AOR and beautiful music formats. I enjoy turning out a quality piece of production and have my 3rd with endorsement. Call me and let me send you a tape and a resume. 314-635-5361.

Talented, early career announcer wants immediate employment in the deep South. Write: Richard Mamches, 621 Lenox Avenue, Miami Beach, FL 33139.

Profit-Minded? "Can-do-it-all" Newscaster-DJ produces more than he promises. Tom Shaw 212-899-0127 after 6 p.m.

News Director, talk show host, reentering broadcasting. 15 yrs radio TV. Superb voice-delivery. 609-883-8990.

Clever, experienced, committed MOR personality—right for you! Reply to Box D-90.

Seeking return to radio following 1 year absence. 10 years experience ... morning man, PD., copy writer, production ace, FCC first class ticket. Easy, relaxed believable sound. Consider all formats, but prefer MOR or good music. No tiny markets, please. Priority given to Harrisburg, York, Maryland markets. State salary, opening first letter. Larry Kay, 43 Lynne Court Apartments, McSherrystown, PA 17344.

Disc Jockey MOR/Top 40. Excellent voice, trained, can handle news, some sales. Interested good local station operation. Craig Barnes, 38730 Lexington No. 269, Fremont, CA 94536. 415-791-8498.

Ohio only. Bright beginner wants full time position. No automation! Call Doug: 419-387-7761.

Available now. Air personality with some experience. Will relocate. Heavy on Rock, MOR and Country. Dave McArdle 707-795-1097.

SITUATIONS WANTED ANNOUNCERS CONTINUED

2½ years professional experience, tight board, great production, desire AOR format, 805-527-1016, Mark.

Station Management—I am the solution to your summer problems! Eager college student w/3rd looking for summer vacation replacement work in announcing, sales, copy writing or research. I am PD at college station and a workaholic. I'm willing to relocate anywhere. Beth Posmantier, 6918 N. Latrobe, Skokie, IL 60077. Call 617-922-9415.

Get what's coming to you. Experienced small market program director-music director w/first phone seeking announcing position. Barry Scott Raines, 20-43 Elk Drive, Far Rockaway, NY 11691 or 3-5 PM 212-327-0681.

Young and aggressive jock seeks 1st break in radio, will relocate, communicator, 3rd endorsed, Top 40, R&B, jazz formats speciality. For tape and resume call 312-785-6798 or 626-6093 or write Jerome Odom, 10602 S. Prairie, Chicago, IL 60628.

Experienced Announcer/DJ, currently working part-time, seeks full-time air shift at mellow rock, beautiful music or classical station. Can sell too. Will relocate. Call 714-658-1094 Hemet, CA.

Seeking first job. Female 20 can work any format. Dependable, dedicated, hardworker. Recent broadcasting school graduate. Will relocate anywhere immediately. Tape and resume available. Call or write, Cathy Williams, 933 North Latrobe, Chicago, IL 312-287-0098 anytime.

J. T. McRedmond is interested in relocating to the Southwest or California. 20 Yrs. responsible broadcast experience. Talk show host/interviewer. Call 413-534-4660.

Third Class license holder seeks position as disc jockey. Recent graduate of Institute of Broadcast Arts-Milwaukee, WI. Interested parties phone 414-342-7066 before 5:00 PM.

Navy Reservist, 4 years medium market before service, AFRTS in service. Friendly personal sound for MOR, soft rock, adult contemp, with gold formats a speciality. Classy production. Small market PD or medium market air shifts, any slot. All Eastern Seaboard and North Atlantic States. Family man, 27, 3rd phone. Available August. Box D-109.

Immediate availability. Eager and capable announcer, news, production, sports, writing. Broadcasting grad with live experience. John O'Rourke. 507-437-6681.

Professional Air Personality available for Northeast contemporary. Talented entertainer, good voice, M.A., seven years experience includes good medium market, no ego problems. I've had some good offers; make me another. Box D-125.

Personality Jock/Reporter/Production seeks Midwest Small Market (prefer Kan/Mo). 5 yrs including Top 30 market, Oldies library. 316-688-0228.

Talk all night—10 years experience in all markets, talk and interviews, specializing in blending controversy, humor and "human interest" subjects, for a well rounded entertaining and informative night show. Call Art Murphy 617-758-9235 (25 Deep Woods Drive, Mattapoisett, MA 02739).

Personality Jock, 3½ years experience excellent musical knowledge, looking to relocate in Ohio-Penn. area. Scott evenings—216-382-2159.

Mature, experienced announcer. Any format. Excellent production and news. Third class license. Available now. Box D-136.

1st phone, experienced announcer, married, either all nights or night preferred, but would consider days, prefer Midwest Contemporary station. Box D-107.

DJ, tight board, good news commercials, looking for break, willing to go anywhere ... ready now. Box D-143.

SITUATIONS WANTED TECHNICAL

Answer Your EOE needs. Minority 1st phone. Solidly trained. Prefer 8 day week—30 hour day and small market. Soft jobs not welcome. Box D-86.

Chief with many years experience all phases AM/FM desires permanent location in North Carolina. For resume call after 6 PM. 301-729-6307.

Broadcast tech seeking possible CE's position at AM facility, preferably in the West at medium-small to medium market. Have eight years experience, ASET Degree, and First Phone. Wish to perform strictly as CE; no announcing. For resume and list of equipment experience, write to Bob Carr, 480 E. 26th Place, Yuma, AZ 85364. or call 1-602-726-8929.

Professional Chief seeks position with company that appreciates good engineering. Experience includes: C FM, AM, DA, STL, SCA, remote control, automation, RPU, radar, construction, FCC Rules. Box D-141.

SITUATIONS WANTED NEWS

Sports Director, 29, experienced Play-By-Play. Actualities, writer, producer, award winning commentaries. Seeks larger market. B.A. Journalism. 906-774-3987.

Major Market Quality Pro. Six years experience. Strong anchor voice, dynamic reporting and writing. MA journalism. Box D-88.

Sportscaster. Play-By-Play, daily reports, commentaries. Full-Time and/or free-lance. Bill Rich, 305-822-5388.

News Reporter-Young, dedicated newsman with 5 years experience seeking position in larger market. Can also do sports. Box D-142.

Too early? Not if you'll need a Sports Director and/or PBP man by this fall. Experienced pro wants to move now to be totally familiar with new area by the time football season starts. All PBP. Excellent references. Box D-146.

I challenge you to find a better PBP audition tape. Sports director now in small market still seeking right medium market position. Background includes major university and high school PBP (basketball, football, baseball). Three years commercial experience. Excellent news delivery also. BA journalism 212-863-0503, Jerry or Box D-148.

Progressive approach, conversational yet precise and tough reporter-anchor seeks right opportunity. Six year pro. MA Broadcast Journalism. Box D-108.

Experienced Sports Director: two years, play by play in all major sports. Wish job in medium-size market. 419-228-9755.

Young Aggressive Sportscaster looking for sports minded station. Eight years play by play experience of high school and college sports. College graduate. Current News Director. Call 1-317-662-6208.

News, Talk, Public Affairs. My expertise and achievements in the aforementioned could fill this page. Interested? Box D-115.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Talk Show Host. Experienced, entertaining, articulate, knowledgeable. I'll make 'em think; I'll make 'em laugh. Box D-89.

America's best Country DJ wants to be your PD. First phone, 14 years experience. \$20-30K. Box D-127.

Formerly San Bernardino market. Seeking quality jock and/or PD position. Box D-134.

TELEVISION

HELP WANTED MANAGEMENT

Assistant Manager, Administrative Services, WHA-TV: Develop, utilize and evaluate computerized management information systems, supervise and coordinate clerical staff, develop and review records management and word processing systems, assist in fiscal administration and office management. BA in business administration or related field required, MBA preferred. Minimum two years supervisory experience. Demonstrated knowledge and experience with computers, personnel management, fiscal development and administration. Annual salary of \$15,000. For information and application, write: Ronald C. Bornstein, Director and General Manager, WHA, 821 University Avenue, Madison, WI 53706. Deadline for completed applications: May 7. An equal opportunity/affirmative action employer.

General Sales Manager for CBS affiliated, group-owned station. Applicant must have extensive local and national experience. Send complete resume and references to Robert O. Paxson, General Manager, WCHS-TV, PO Box 1153, Charleston, WV 25324. EOE. No phone calls, please.

HELP WANTED SALES

Title: Account Executive. Full time. Description: Television times salesperson with a minimum of up to 3 years experience in Media Sales. Knowledge of how to use such Media Tools as rating surveys, market surveys and other demographic information are important. Excellent fringe benefits. Salary negotiable. Send resume to: Metromedia Inc., Attn: Personnel Dept. PO Box 22810, Houston, TX 77027. We are an EOE.

Regional Sales Manager: Sunbelt station in middle sized market needs aggressive sales person with local, co-op, and agency experience. Attractive compensation package and fringe benefits available. EOE. Box D-114.

TV Media Sales: Excellent opportunity for salesperson with a proven track record in media sales, to sell time and space for this exciting new industry leader. This is a full time position that offers draw vs commission. Send resume stating job history to: UA-Columbia Cablevision, 7 Fir Court, Oakland, NJ 07436. Attention: Personnel.

HELP WANTED TECHNICAL

Assistant Chief Engineer. Solid knowledge of studio and transmitter equipment. Prior supervisory experience preferred. Send resume or contact Mr. I.T. Lowe, WHSV-TV, PO. Box TV 3, Harrisonburg, VA 22801. 703-433-9191. EOE.

Needed immediately—Major market midwestern network affiliate is seeking applications for operations and maintenance technicians. Equal opportunity employer. Reply Box D-6.

Chief Engineer for UHF public TV station. Supervise staff of nine licensed engineers, supervise and perform transmitter, studio and remote maintenance and operation. Assist in system and equipment design and construction. Should have E.E. degree or equivalent experience, with some previous management experience. First class radiotelephone license. Phone Art Hafer, Director of Engineering, WGTE-TV, Toledo, OH 419-255-3330. Equal Opportunity Employer.

Top Dollars for Top Engineer. Maintenance engineer in rapidly growing TV production/syndication company. RCA TR600's, RCA cameras and film chain, CMX editing, ISI switcher, Convergence 3/4 editing, Ikegami HL-77, etc. Center City Video, Inc. 1600 Walnut St., Phila., PA 19103. 215-546-4634.

Studio Engineering Maintenance Technicians. B.S.E.E., first phone, and experience equivalent to a minimum, of three years active maintenance of RCA TR-70B and TCR-100 video tape machines required. Please send resume to: Personnel Department, WRAL-TV, PO Box 12000, Raleigh, NC 27605; or call: 919-828-2511. EOE, M/F.

TV Maintenance Supervisor. Experienced maintenance tech familiar with RCA studio, TCR & UHF transmitter. No desk job. Send resume and requirements to: Chief Engineer, WUTV, 951 Whitehaven Road, Grand Island, NY 14072. An Equal Opportunity Employer.

HELP WANTED TECHNICAL CONTINUED

We are a growing radio group owner, committed to technical excellence. We are always looking for chief engineers who want to join a group like ours, and we'd like to hear from you. We'll hold your resume until we have an opening in an area of the country that interests you. All correspondence will be in total confidence. An equal opportunity employer, M/F. Send resume to Box D-96.

Studio Engineering Supervisor. Manage first-line supervisors who are responsible for studio engineering maintenance and operations. B.S.E.E., first phone, and experience equivalent to a minimum of three years in engineering management utilizing MBO techniques required. Please send resume to: Personnel Department, WRAL-TV, PO Box 12000, Raleigh, NC 27605; or call: 919-828-2511. EOE, M/F.

Wanted: Broadcast Maintenance Engineer (Jackson, Michigan). First class Radio-telephone license and experience in broadcast maintenance required. Video tape maintenance very helpful. Equal Opportunity Employer. Write ... Personnel, WILX-TV, PO Box 30380, Lansing, MI 48909.

Title: TV Maintenance Eng. Full time. Description: Associate Degree of minimum of 5 yr. experience and FCC First Phone required. UHF transmitter experience desirable. Excellent fringe benefits. Salary negotiable. Send resume to: Metromedia Inc., Attn: Personnel Dept. PO Box 22810, Houston, TX 77027. We are an EOE.

TV—Summer relief technician (FCC 1st Class) and Production summer relief personnel for May 15th thru Sept. 15th. Send resume to WPHL-TV, Inc., 5001 Wynnefield Avenue, Philadelphia, PA 19131, M or F, EOE.

Outside Systems Engineer—unique position open for qualified FCC first class licensed engineer to maintain existing intercity microwave system and extensive mountain region FM-TV translator system. Send resume with references and salary requirements to: A. L. Ladage, Dir. of Engineering, XYZ Television Inc., PO Box 789, Grand Junction, CO 80501. 303-242-5000. An EOE.

WHRO, public television and radio station has a full-time position available in our Engineering Department as Television Maintenance Engineer. Applicant must have a high school education plus at least two years of formal electronic schooling, First Class FCC License. Duties will include installing, repairing and maintaining television studio cameras, station video distribution equipment, studio production equipment as well as maintaining complete records of maintenance performed. Good employee benefits. Send resume to the Personnel Department, 5200 Hampton Boulevard, Norfolk, VA 23508. Deadline for applications is May 14, 1979. Equal opportunity employer.

Engineering Technician for major market production facility. Ultimately responsible for maintenance and operation of all TV studio equipment. Graduation from technical school and some work experience in electronics required. TV experience helpful, but will train the right person. Send resume to: Craig E. Blohm, Production Supervisor, CRC-TV, 6555 West College Drive, Palos Heights, IL 60463.

Technician: Southeastern Educational Station seeks experienced Technician to be responsible for master control switching, VTR set-up, record, edit, and playback local and network programs. First Class FCC License required. EOE. Send resume and salary requirements to Box D-140.

Broadcast Engineer for KUID-TV/FM. Requires FCC first. Salary: \$11,592. Closing date April 27. Contact A.R. Hook, GM, Radio-TV Center, Moscow, ID 83843. An AA/EOE employer and educational institution.

Chief Engineer: New TV station located in major Northeast suburban market requires a 1st class licensed Engineer knowledgeable in all phases of TV station equipment. Attractive salary, benefits. All replies strictly confidential. Send complete resume, salary history and references to Box D-147.

HELP WANTED NEWS

Reporter . . . Unique opportunity with tropical island cable TV. No. 1 in market against network affiliate & PBS. News staff of 6, completely ENG. Immediate vacancy. Tape and resume to Tom Sanders, News Director, Guam Cable TV, 530 W. O'Brien Dr., Agana, Guam 96910.

Weekend Anchor/Reporter—College degree, ENG and film experience desirable. Minimum experience candidates considered. Attractive location. Please send resume and tape to: WMBB-TV, PO Box 1340, Panama City, FL 32401.

Reporter/Photographer (Lansing/Jackson, Michigan). Minimum of one year experience doing daily News reporting on either radio or television. Equal Opportunity Employer. Write: Personnel, WILX-TV, PO Box 30380, Lansing, MI 48909.

Television station in Southeast looking for TV news reporter/producer. Prior experience and or degree helpful but not essential. Good opportunity for advancement. EOE/MF. Send resume and writing samples to Box D-123.

Would you believe we still haven't found the individual to fill our Sports Director's position? We're an NBC-TV affiliate in Champaign, home of the University of Illinois. Our Director must know his stuff, be able to shoot film, write great copy and anchor two sportscasts a day, five days a week. If you're interested, send tape and resume to: Ron Davis, News Director, WICD-TV, 250 Country Fair Drive, Champaign, IL 61820.

News Photographer (Lansing/Jackson, Michigan) Minimum of one year experience doing News photography. Equal Opportunity Employer. Write: Personnel, WILX-TV, PO Box 30380, Lansing, MI 48909.

Producer for 11 p.m. news, but also to function as Associate Producer for the 6 p.m. news Monday-Friday. Must have at least two years' experience in producing television news programs. Should have college degree or its equivalent in journalism or related fields. Resume and 3/4 tape to Hugh L. Smith, News Director, WTVT, Tampa, FL 33622. No phone calls. Equal Opportunity Employer.

Anchor Reporter—Station in top 50 market looking for an energetic reporter with proven credentials. Must be able to anchor when necessary and to work with film and ENG. Equal Opportunity Employer. Send resume to Box D-128.

Anchor Person for 6 and 11 pm news at aggressive CBS affiliate in a medium sized sunbelt market. Writing and producing skills needed. EOE. Box D-144.

Wanted: Staff Meteorologist (Jackson, Michigan) Minimum of one year experience doing weathercasts. Equal Opportunity Employer. Write: Personnel, WILX-TV, PO Box 30380, Lansing, MI 48909.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Public TV station in Boise, Idaho seeks Program Manager to organize and coordinate production activities, schedule programs and develop and administer program budget and proposals for projects and grants utilizing PTV; assist General Manager in administration of station and in planning and developing fundraising activities and promotional and publicity projects. Minimum qualifications: Degree with some television. Production experience at PTV station. Applicant must also have 2 years PTV administrative experience. To apply, send resume, letter, references and tapes to: Jack Schlaefle, KAID-TV, 1910 University Drive, Boise, ID 83725. Application deadline: May 10, 1979. An Equal Opportunity Employer.

Television Producer/Director: Write, produce, and direct instructional programming for University level courses. Must work with faculty in development, design and evaluation of materials. Also create, produce and direct programming for statewide public television. Must be able to coordinate both personnel and facility aspects of TV production. Masters, 2-3 years professional experience preferred. Instructional development background helpful. Salary dependent upon qualifications and experience. Send resume to: Office of Personnel Services, Eastern Kentucky University, Richmond, KY 40475. An Affirmative Action/Equal Opportunity Employer.

Program Manager: Requires several years with proven programming/production and public affairs experience. Send resume to Mr. Leonard S. Davey, WJAR-TV, 176 Weybosset Street, Providence, RI 02903. An Equal Opportunity Employer.

Producer, WSIU-TV. Master's degree in Radio-Television or closely-allied discipline, with at least three years of professional experience preferred. Must have expertise in all facets of television studio production, and expertise in production of film and/or ENG/EFP. Creation of program ideas and the ability to bring these ideas to completion in the form of television programs is essential. Supervision of students working at the station in production of local studio, film, and ENG programs. Deadline for Applications: May 1, 1979; Date of appointment: May 15, 1979. Salary: competitive. Letter of application, complete credentials, and names of at least three professional references should be sent to Charles T. Lynch, Director; SIU Broadcasting Service; 1056 Communications Bldg; Carbondale, IL 62901.

Program Director/Producer for University TV Center. Must be creative and experienced in all aspects of production. Minimum of four to five years of commercial or public TV experience in producing and directing, B.A. required. Advanced degree preferred. Send resume, official transcript, production credits, references and tape to: Director of Broadcasting, Youngstown State University, 410 Wick Avenue, Youngstown, OH 44555. An Equal Opportunity Employer.

Producer/Director: major midwestern, group-owned, independent needs producer/director with at least three years experience in live programming and commercial production. Hands-on experience a must. An Equal Opportunity Employer. Send resume to Box D-122.

Broadcast Director—For the 1980 Olympic Winter Games at Lake Placid, N.Y. Must have technical experience in TV, and administrative capabilities. Resumes kept in complete confidence to: Ed Lewi, Press Director, Box 1980, Lake Placid, NY 12946. Immediate opening.

SITUATIONS WANTED MANAGEMENT

Experienced, professional television broadcaster with strong sales background wants management position in medium or major market. Currently small market station manager with thorough knowledge of business. Excellent credentials. Family man. Box D-42.

Account Executive position wanted by U.S. citizen graduating from McGill University with business degree in marketing. Have production and retail sales experience. Able to prove the worth of new blood in an organization. Contact Don Cox, 3905 University St., Montreal, Quebec, Canada. H3A-2B5 for resume.

Nation's top GM available now. Outstanding success in all phases of Broadcasting. Top sales person, fine administrator, good production eye, film buying specialist, community leader on a top rated station, excellent News, award winning public affairs, public speaker, industry leader. Prefer medium sized markets west of the Mississippi Box D-132.

SITUATIONS WANTED NEWS

'79 Tulane Graduate with producing, writing and reporting experience seeks entry level position. Tape available. Box D-70.

28-Year-Old Veteran News Photographer with film emphasis seeks a larger market. Currently working as a producer, cameraman-reporter. 6 years experience in all phases of news, but prefer tape and film photography. Will relocate. Samples available. Box D-81.

Weathercaster/Meteorologist with part-time experience seeking small or medium Sunbelt station. Presently employed major market. Box D-83.

News Director—aggressive professional with 13 years experience wants opportunity to move up. Currently employed, no hurry to move. Looking for the right situation. Box D-98.

'78 Yale Grad, bright, talented, enthusiastic, seeks news writing/reporting position. Excellent appearance, voice, news skills. A prospect too hot to pass up! 202-462-4596. Box D-119.

SITUATIONS WANTED NEWS CONTINUED

Polished General Assignment Reporter. All E.N.G. Experienced. Creative, distinctive style. Excellent writing and appearance. Top 40 only please. Box D-112.

Top 15 market anchor/reporter desires evening anchor; 34, 12 years experience. Box D-103.

Sports ... including PBP. Five years radio experience, PBR two major market. Some TV reporting. Box D-113.

Newscaster with Pilots License. 11 yrs. Exp. Marv Lewis 714-540-4987. Radio or TV.

Assistant Sports Director for past two years in a fitness market seeks sports director's position. Box D-133.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Director/Cameraman/Editor. 5 years live action production seeks creative challenge on either coast. Box C-184.

Available now. UNC graduate, BA Radio, Television, and Motion Pictures seeks any entry level job anywhere. For resume contact Charles Freiman, 1404 Hillwood Court, Charlotte, NC 28210 704-525-1477.

Production Manager/Executive Producer-Major Market Producer/Director, Heavy Promotion, Sports, Public Affairs. Looking for new challenge in Management. Box D-77.

N.Y. Producer/Director on staff, seeks more challenging growth position with production house or TV station. Prefer L.A., N.Y.—All offers considered. 516-751-6038. Box 875, Setauket, NY 11733.

Versatile Production Specialist. Seven years plus experience. Produce, direct, switch, audio, lighting, ENG, VTR, operations, and much more. Graham, 215-664-3346.

Going 24-Hours? Top-15 talent entertains, writes/programs wee hours! Box D-130.

Creative hands on production manager with heavy news commercial production experience in medium market wants management position with future potential. Degree. Box D-151.

I can do it all! Young, clever, production person with extensive local sports and public affairs production experience seeks Production Assistant or similar position starting approx. June 1. Closed-circuit radio and network sports experience also. Northeast preferred. Let's talk. Contact: Stu Katz, PO Box 3293, New Haven, CT 06515 (203-777-5451).

ALLIED FIELDS

HELP WANTED SALES

Expanding FM communications organization in central Illinois looking for good salesperson to sell two-way equipment in the central and southern Illinois area. Salary \$18,000-\$25,000 per year. Position available now. Send resume to Box D-67.

HELP WANTED TECHNICAL

Donrey Media Group is seeking chief technician for their CATV operation in California. Send salary requirements and resume or phone: Director, Broadcast Engineering, Donrey Media Group, PO Box 70, Las Vegas, NV 89101. 702-385-4241, ext. 330. An equal opportunity employer.

HELP WANTED INSTRUCTION

Supervisor Radio Facility and to teach radio broadcasting. Salary competitive. Appointment Sept., 1979. M.A. plus 3 years professional and teaching experience required. Send completed application to Affirmative Action Officer, Winona State University, Winona, MN 55987 by May 1, 1979. An Affirmative Action Title IX Equal Opportunity University.

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.

Instant Cash For TV Equipment: Urgently need transmitters, antennas, towers, cameras, VTRs, color studio equipment. Call toll free 800-241-7878. Bill Kitchen, Quality Media Corporation (In Georgia call 404-324-1271.)

Wanted Ampex VR-1200 B videotape recorder. Preferably with Editec or Editor. Immediate delivery. Call Lloyd Mintzmyer or Jim Johnson, KHGI-TV, Kearney, NE 308-743-2494.

IGM 400 stereo control unit. Harris 1 kw FM transmitter. 208-743-2282.

Wanted to buy A 5 kw transmitter, will move. Call 615-484-5168.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

5" Air Hellax Andrews HJ9-50. Can be cut and terminated to requirement. Below Mfgs Price. Some 3" also available. BASIC WIRE & CABLE 860 W. Evergreen, Chicago, IL 312-266-2600.

Towers—AM-FM-Microwave-CATV & TV. New and used. Terms available. Tower Construction and Service. 904-877-9418.

10KW FM CCA, 6 yrs old, stereo, exc. cond. M. Cooper, 215-379-6585.

GE 12KW UHF Transmitter—Available with Channel 14 Antenna, \$28,000

GE PE 350 Color Cameras—Several available, good condition, \$8,000 ea.

RCA TR-4 Hi-Band VTR—Two available, new heads, \$14,000 ea.

CVS 504B Time Base Corrector. Excellent condition. \$6,500.

RCA TK42 Color Cameras—Two available \$2,000 each. Call toll free 800-241-7878. Bill Kitchen, Quality Media Corporation. (In Georgia call 404-324-1271.)

Hitachi FP 1010 Color Camera with Saticon tubes. Includes 10:1 f1.8 zoom lens, ITE cam-link head, elevator tripod and dolly, and custom cases. This is an excellent camera with very few hours on it for sale at half the original cost. 415-841-4810.

For Sale—New Unused: Complete Harris Model TAB-6H-6 Bay Superturnstile Antenna, 46 feet in height, tuned to Channel 8 181.25 to 185.75 MHz. Specially priced \$30,000. Contact Gil Schneider or Eddy Smith, PO Box 1941, San Angelo, TX 76902 or call 915-655-7383.

GE Transmitter with attendant equipment Model TT59, 50 KW very good condition on Channel 17. Available approximately June 1. Bargain if you move. Reasonable if I move. Also, three PCP-90U cameras excellent condition. Sold to highest bidder. For details contact: E. B. Wright, 1018 West Peachtree St., Atlanta, GA 30309. 404-875-7317.

Four Complete GE PE250/350 color cameras plus extra CCU. Excellent condition. Presently in use. Should become available about June 1. \$10,000 each. Lee Whitehurst 615-749-2255. Wayne Caluger 615-889-6840.

Film Processor—Houston-Fearless Colormaster II in good condition, all pumps good, new bleach tank, spare parts and pump rebuild kits included, demand drive. Contact Ken Killebrew or Ken Tofanelli at WEEK-TV, Peoria, IL 309-699-3961.

50 Kw. AM Transmitter, General Electric BT50A 14 years old removed from service in July of '78 crated and ready for shipment. Includes power cutback kit for 10 kw. operation, many spares. Sony U-matic 314" recorder/player 3 years old \$1000 in excellent condition. Contact E. Klein, Director of Engineering, Buck Owens Group, 602-966-6236, PO Box 3174, Tempe, AZ 85281.

Parts available for RCA BTA 5F transmitters, very complete selection. Les Kleven, KBHB, Sturgis, SD 605-347-4455.

Optomod—AM in stock, immediate delivery. David Green Broadcast Consultants Corporation 703-777-8660.

For Sale: Harris MW-1 solid state kilowatt transmitter, two years old. Set up on 1560 khz. S9500 call Bill Abbott. 402-345-9801.

Automation Equipment for Sale (used): Stereo Automation System, currently in use in Arizona. Schafer 800 Brain, 3 Ampex 440 Stereo Tape Transports, Record/Play Ampex 440 Spotter—SMC Stereo Carousel, Full Logger/Printer Encoding/Decoding and Remote Control Equipment. The entire System is ready to move to your operation. For more information and price, call KTaz-FM—Sierra Vista, AZ 85635, 602-458-4313.

For Sale: 11-20 foot sections—Andrews 31/8 inch rigid line—other miscellaneous pieces, with connectors, spring hangers, 1 1/4 inch inner conductor. Box R-3.

5 KW AM Transmitter—Western Electric model 405. B2—S150, and you move it. 704-837-6200.

Spotmaster 2000 series record/play and playback machines. Gates RCM-20 remote control system. 208-743-2502.

GE 10KW FM Amplifier/Transmitter Model 48F3A1 with modified sockets for available power tubes and with power supply. On air til December, 1978. One tube socket has arced. Ideal for spare parts or for someone wanting to rebuild. \$1,000. FOB Lebanon, Oregon. Phone 209-442-4889.

Automation Recording Equipment, including two and four track recorders, mixers, equalizers, limiters, turntables, cartridge equipment, 25HZ oscillator and filters, and much more. Call days 208-678-1255 or 208-733-4840.

For sale—used Metrotech 500 stereo reversing logger. S800. Phone: 615-586-7993.

Antenna loading coil, modulation chokes, plate power transformers, chokes, power supplies, and capacitors. Box D-104.

Transmitter & Monitor Package. Current generation grounded grid transmitter rated to 12.5 KW, in excellent condition with less than 50K hours. Complete with exciter, stereo generator and harmonic filter. Belar monitors for FM, Stereo and SCA. Total package price \$17,500. Contact: Bruce M. Earle, Technical Director, Holt Technical Services, Suite 205, Westgate Mall, Bethlehem, PA 18017. 215-865-3775.

FM transmitters (used): 20 kw, 15 kw, 10 kw, 7.5 kw, 5 kw, 1 kw, 250 w. Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701. 314-334-6097.

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.

Overwhelming response. Exclusive. Complete Show Material 365 days. \$5 monthly. AdVantage, Box 153, Mt. Prospect, IL 60056.

MISCELLANEOUS

Network major market announcer will record spots, intros, ID's, etc., giving your station alternate professional voice reasonably. Box D-99.

Exclusive Radio Job Listings. At least 50 biggies per issue! Free Sample! "Hot Tips", PO Box 678, Daytona, FL 32017. 904-252-3861.

Charted Artist Information, daily calendar, more! Total personality bi-weekly service. Write (on letterhead) for sample: Galaxy, Box 20093-B, Long Beach, CA 90801. 213-438-0508.

Radio and TV Bingo. Oldest promotion in the industry. World Wide Bingo—PO. Box 2311, Littleton, CO 80160, 303-795-3288.

**MISCELLANEOUS
CONTINUED**

Country & Western Picking. Singing, Camping, 3 days May 4, 5, 6. Cowboy Junction, Lecanto, Florida.

Nuclear power in California—original research, stories, photos, graphics. NewsKit™ prepared for print media. Valuable reference material. \$200. Press Research Associates, 25164 Malibu Road, Suite D, Malibu, CA 90265. 213-456-1292. 213-456-1176.

INSTRUCTION

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.

1979 "Tests-Answers" for FCC First Class License Plus—"Self-Study Ability Test". Proven! \$9.95. Moneyback guarantee. Command Productions, Box 8348-B, San Francisco, 94126.

REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin May 7 and June 18. Student rooms at the school. 61 N. Pineapple Ave., Sarasota, FL 33577. 813-955-6922.

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

1st class FCC, 6 wks., \$500 or money back guarantee. VA appvd. Nat'l Inst. Communications. 11488 Oxnard St. N. Hollywood CA 91606.

First Class License in 6 weeks at First Class Communications School—4801 Classen Blvd., Oklahoma City, OK 73118—405-842-1978.

Cassette recorded First phone preparation at home plus one week personal instruction in Boston, Atlanta, Seattle, Detroit, Philadelphia. Our twentieth year teaching FCC license courses. Bob Johnson Radio License Training, 1201 Ninth, Manhattan Beach, CA 90266 213-379-4461.

RADIO

Help Wanted Announcers

Our major market station

is looking for a "Team" to entertain our morning audience, \$35,000 plus. An EOE. Send replies to

Box D-85

TALK HOST

Experienced moderator for key slot with Philadelphia's leading Black Talk Station. Must be well versed in good variety of subjects, able to stimulate controversy, yet maintain sense of humor. We are an equal opportunity employer. Send resume, tape and rating history, if available, to Lita Indzel Cohen, WHAT, 3930 Conshohocken Avenue, Phila., Pa. 19131

Help Wanted News

SPORTS DIRECTOR-TAMPA BAY

Market 22 is a great sports town and we're the only all talk and information station. Cassette and bio demonstrating interviewing, sportscasting and PBP if you have done it. No PBP, but possible SportsTalk show. Send to: Michael Spears, General Manager, WPLR TalkRadio 57, P.O. Box 570, Pinellas Park, Fla. 33565. E.O.E. M/F Tapes cannot be returned.

Help Wanted News Continued

WMJC/WHND - DETROIT

is seeking an experienced news professional to build and direct Detroit's best news operation. You must have a credible yet conversational delivery and be able to motivate others to do the same kind of work. The position is open now and the pay and benefits are good for the right person. Send tape, writing samples and resume with references to: Peter Booker, WMJC/WHND Radio, One Radio Plaza, Detroit, MI 48220 EEO/MF



**A Greater
Media Station**

BROADCAST JOURNALIST

Major Market AM Talk and News operation looking for a professional broadcast journalist with strong on air delivery... and able to write and gather news during an anchor shift. This is a fabulous opportunity to join a growing station in one of the top media and news markets in the country. We are looking for a professional ready to move up to a major market... someone with confidence in their news ability, judgement and delivery. Please send non-returnable tape and resume immediately to Merle Pollis, News Director, WBBG Radio, 3940 Euclid Avenue; Cleveland, OH 44115. WBBG is an Equal Opportunity Employer. Our employees are aware of this ad.

**Help Wanted Programing,
Production, Others**

**RADIO
PROGRAMMER**

GOLDEN WEST BROADCASTERS is looking for a bright, aggressive, up & coming RADIO PROGRAMMER.

If this appeals to you: LIVE, WORK & PLAY in the beautiful PACIFIC NORTHWEST - A major market opportunity with a forward moving, nationally respected broadcaster - All the support you'll need to win: Let's hear from you now!

All responses handled in the strictest confidence, just send a resume and salary requirements to:

Personnel Director
Department M
Golden West Broadcasters
5800 Sunset Blvd.
Los Angeles, CA 90028

Equal Opportunity Employer

Situations Wanted Management

I'm Willing

... to be judged and rewarded on the basis of accomplishment. If your station could benefit from that kind of attitude; let's talk. Good record in markets of all sizes. Best references. Employed. Box D-131.

RADIO MANAGEMENT

12 years in broadcasting. The past ten in aggressive management. Expense control, audience development, license renewal, agency, rep., & street sales, station owner, etc: Available at once. Jack A. Carpenter 801 Silverwood Tr. North Little Rock, Ar. 72116. (501) 771-1168

**Situations Wanted Management
Continued**

WHY SETTLE FOR LESS THEN THE BEST G.M.

1. I'm the best damn G.M. you will ever meet bar none. Who runs a station with bottom line in mind.
 2. I'm a former owner who loves this crazy business called radio. Who took a loser and made it No. 1.
 3. I'm a person who was hated by his competition.
 4. I can hire, train and motivate sales people until they don't understand why a business won't buy their station. (RAB TRAINED)
 5. I'm a street fighter myself because I know that you have to lead YOUR TROOPS.
 6. I know how to be father, mother, psychiatrist and spiritual leader to all the staff. People make a station. I am people.
 7. I am totally involved in community and civic affairs. You take out of a community what you put in.
 8. I have sold ad agencies in N.Y., Chicago, Atlanta, Miami, L.A., Etc.
 9. I know the FCC their rules and Regs.
 10. I will furnish all the references you require.
- I will at my own expense meet with you eyeball to eyeball. It could be the beginning of a beautiful, lasting, profitable relationship. Box D-79.

**Situations Wanted Programing,
Production, Others**

Adult Disco?

That's right. A slightly different approach to a slightly dynamite format. I have it. If you want it—write—now.
Box D-124.

TELEVISION

Help Wanted Management

**THE OHIO STATE
UNIVERSITY
DIRECTOR
TELECOMMUNICATIONS
CENTER**

RESPONSIBILITIES: The person selected will serve as Director of the Telecommunications Center which operates WOSU AM and WOSU FM radio stations, WOSU and WPBO television stations, and also provides broadcast support services to the University. The director will plan activities and budgets for the Center; supervise the planning of programming; supervise the administrative staff; maintain liaison with administrative and academic personnel at OSU; maintain liaison with representatives of the community, including the Board of Governors of the Friends of WOSU; interface with state and federal telecommunications agencies and organizations; and supervise the Ohio State Awards annual competition.

QUALIFICATIONS: Extensive administrative experience in broadcasting and related forms of electronic communication; knowledge of communication laws, public broadcasting, and Federal Communications Commission regulations; experience in budget development and radio and television production and programming. Advanced degree in a field related to broadcasting is desirable.

SALARY: \$26,640 to \$40,920 depending on qualifications and experience.

STARTING DATE: September 1979.

APPLICATION: Application materials including a short cover letter, a current vita, and the names of three references must be postmarked before May 31, 1979 and sent to:

Search Committee
Office of Educational Services
105 Administration Building
190 North Oval Mall
The Ohio State University
Columbus, Ohio 43210

The Ohio State University is an Equal Opportunity Employer

Help Wanted Technical

Put your technical skills to work with the broadcast equipment leader.



If you're a responsible individual who likes to travel and enjoys hands-on problem-solving on the most advanced state-of-the-art broadcast equipment — RCA has the opportunity you've been looking for.

RCA Broadcast Systems TECH ALERT is looking for unique individuals who have the experience and ability to manage their own careers, and who have an in-depth technical knowledge of broadcast equipment (such as cameras, video tape recorders, transmitters, or audio). These are high-visibility positions with the opportunity for advancement. A background in state-of-the-art RCA equipment would be a definite plus.

You will not be required to relocate, but you will be asked to travel widely to customer locations and be responsible for: checkout of newly-installed RCA Broadcast Systems products, resolution of technical problems, and instruction of customers in the operation and maintenance of the equipment. An engineering degree, or equivalent, is desirable.

RCA offers excellent starting salaries and a comprehensive benefits program.

Call collect, or send your resume, with salary requirement, to:

R. R. Willoughby, Mgr. Empl.
RCA Broadcast Systems, Dept. BT-416
Bldg. 3-2
Camden, NJ 08102
(609) 338-2501

RCA



An Equal Opportunity Employer F/M.

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

ANCHOR

Strong net affiliate needs mature anchor person for top-rated 6 and 11 PM weekday news programs. Group owner of East Coast V offers liberal benefits. Salary to 20's. E.O.E. M/F. Box D-150.

News Reporters

Virginia AP says we're the best news operation in the state. Looking to increase award winning staff. At least 2 years television experience in news required. No calls. Send tape & resume to John Miller, WVEC-TV, 110 Third Street, Norfolk, Virginia 23510. E.O.E.

REPORTER—ANCHOR

Established network station, city of 140,000, seeks journalist with strong anchor potential. Excellent opportunity for right person. Resume, cassette and writing sample to P.O. Box 1716 SSS, Springfield, Mo. 65805.

NEWS PRODUCER

With heavy show producing experience wanted by top 5 market television station. We are looking for the person with leadership, ideas, and production experience to produce the news broadcasts of the best all-round news organization in this top market. Send your resume to Box D-105.

Help Wanted Programing, Production, Others

CREATIVE PERSON NEEDED FOR WRTV

Midway between the Hudson and the Rockies, we have a very good television station. We're looking for a very good creative person to reinforce and improve its position as #1 in its market. This person will be responsible for everything that goes into our promotion package—newspaper ads, TV Guide ads, TV spots, billboards, the whole shooting match. The best candidate for this position is someone with experience in either television promotion or advertising. Salary \$21-25,000 depending on experience. All letters will be kept completely confidential. An equal opportunity employer. M/F Box D-139



McGraw Hill Broadcasting Company, Inc.

An opportunity to join the most prestigious sales force in broadcasting . . .

RCA Broadcast Systems is looking for several highly professional Sales Representatives for our domestic sales force.

If you're the type of person we're looking for, you're familiar with RCA's stature in the industry . . . the fact that we're number one in the marketplace, and that we've been a world leader in broadcast technology for over half a century.

You should have technical sales experience in radio and/or TV equipment. Or, you may now be in TV station operation and engineering, and would like to move up to the prestige and security that an RCA Broadcast Systems Sales Representative enjoys.

These are highly-regarded career positions that require moderate travel. We offer an excellent salary, plus a sales compensation plan, and an outstanding program of benefits.

Call us collect, or send your resume, in complete confidence, to:

R. R. Willoughby, Mgr. Empl.
RCA Broadcast Systems,
Dept. B-416
Bldg. 3-2 Camden, NJ 08102
(609) 338-2501

An equal opportunity employer F/M.

RCA



ALLIED FIELDS Help Wanted Technical

West Coast Broadcast Equipment Manufacturer

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FL	Fulltime FM	525K	Metro
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Stock Index

Stock symbol	Exch.	Closing Wed. April 11	Closing Wed. April 4	Net change in week	% change in week	High	1978-79 Low	PIE ratio	Approx. shares out (000)	Total market capitalization (000)	
Broadcasting											
ABC	N	35 7/8	35 3/4	+ 1/8	+ .34	41 1/4	23 1/2	8	27,700	993,737	
CAPITAL CITIES	CCB	41	40 5/8	+ 3/8	+ .92	75	37 3/8	11	14,000	574,000	
CBS	N	45 1/8	46	- 7/8	- 1.90	64	43 7/8	6	28,100	1,268,012	
COX	N	60	59 3/4	+ 1/4	+ .41	60	25 1/2	12	6,667	400,020	
GROSS TELECASTING	GGG	A	23 3/8	24 1/2	- 1 1/8	- 4.59	24 1/2	13 5/8	800	18,700	
WINGSTIP COMMUN.*	KTVV	O	11 1/2	11 1/2			11 3/4	21	462	5,313	
WIN	LINB	O	39 1/4	37 1/4	+ 2	+ 5.36	43	16 1/2	9	2,789	109,468
METROMEDIA	MET	N	53	52 1/2	+ 1/2	+ .95	71	25 1/4	8	4,600	243,800
MOONEY	MOON	O	5 3/4	5 3/4			6 1/2	1 7/8		425	2,443
RAHALL*	RAHL	O	20 1/2	20 1/2			21 1/4	8 5/8	23	1,264	25,912
SCRIPPS-HOWARD	SCRP	O	50	50			52	30 1/2	9	2,589	129,450
STARR	SBG	M	14 3/8	14 1/2	- 1/8	- .86	14 1/2	45	1,547	22,238	
STORER	SBK	N	38 3/4	34 3/4	+ 4	+ 11.51	38 3/4	19 3/8	10	4,948	191,735
TAFT	TFB	N	22 1/4	22 3/4	- 1/2	- 2.19	24 7/8	12 1/4	7	8,508	189,303
									TOTAL	104,399	4,174,131

Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A	14 5/8	14 3/8	+ 1/4	+ 1.73	14 7/8	3 3/4	12	1,257	18,383
AMERICAN FAMILY	AFL	N	12 3/4	13	- 1/4	- 1.92	17 1/8	9 1/4	6	10,536	134,334
JOHN BLAIR	BJ	N	28 3/4	27	+ 1 3/4	+ 6.48	31 3/8	11 1/8	7	2,447	70,351
CHARTER CO.	CHR	N	10 3/4	9 7/8	+ 7/8	+ 8.86	10 3/4	3 7/8	9	19,219	206,604
CHRIS-CRAFT	CCN	N	14 5/8	13 1/2	+ 1 1/8	+ 8.33	14 5/8	4 1/2	8	3,696	54,054
COCA-COLA NEW YORK	KNY	N	6 7/8	6 3/4	+ 1/8	+ 1.85	9 1/4	6 1/8	9	17,641	121,281
COMBINED COMM.	CCA	N	33 1/2	32 1/2	+ 1	+ 3.07	45 1/8	19	12	10,369	347,361
COWLES	CWL	N	23 1/4	23	+ 1/4	+ 1.08	25 1/4	12 1/2	19	3,969	92,279
DUN & BRADSTREET	DNB	N	32 5/8	32 1/8	+ 1/2	+ 1.55	38	26 1/4	13	27,886	909,780
FAIRCHILD IND.	FEN	N	29 3/4	27 3/4	+ 2	+ 7.20	35 1/4	9 1/2	6	5,708	169,813
FUQUA	FQA	N	10 3/4	11 3/8	- 5/8	- 5.49	13 5/8	8	5	12,661	136,105
GANNETT CO.	GCI	N	43 1/2	43 1/2			49	32 3/4	14	22,430	975,705
GENERAL TIRE	GY	N	25 1/2	25 1/4	+ 1/4	+ .99	30 5/8	22 3/8	5	22,710	579,105
GRAY COMMUN.	O	23 1/2	23	+ 1/2	+ 2.17	24	8	7		475	11,162
HARTE-HANKS	HMN	N	21	21 1/4	- 1/4	- 1.17	24 1/2	13	12	9,117	191,457
JEFFERSON-PILOT	JP	N	32 1/4	30 5/8	+ 1 5/8	+ 5.30	34 1/2	26 5/8	8	22,895	738,363
MARVIN JOSEPHSON	MRVN	O	16 1/2	16	+ 1/2	+ 3.12	16 1/2	8 1/4	9	2,547	42,025
KANSAS STATE NET.	KSN	O	14 1/2	14	+ 1/2	+ 3.57	14 1/2	4 3/4	12	1,799	26,085
KNIGHT-RIDDER	KRN	N	22 3/8	22 1/2	- 1/8	- .55	28 1/8	13 1/4	10	32,797	733,832
LEE ENTERPRISES*	LEE	N	22 5/8	22 5/8			22 3/4	11 1/8	12	7,285	164,823
LIBERTY	LC	N	34 1/2	34 1/8	+ 3/8	+ 1.09	34 1/2	18	8	6,762	233,289
MCGRAW-HILL	MHP	N	26 1/8	25 7/8	+ 1/4	+ .96	32 5/8	15 5/8	10	24,777	647,299
MEDIA GENERAL	MEG	A	22	22 1/8	- 1/8	- .56	23 1/8	13 5/8	9	7,456	164,032
MEROITH	MOP	N	29 1/4	27 7/8	+ 1 3/8	+ 4.93	40 1/4	17 3/8	6	3,094	90,499
MULTIMEDIA	MMD	O	24 1/2	25	- 1/2	- 2.00	28 1/4	16 1/4	10	6,630	162,435
NEW YORK TIMES CO.	NYKA	A	26	27 1/4	- 1 1/4	- 4.58	31 5/8	15 3/4	20	11,599	301,574
OUTLET CO.	OTU	N	21 1/8	21 1/8			32 7/8	16 5/8	6	2,445	51,650
POST CORP.	POS	A	16 5/8	16 3/4	- 1/8	- .74	19 3/8	8 1/8	7	1,824	30,324
REEVES TELECOM	RBT	A	5 3/8	5 3/8			5 1/2	1 3/4	60	2,388	12,835
ROLLINS	ROL	N	21 3/4	18 1/4	+ 3 1/2	+ 19.17	24 1/4	14 7/8	10	13,407	291,602
SAN JUAN RACING	SJR	N	16 3/4	15 3/8	+ 1 3/8	+ 8.94	16 3/4	7 5/8	21	2,509	42,025
SCHERING-PLOUGH	SGP	N	28 7/8	28 5/8	+ 1/4	+ .87	44 3/4	26 3/8	8	53,580	1,547,122
SONDERLING	SDB	A	25 3/4	25 5/8	+ 1/8	+ .48	25 3/4	8 3/8	8	1,105	28,453
TECH OPERATIONS	TO	A	8 1/2	7 1/4	+ 1 1/4	+ 17.24	8 3/4	2 3/8	21	1,352	11,492
TIMES MIRROR CO.	TMC	N	30	30			35	20 3/4	8	34,811	1,044,330
TURNER COMM.	O	23	23			31	7 3/4			3,800	87,400
WASHINGTON POST	WPO	A	23 5/8	24 5/8	- 1	- 4.06	26 1/2	10 7/8	8	16,268	384,331
WOMETCO	WOM	N	18	17 1/4	+ 3/4	+ 4.34	18 1/4	10 7/8	8	8,524	153,432
									TOTAL	439,775	11,007,026

Cablecasting

ACTON CORP.	ATN	A	10 7/8	10 1/2	+ 3/8	+ 3.57	13 5/8	3 1/8	7	2,419	26,306
AMECO*	ACO	O					1/2			1,200	
ATHENA COMM.	O	4 5/8	4 3/4	- 1/8	- 2.63	5 1/2	1/8			2,125	9,828
BURNUP & SIMS	BSIM	O	5 3/8	6	- 5/8	- 10.41	6 1/8	3 1/8	28	8,447	45,402
CABLE INFO.	O	5	5 1/2	- 1/2	- 9.09	5 1/2	1/4	25		634	3,170
COMCAST	O	19 1/2	19 1/2			19 1/2	3 3/4	19		1,658	32,331
COMMUN. PROPERTIES	COMU	O	16 1/2	16 1/2			16 3/4	3 5/8	17	5,018	82,797
ENTRON*	ENT	O	1 1/4	1 1/4			3 1/2	7/8	1	979	1,223
GENERAL INSTRUMENT	GRL	N	38 3/4	37 3/8	+ 1 3/8	+ 3.67	40	17 5/8	10	7,682	297,677
GENEVE CORP.	GENV	O	13 1/2	13 1/2			15 3/4	7 1/2	6	1,121	15,133
TELE-COMMUNICATIONS	TCOM	C	23 3/4	23 5/8	+ 1/8	+ .52	23 3/4	2 7/8	29	5,327	126,516
TELEPROMPTER	TP	N	15 7/8	16 3/4	- 7/8	- 5.22	16 3/4	6 3/4	21	16,952	269,113
TEXSCAN	TEXS	O	2 1/8	2 1/8			2 7/8	1 1/4	13	786	1,670
TIME INC.	TL	N	38 1/4	39 3/8	- 1 1/8	- 2.85	50	31 3/4	7	20,505	784,316
TOCOM	TOCM	O	10 1/2	10 1/4	+ 1/4	+ 2.43	10 1/2	1 5/8	22	1,496	15,708
UA-COLUMBIA CABLE	UACC	O	53 1/2	53	+ 1/2	+ .94	53 1/2	15 1/2	25	1,679	89,826
UNITED CABLE TV	UCTV	O	37 1/4	34	+ 3 1/4	+ 9.55	37 1/4	3 7/8	26	2,036	75,841
VIACOM	VIA	N	31 1/2	32	- 1/2	- 1.56	32	16 5/8	16	3,799	119,668
									TOTAL	83,863	1,996,525

Stock symbol	Exch.	Closing Wed. April 11	Closing Wed. April 4	Net change in week	% change in week	High	Low	1978-79	PIE ratio	Approx. shares out (000)	Total market capitalization (000)		
Programming													
COLUMBIA PICTURES	CPS	N	23	24 1/8	- 1 1/8	-	4.66	24 1/2	7 3/8	4	9,749	224,227	
DISNEY	DIS	N	39 5/8	39 5/8				47 5/8	32 1/4	12	32,416	1,284,484	
FILMWAYS	FWY	N	13 3/8	13 7/8	-	1/2	-	3.60	17	8	10,980	146,857	
FOUR STAR*			1 1/4	1 1/4				2 1/8	1/2	13	666	832	
GULF + WESTERN	GW	N	14 5/8	15 1/8	-	1/2	-	3.30	18 3/8	10 1/4	3	48,177	704,588
MCA	MCA	N	39 3/4	40	-	1/4	-	.62	48 1/4	25 3/4	7	23,289	925,737
MGM	MGM	N	24 5/8	22 1/2	+ 2 1/8	+	9.44	24 5/8	12 7/8	11	29,102	716,636	
TRANSAMERICA	TA	N	18 1/8	17 5/8	+ 1/2	+	2.83	19	13 1/4	6	66,475	1,204,859	
20TH CENTURY-FOX	TF	N	41	39 1/4	+ 1 3/4	+	4.45	41	10	6	7,759	318,110	
VIDEO CORP. OF AMER		O	6 5/6	7 1/4	-	5/8	-	8.62	9 3/4	3 1/2	22	988	6,500
WARNER	WCI	N	37 3/4	36 7/8	+ 7/8	+	2.37	56 7/8	25 3/4	8	14,622	551,980	
WRATHER	WCO	A	15 3/4	16 1/8	-	3/8	-	2.32	16 1/4	4 1/2	43	2,308	36,351
TOTAL										246,531	6,121,215		
Service													
BBD INC.	BBD	O	34 1/4	34 1/4				38 3/4	22 1/2	8	2,513	86,070	
COMSAT	CO	N	45 1/8	43	+ 2 1/8	+	4.94	48 3/4	28 3/4	11	8,000	361,000	
DOYLE DANE BERNBACH	DOYL	O	21	20 3/4	+ 1/4	+	1.20	31	16 1/4	7	1,776	37,296	
FOOTE CONE & BELOING	FCB	N	17 3/4	17 1/2	+ 1/4	+	1.42	23 1/8	14 3/4	6	2,607	46,274	
GREY ADVERTISING	GREY	O	35	35 1/2	- 1/2	-	1.40	36	16 1/2	4	624	21,840	
INTERPUBLIC GROUP	IPG	N	36 5/8	37 1/8	- 1/2	-	1.34	39 1/4	22 1/2	7	2,387	87,423	
MCI COMMUNICATIONS	MCIC	O	6 5/8	7	- 3/8	-	5.35	7	7/8	83	20,692	137,084	
MOVIELAB	MOV	A	4 3/4	4 3/8	+ 3/8	+	8.57	4 3/4	1	8	1,414	6,716	
MPO VIDEOTRONICS	MPO	A	4 7/8	5 1/4	- 3/8	-	7.14	65 3/8	4	5	520	2,535	
A. C. NIELSEN	NIELB	O	24 1/2	24 1/8	+ 3/8	+	1.55	28 1/2	18 7/8	11	10,980	269,010	
OGILVY & MATHER	OGIL	O	22 3/4	22 1/2	+ 1/4	+	1.11	56 1/2	20	7	3,610	82,127	
TPC COMMUNICATIONS	TPCC	O	9 1/2	9 7/8	- 3/8	-	3.79	10 1/2	2 1/4	17	899	8,540	
J. WALTER THOMPSON	JWT	N	25 3/8	24 3/4	+ 5/8	+	2.52	32 7/8	15 1/8	6	2,649	67,218	
WESTERN UNION	WU	N	18 3/4	18 7/8	- 1/8	-	.66	21 1/4	15	8	15,177	284,568	
TOTAL										73,848	1,497,701		
Electronics/Manufacturing													
AEL INDUSTRIES	AELBA	O	8 3/8	7 1/4	+ 1 1/8	+	15.51	10 1/4	2 3/8	6	1,672	14,003	
AMPEX	APX	N	15	15 7/8	- 7/8	-	5.51	19 1/4	7 3/8	10	11,357	170,355	
ARVIN INDUSTRIES	ARV	N	15	15 5/8	- 5/8	-	4.00	22 1/2	12 1/2	4	5,959	89,385	
CCA ELECTRONICS*	CCA	O	1/8	1/8				5/8	1/8	1	897	112	
CETEC	CEC	A	4 3/4	5 1/8	- 3/8	-	7.31	5 3/4	1 3/4	10	2,127	10,103	
COHU	COH	A	4 1/8	3 5/8	+ 1/2	+	13.79	5 1/2	2 1/8	14	1,732	7,144	
CONRAC	CAX	N	16 3/4	17 1/2	- 3/4	-	4.28	27 1/4	13 1/2	27	2,052	34,371	
EASTMAN KODAK	EASKD	N	64 1/4	65 1/2	- 1 1/4	-	1.90	86 3/4	42	11	161,376	10,368,408	
FARINON	FARN	O	13 1/4	14 3/4	- 1 1/2	-	10.16	16 1/2	8	12	4,782	63,361	
GENERAL ELECTRIC	GE	N	48 3/8	47 3/4	+ 5/8	+	1.30	56 5/8	44 1/2	9	184,581	8,929,105	
HARRIS CORP.	HRS	N	26 1/2	27 5/8	- 1 1/8	-	4.07	35 3/4	19 7/8	12	25,461	674,716	
HARVEL INDUSTRIES*	HARV	O	6	6				6	3 1/8	16	480	2,880	
INTL. VIDEO CORP.**	IVCP	O	1 7/8	1 7/8				2 5/8	1/4		2,701	5,064	
M/A COM. INC.***	MAI	N	23	23 1/4	- 1/4	-	1.07	23 1/4	10 1/8	30	2,640	60,720	
3M	MMM	N	57 1/8	59 1/2	- 2 3/8	-	3.99	64 3/4	43 1/2	12	116,473	6,653,520	
MOTOROLA	MOT	N	39 3/4	38 3/4	+ 1	+	2.58	56 7/8	34 1/4	10	28,544	1,134,624	
N. AMERICAN PHILIPS	NPH	N	28 1/4	27 1/8	+ 1 1/8	+	4.14	36	24 1/2	5	12,033	339,932	
OAK INDUSTRIES	OAK	N	27 1/2	28 5/8	- 1 1/8	-	3.93	28 5/8	6 1/4	19	3,653	100,457	
ORROX CORP.	ORRX	O	6 1/4	5	+ 1 1/4	+	25.00	6 1/2	1/2	9	1,977	12,356	
RCA	RCA	N	27 1/4	27 3/8	- 1/8	-	.45	33 5/8	22 3/4	7	74,821	2,038,872	
ROCKWELL INTL.	ROK	N	38 7/8	39 3/4	- 7/8	-	2.20	39 3/4	28 1/4	6	33,900	1,317,862	
RSC INDUSTRIES	RSC	A	3	2 3/4	+ 1/4	+	9.09	4	1 5/8	17	2,412	7,236	
SCIENTIFIC-ATLANTA	SFA	A	38 3/8	37 1/4	+ 1 1/8	+	3.02	38 3/8	16 3/4	17	2,644	101,463	
SONY CORP.	SNE	N	10 3/8	8 1/2	+ 1 7/8	+	22.05	10 3/8	7	17	172,500	1,789,687	
TEKTRONIX	TEK	N	53	55	- 2	-	3.63	68 1/2	28 1/4	14	17,995	953,735	
TELEMATION	TLMT	O	1 1/2	1 1/2				2 1/4	1/2	2	1,050	1,575	
VALTEC	VTEC	O	10 3/8	9 1/2	+ 7/8	+	9.21	12 3/4	6 1/2	22	4,056	42,081	
VARIAN ASSOCIATES	VAR	N	17 1/2	18	- 1/2	-	2.77	21	13	97	6,838	119,665	
WESTINGHOUSE	WX	N	18	19 1/8	- 1 1/8	-	5.88	24 1/2	16 1/4	5	86,511	1,557,198	
ZENITH	ZE	N	14 1/2	15 1/8	- 5/8	-	4.13	28	11 3/8	14	18,800	272,600	
TOTAL										992,024	36,872,590		
GRAND TOTAL										1,940,440	61,669,188		

Standard & Poor's 400 Industrials Average 114.39 114.90 -51

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
Hornblower & Weeks, Hemphill-Noyes Inc.,
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 PIE ratio is computed, company
registered net loss.
***Stock split.
+Traded at less than 12.5 cents.

PIE 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.

Point man for Y&R on new media: Donnelly

When Young & Rubicam Inc. decided in 1972 to form a new department that would chart development in electronic media, the agency chose as head of the unit a man who had been a Jesuit seminarian, a poet, a journalist, a college professor, a television executive producer and an editor for several publications.

William J. Donnelly might even add a few other occupations such as freelance TV-film writer and stage director and producer. "It was my eclectic background that attracted Y&R," he says, "The agency wanted someone who could see many things at the same time."

As vice president and group supervisor of new electronic media at Y&R, Mr. Donnelly keeps a close watch on developments in such areas as pay and cable television, video cassettes, superstations and satellite technology. The unit's primary objective is to keep abreast of the new media to determine whether they may be used for Y&R clients and the implications they hold for advertising strategy.

He has been at Y&R for more than six years and views his job as a missionary effort. He believes that Y&R is the only agency which has a full-time department devoted solely to the new media, although he says other agencies are involved in this sector.

William John Donnelly is a tall, slim man of 42, who began to acquire his wide-ranging background in 1954 when he studied at a Jesuit seminary, St. Andrew-on-Hudson, in Poughkeepsie, N.Y. He left after four years. "But I didn't leave in anger as did those of a later generation," he explains. "It was simply that I wanted to go into the theater."

He obtained his BA in philosophy and literature from Fordham University in New York in 1960 and his MFA in theater from Catholic University in Washington in 1962. Over the next decade, he taught Latin in high school and communications in college (Loyola University Department of Communications Arts in Los Angeles); was a syndicated columnist on television and films; founded *Educational/Instructional Broadcasting*; was an executive producer for public station KCET-TV Los Angeles and was an editor of a number of publications in the communications field, including *Video Publisher*, *Broadcast Journal*, *Space Age News* and *Information Display*.

In all of these publications, Mr. Donnelly reviewed and analyzed the electronics industry with a focus on both technical and market development. As a self-described "maven" in this area, Mr. Donnelly has emerged as an industry



William John Donnelly—vice president and group supervisor, new electronic media, Young & Rubicam, New York; b. Dec. 26, 1936, Cliffside Park, N.J.; BA in philosophy and literature, Fordham University, New York, 1960; MFA in theater, Catholic University, Washington, 1962; instructor in Latin, Gonzaga High School, Washington, 1961-62; instructor and assistant professor in theater and film, Communications Arts Department, Loyola University, Los Angeles, 1962-66; editor for various communications journals, 1966-68; wrote syndicated newspaper column on TV and films 1962-70; executive producer, KCET-TV Los Angeles, 1968-70; editor, *Video Publisher*, White Plains, N.Y., 1970-72; group supervisor, new electronic media, Young & Rubicam, New York, 1972-76; vice president and group supervisor, new electronic media, Y&R, since 1976; divorced; children—Christopher, 10; Margaret, 6.

spokesman at such forums as the Association of National Advertisers, the National Cable Television Association, the Society of Motion Picture and Television Engineers and the Committee for Economic Development. He also is chairman of the American Association of Advertising Agencies' Committee on Cable Television and New Technologies.

He acknowledges that the new media today account for only a minuscule fraction of advertising expenditures, but points out they hold out prospects of blossoming in the years ahead. (Y&R bills more than \$800 million in advertising in the U.S., of which more than \$500 million is in TV and radio.)

Mr. Donnelly praises Y&R for its pioneering effort at a time when the advertising community paid scant attention to the new media. He credits Warren Bahr,

then an executive vice president of the agency, with stimulating the creation of the new unit and engaging him to head it.

"But Y&R traditionally has been in the forefront of media innovation and experimentation," Mr. Donnelly says. "It was Y&R back in the late 1950's which introduced 'Operation Daybreak' on ABC-TV, bringing the network into daytime TV, and pioneered 'SpectaColor' in newspapers."

Mr. Donnelly is particularly proud of Y&R's involvement in the first national cable TV commercials project in partnership with Madison Square Garden and UA-Columbia Cablevision. In the fall of 1977, commercials for a number of Y&R clients, including Gallo, BMW, Holiday Inn and Home Box Office, appeared on sports events emanating from the Garden and other locations. This past year Holiday Inn, BMW, Pabst, Tylenol, HBO, Schick, English Leather, Merrill Lynch, Pierce, Fenner & Smith were on the cable.

Mr. Donnelly reported that the Garden events are being carried on cable systems reaching about 2.5 million households. Even with a two rating, he says, the programs reach an average half-hour audience of 50,000.

"But the important factor is we have practically unduplicated reach," he points out. "And that means during a typical week, we reach 250,000 different people in different households during an average half hour."

Mr. Donnelly calls this "a good magazine number" and in fact, contends that cable TV should not be planned as an adjunct to TV, but should be considered as a separate medium.

Mr. Donnelly indicated that Y&R would enlarge its role in cable television shortly by participating in a new program project. He would not elaborate except to say that its present efforts encompass men, children and all-family and the next would be tailored to the women's audience.

Mr. Donnelly said he has been studying the superstation situation carefully and at present does not see superstations as advertising vehicles.

"They don't fit into network strategy or spot TV strategy," he insists. "For spot they don't deliver enough clout to enable advertisers to use them. But I'd be glad to find a way to use them."

He puts in long hours on his job, often traveling to Y&R offices in the U.S. and abroad, and he relaxes by reading and woodworking. His occupation, he says, forces him to read books related to the media, particularly those dealing with sociology and anthropology.

"I have a novel in progress," he confides. "But it has nothing to do with the media."

First stringers

Broadcasting is losing the front-line services of two of its most distinguished practitioners—two who also have happened often to be adversaries.

David C. Adams, NBC's vice chairman, who has spent 31 years in low profile in the highest echelons of the company, is retiring, at 66 a year later than he might have retired, at the end of June. Donald H. McGannon, for almost 25 years the driving force of Westinghouse Broadcasting Co., is not retiring but, at 58, is giving up the chief executive's responsibilities to spend less time on Westinghouse broadcasting affairs and more on social and community problems.

Mr. McGannon has been a tireless gadfly of all television networks, while Mr. Adams has been one of the key figures defending against him. Thus over the years they have engaged in lively and significant battles, although their confrontations rarely took place in public and, it should be emphasized, never dealt in personalities. The importance of their clashes, however, is far outweighed by the positive contributions each has made. Because of these two broadcasting is a better business and a better service.

Targets of opportunity

The three major revisions of the Communications Act now pending before Congress are as different as their main sponsors.

Representative Lionel Van Deerlin's second rewrite of the act is the most comprehensive of the three. It is imaginative and ambitious. It modifies the original in enough detail to defuse some criticism that the first provoked. It still contains features that alarm or infuriate broadcasters.

The new fees proposed by Mr. Van Deerlin are, give or take some millions here or there, about \$100 million lower than those originally proposed but still excessive. The lower take would go to the treasury's general fund instead of to public broadcasting and other social causes, as first mandated. On both counts there is less cause for complaint, but the principle of charging for spectrum use is as disputable as ever.

In response to general demand, Mr. Van Deerlin has restored a "public interest" standard to his bill. That, read in context with the directive to the proposed Communications Regulatory Commission to promote diversity in communications, could give an activist CRC the excuse to do all kinds of things.

While all but deregulating radio, Mr. Van Deerlin would keep television on the hook for at least 10 years. Although some renewal hazards that are now present would be eliminated by his bill, he would impose still others—chiefly a requirement, of questionable constitutionality, that television stations broadcast news, public affairs and local origination "throughout the broadcast day."

There are other features of the rewrite that broadcasters will oppose but even more that they have good reason to support. Radio is promised the next thing to emancipation. Television is at least given a prospect of eventual decontrol. On balance, Rewrite II reflects a keener awareness of the real world than Rewrite I presented.

Senator Ernest F. Hollings's "renovation" of the act offers less. He would give radio a license in perpetuity, but with strings attached. Five percent of all stations, chosen randomly, would be selected for review each year by the present public-interest standard that has been invoked by the FCC throughout its years for its most outrageous ventures into regulation. Television licenses

would be extended to five years and worthy incumbents given some protection against predators at renewal time, but much current regulation would be unaffected. Mr. Hollings's deregulation falls far short of a trade-off for the fees he also proposes for spectrum use.

Senator Barry Goldwater's amendments of the act are received more cordially by broadcasters. Apart from the deregulatory processes proposed for license terms and renewals, Mr. Goldwater would explicitly limit the FCC's authority to intrude in the selection of program or advertising content.

It is of more than passing interest to note that Mr. Goldwater's bill also includes provision for the collection of fees, although his would be based on the expense of FCC regulation. As has been noted here before, the concept of fees is now widely accepted on the Hill. It may no longer be a question of whether but of how much and for what purpose. Something can be said for reasonable payment for a license to broadcast which, like paying for a license to drive, would convey rights of operation.

There are those high in broadcaster councils who predict that comprehensive revisions of the act will never emerge from the 96th Congress. The most reliable political verity in Washington is that legislation is easier to kill than to pass.

But before the execution squads are sent into action, broadcasters ought to think of affirmative contributions to make. It's just possible that Congress can be persuaded to adopt a deregulatory compromise that would release both radio and television from the worst of regulation that afflicts them now.

Memorial

Washington contains many little odd-shaped parks, formed where radiating avenues intersect the grid of streets. After April 25, the little park across from 1776 Pennsylvania Avenue will be one no broadcast journalist should pass without saluting. On that date the park will be named for the late Edward R. Murrow.

As was noted on this page when Mr. Murrow died in 1965, it was no accident that the development of broadcasting as a primary journalistic force coincided with the career of Ed Murrow as a CBS newsman. Many of broadcasting's most illustrious journalists owe their first jobs to him. All broadcast journalists owe part of their professional status to the standards that Mr. Murrow established.

This is the first property under control of the National Park Service to be named for any journalist. That the first to be honored came from radio and television says something about the media as well as the man.



Drawn for BROADCASTING by Jack Schmidt

"You get your choice of pole attachment rates."



“The farther backward you can look, the farther forward you are likely to see...”

Winston Churchill
1874–1965

The history of our world is reflected in its art. The cannon roars at the gates of Moscow in the “1812 Overture” while the Emperor Napoleon is removed from the dedication page of the “Eroica” by an angry Beethoven.

All of this magic would be lost if our symphonies were gone. In our nation’s capitol the situation is compounded by the fact that not only are there fewer large corporations to help underwrite the arts, but there is no support from city, county or state tax programs since the District of Columbia is a federal city.

In response to this dilemma, WGMS AM-FM, Washington’s Fine Arts

Stations, have held a series of National Symphony Orchestra Radiothons. Auctioning everything from stuffed giraffes to belly dancing performances, and even an opportunity to conduct the orchestra itself, the stations have raised over half-a-million dollars to preserve The National Symphony.

WGMS AM-FM have kept history alive by keeping The National Symphony a vital, functioning force in our nation’s most prized city. Without this open window to the past, we would indeed be condemned to wander blindly into the future.



RKO RADIO

WRKO • WROR Boston/WFYR Chicago/
WAXY Fort Lauderdale-Miami/KHJ •
KRTH Los Angeles/WHBQ Memphis/
WOR • WXLO New York/KFRC San Francisco/
WGMS AM-FM Washington, D.C.

Ward-Beck in the sun!

In Florida, where the difference between apples and oranges is recognized by everyone, it's natural to pick the best whenever a choice arises.

In keeping with this fine tradition, Ward-Beck has been selected to supply the new sound console for WPLG Miami's television production studio.

This WBS 78038 is one of many models from Ward-Beck that are finding a place in the sun.



First by Design.

WBS 78038
Custom TV Console



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