

Sep. 25, 1978

ABC—and Carter—win the first week  
Van Deerlin heats up wooing of radio

# Broadcasting Sep 25

The newswweekly of broadcasting and allied arts

Our 47th Year 1978

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NEWSPAPER

You can't win  
'em all.  
But 4 out of 5  
isn't bad.



**Jimmie Haskell**  
Outstanding Achievement  
In Music Composition  
"See How She Runs"



**Ian Fraser**  
Outstanding Achievement  
In Music Direction  
"Ben Vereen: His Roots"



**Stan Freeman, Arthur Malvin**  
Outstanding Achievement  
In Special Music Material  
The Carol Burnett Show  
Mini Musical: "Hi-Hat"



**Ken Welch, Miltzie Welch**  
Outstanding Achievement  
In Special Music Material  
Ben Vereen: His Roots  
Song: See You Tomorrow in Class

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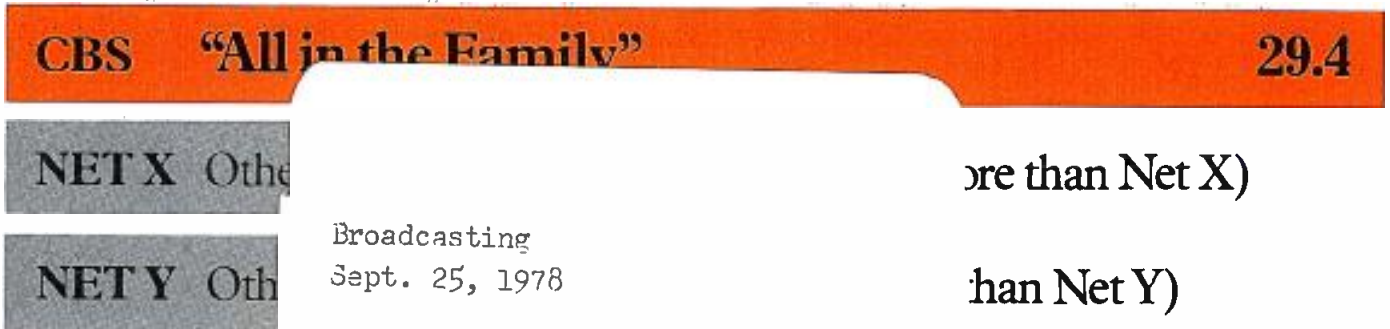
**“Edith,  
them other guys  
ain’t even close!”**



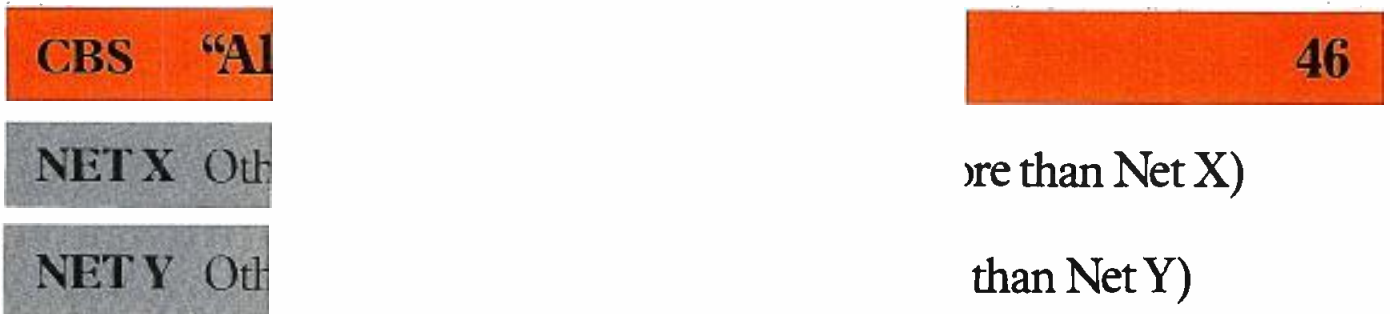
**“All in the Family”  
vs Prime-Time Network Competition,  
1971-78.**

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**Average Rating**



**Average Share**



**Tandem Productions'**  
**“All in the  
Family”**

Source: NTI September-March.  
All in the Family 1971/2-1977/8; M.A.S.H. 1972/3-1977/8;  
Happy Days 1974/5-1977/8; Welcome Back Kotter 1975/6-1977/8;  
Barney Miller 1975/6-1977/8; Laverne & Shirley 1976/7-1977/8.



# KTVU is Twenty Years Young and still Growing

Twenty years ago, an independent upstart, KTVU, took the channel 2 designation and started telecast-

ing from the stage of an old vaudeville theatre in Oakland, California. Six months later, KTVU moved into its present location at Number One Jack London Square. Since the beginning, KTVU has been one of the top independents in the country, an industry leader with Operation Prime Time, Emmy award winning news, and the source of entertainment, major league sports, and information to millions of families throughout Northern California. In the next two years, this empty site

on the edge of San Francisco Bay will be occupied by one of the finest television facilities anywhere. Watch us grow!

There's only one



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Cox TV stations are represented by TeleRep.



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Atlanta

WHIO TV-AM-FM  
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WSOC TV-AM-FM  
Charlotte

WIC-TV  
Pittsburgh

KTVU-TV  
San Francisco-  
Oakland

WIOD, WAIA-FM  
Miami

KFI, KOST-FM  
Los Angeles

WLIF-FM  
Baltimore

WWSH-FM  
Philadelphia



# The Week in Brief

**AND THEY'RE OFF—MORE OR LESS** □ If there was a premiere week, it was last week, when all three networks were into new season programming. It all got off to a stumbling start when Carter-Begin-Sadat had Galactica-King Kong-E Emmy cooling their heels, and a lot of viewers went to bed. **PAGE 25.**

**AFORETHOUGHT?** □ The network evidence backs up Carter's media-team contention that the Sunday night announcement was planned hours and minutes in advance, not weeks and days. **PAGE 26.**

**HIS AND HERS** □ Silverman and Pfeiffer go closed-circuit to NBC affiliates, describe how they'll split up the work. He'll concentrate on programming; she'll attend to "outside pressures." **PAGE 30.**

**THE REWRITE AT NRBA** □ Van Deerlin and Frey try to widen their beachhead at the San Francisco radio convention. They keep promoting deregulatory benefits and the subcommittee chairman says they will take another look at radio ownership limits. **PAGE 34.**

**EUPHORIA BY THE BAY** □ Delegates come away from the heavily attended NRBA convention with feeling of optimism and increased strength. EEO, ascertainment and other regulatory issues dominate the busy agenda. **PAGE 36.**

**HIRING THE HANDICAPPED** □ Broadcaster comments to the FCC urge the exclusion of that category from EEO reporting forms. **PAGE 42.**

**FUNDING OKAY** □ The Senate approves its version of a financing bill for public broadcasting. Differences with House measure, including one of \$20 million, must be ironed out in conference. **PAGE 48.**

**'DISTRESS' SALE** □ An all-black group is seeking to buy WAEO-TV Rhinelander for \$1 million. Station is now in hearing at FCC and the principals hope for approval under commission's new policy. **PAGE 50.**

**HEADING FOR PHOENIX** □ CBS Radio affiliates gather there this week for their biennial convention. Jankowski, Van Deerlin and GM's Estes highlight agenda. **PAGE 52.**



**Ferris on the First.** Facing the opening IRTS newsmaker luncheon, which, as is the tradition, attracted top figures in broadcasting, the FCC chairman advised journalists to look to their own resources to preserve their independence. And, he strongly suggested radio and television spend more of those resources on news and worry less about profits. **PAGE 44.**

**HARVESTING EMMYS** □ *Holocaust* and *All in the Family* win the most program awards. CBS has the highest network total in prime-time presentations. **PAGE 57.** ABC and NBC tie for tops in Emmy craft awards. **PAGE 59.**

**ABC SWAMPS RIVALS.** □ In network's own premiere week, it overwhelms other networks. **PAGE 59.**

**\$24 MILLION ORDER** □ The FTC tells American Home Products to stop making certain claims for Anacin and Arthritis Pain Formula and to undertake corrective advertising campaign to remove earlier impressions about products' capabilities. **PAGE 62.**

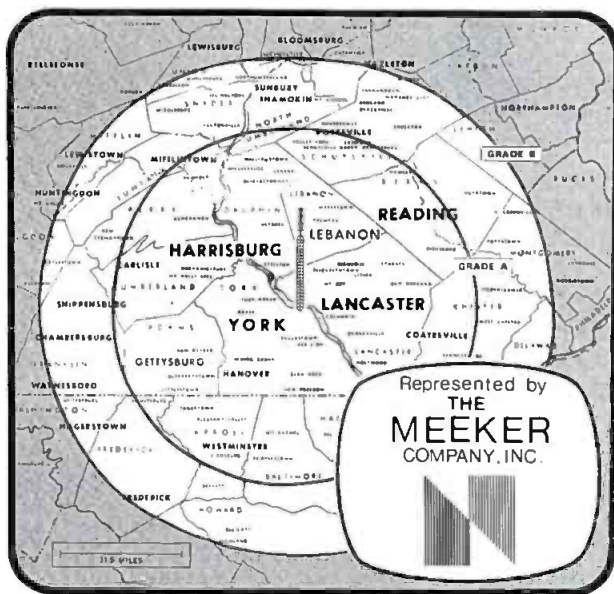
**AM STEREO** □ The FCC goes to rulemaking to make it all a matter of public record. All five proposed systems are included in the proceeding. **PAGE 63.**

**CBS RADIO'S BRESCIA** □ Dick Brescia talks the station man's language because he started his career as one of them. Now vice president, CBS Radio division, and general manager, CBS Radio network, he looks forward to the affiliates convention in Phoenix this week as an excellent opportunity to create further dialogue with them that will benefit all. **PAGE 89.**

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# WGAL-TV is not a stranger in Paradise



Far from it. In fact, WGAL-TV is unusually popular in this thriving Lancaster County community. This is typical of the enviable acceptance it consistently enjoys in the hundreds of other Pennsylvania towns and cities in this prosperous 9-county DMA. In your media buying, contrast WGAL-TV depth and reach with the partial coverage provided by other stations in the market. WGAL-TV is your obvious choice for outstanding superiority in area-wide coverage and sales.

*Source: Nielsen 1977 County Coverage Report*

# WGAL-TV 8

STEINMAN TV STATION

LANCASTER-HARRISBURG-YORK-LEBANON, PA.

Another Steinman TV Station **WTEV** Providence R.I. - New Bedford-Fall River, Mass.

# Closed Circuit<sup>®</sup>

Insider report: behind the scene, before the fact

## Upping cable's bill?

Broadcasters and Motion Picture Association of America, arguing cable television shouldn't be set free of regulation without first being made to pay full copyright for broadcast shows (BROADCASTING, Sept. 18), struck sympathetic chord in Communications Act rewrite authors. House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) and ranking Republican Lou Frey (Fla.) have asked Representative Robert Kastenmeier (D-Wis.), chairman of subcommittee with copyright jurisdiction, to reassess cable's copyright payments.

Copyright amendments of 1976 vested authority to raise cable payments in Copyright Royalty Tribunal, but that body's review would not take place for several years. Messrs. Van Deerlin and Frey say that in light of rewrite's aim of substituting competition for regulation, review should take place now. "We believe that if this competition is to be fair, cable must pay appropriate copyright royalties," they say in letter to Mr. Kastenmeier. Mr. Van Deerlin plans to expand cable deregulation in next rewrite draft, making clear that state and local authorities, like federal agency, must keep hands off cable signal carriage.

## Strike benefits

New York radio and TV broadcasters say they're taking in more money because of newspaper strike there but not being greedy about it. *Wall Street Journal* report last Friday that most TV stations were almost doubling rates was denied by several TV sales authorities. Some said they were keeping rates "stable," others said increased retail demand had created shortages leading to perhaps 7%-8% increases "beyond inflation."

In radio, some leading stations have increased commercial loads from normal eight minutes per hour to 10 or 11. They say they are maintaining card rates, which in many cases are on grid basis that takes demand into account (BROADCASTING, Sept. 11).

## Reinforcement

There's revival of talk that U.S. may still put its best feet forward when its delegation goes to Geneva for World Administrative Radio Conference next year. Although there's no disposition to diminish rank of former FCC Commissioner Glen Robinson as chairman of U.S. delegation, there's notion that State Department will see wisdom of putting veteran FCC

commissioner and five-time delegate to International Telecommunications Union, in person of FCC's dean, Robert E. Lee, on firing line as co-chairman.

FCC Chairman Charles D. Ferris reportedly sees merit in vesting Professor Robinson, whose credentials as communications authority are impeccable, with full plenipotentiary power and assigning affable Mr. Lee to negotiate with other delegations. Observers generally are agreed that importance of conference, to establish allocations for next 20 years, justifies bipartite structure in Geneva. Professor Robinson, Democrat, and Commissioner Lee, Republican, served together on FCC during former's tenure in 1974-76.

## Jury out

ABC's preliminary research on viewer reaction to re-worked evening newscast, *World News Tonight*, finds greater acceptance of roving reporter role being played by former co-anchor Barbara Walters. Antagonism due to publicity over her paycheck and over her uncomfortable relationship with former partner at anchor desk, Harry Reasoner (since departed to CBS News), seems to be fading, researchers say, and her prestige has increased with her recent interviews with top world leaders.

Reaction to format as whole is apparently more mixed, since researchers grow reluctant to discuss it. But, as might be expected, multiple anchors on ABC aren't getting high viewer identification factor accorded single or dual anchors of other networks, and format changes are being accepted more readily by younger viewers than old.

## Homing in

Vision of future left broadcasters at off-record National Association of Broadcasters' executive forum in Reston, Va., two weeks ago both disturbed and inspired—disturbed by prospect that future competition for home TV viewer may include not only cable television, but also radio, U.S. Postal Service, AT&T and other major concerns that only imagination can conjure up. All kinds of industries unrelated to broadcasting are looking at TV set as potential money maker, forum was told, and technology is here to funnel all present and future information services into one home terminal.

Inspiration came from talk of opportunities for broadcasters. Example repeated by several participants is network of 56 FM stations joined with computer of Digital Broadcasting Systems, McLean,

Va., for transmission of digital information over airwaves. Renting stations' subcarriers, DBS can send high-speed messages—say, from headquarters of grocery chain to local retailers, according to example. Broadcasters were told other industries are spending big dollars on research and development for projects like that—but broadcasting isn't.

## Second time around

Final merger documents are due for signature this week by seven applicants that have been competing for facility occupied by KRLA(AM) Pasadena, Calif. (Los Angeles). Agreement, which will terminate 14-year-old contest if approved by FCC, provides for ultimate ownership by Western Broadcasting Co. (Bob Hope and Art Linkletter) for over-all outlay of \$15 million in three years.

Month ago (BROADCASTING, Aug. 21) six of seven remaining applicants had agreed to merger. Seventh—Voice In Pasadena—agreed last week to become 25% participant. Mr. Hope's Western becomes 40% stockholder with three-year full-ownership potential. Goodson-Todman, program producers, and Pasadena Broadcasting, Tacoma, Wash., acquire 15% each, and Charles W. Jobbins, 5%. Provision is made for reimbursement of "allowable" expenses. In 1962 former KRLA owners lost license on grounds of fraudulent contests and log-tampering. In all, 19 applications had been filed but 12 had dropped out. Some principals in interim operator of KRLA, nonprofit Oak Knoll Broadcasting, have been under cloud on purported mishandling of funds.

## Around the turn

Carnegie Commission on Future of Public Broadcasting is in home-stretch of its study one year after its first substantive meeting in September 1977. Although there's no inkling of what will emerge, notion is that funding figure will be near \$1.5 billion forecast by commission chairman, William McGill, president of Columbia University (BROADCASTING, July 3). There will be structure recommended to succeed Corporation for Public Broadcasting, Public Broadcasting Service and National Public Radio.

From outset there has emerged question of whether funds for noncommercial system should be raised through imposts on commercial broadcasters or by direct appropriation from Congress. Monthly meetings have been held since last September (with exception of August hiatus) and final report is due in January.

# Business Briefly

## TV only

**Allen** □ Division of Liggett & Myers prepares eight-week TV push for its Alpo beef-flavored dog food beginning in early October. Weightman, Philadelphia, is seeking spots in 60 markets during fringe time. Target: women, 25-64.

**Dunlop** □ Tire manufacturer schedules four-week TV campaign beginning in early October. Rumrill-Hoyt, New York, will select spots in approximately 60 markets during news and sports time. Target: total men.

**Flav-O-Rich** □ Subsidiary of Dairymen Inc. places one-month TV promotion for its Flav-O-Rich dairy products starting in early October. D'Arcy-MacManus & Masius, Atlanta, will buy spots in about 25 markets during day, fringe and prime time. Target: women, 25-54.

**Knouse Foods** □ Food products group features its Lucky Leaf brand in 13-week TV flight beginning in early October. Walter G. O'Connor, Hershey, Pa., will prepare spots in 12 markets during all dayparts. Target: total women.

**Amchem** □ Chemical company prepares three-week TV buy for its Amiben soybean herbicide starting in mid-October. Lewis & Gilman, Philadelphia, will seek spots in 19 markets during fringe and prime time. Target: men, 25-49.

**GAF** □ Corporation features its wall tiles in one-month TV promotion beginning this week. Daniel & Charles, New York, will handle spots in 10 regional markets during fringe and daytime. Target: women, 25-49.

**Walker** □ Automotive parts manufacturer slates six-week TV test starting this week. Hoffman, York, Baker & Johnson,

Milwaukee, will place spots during prime, news and late fringe time. Target: men, 25-54.

**Noble Roman** □ Restaurant chain arranges three-month TV promotion starting in October. Carlson & Co., Indianapolis, is placing spots in about 12 markets during all dayparts. Target: adults, 18-34.

**3M** □ Company features its tape in 10-week TV campaign starting this week. BBDO, Minneapolis, will handle spots in 11 markets during day and fringe time. Target: men and women, 18-34.

**Wurlitzer** □ Musical instruments manufacturer highlights its Wurlitzer organ in three-month TV flight beginning in October. Sussman & Stern, Detroit, is handling spots in at least four markets. Target: men and women, 25-54.

**Roto Rooter** □ Sewer service group prepares 11-week TV drive beginning in early October. Lessing-Flynn, Des Moines, will select spots in eight markets during fringe, day and prime time. Target: men and women, 25-54.

**Speidel** □ Division of Textron highlights its watch bands in two-week TV campaign starting this week. Creamer, New York, will schedule spots in 100 markets during fringe and prime time. Target: adults, 18-49.

**Harry J. Bosworth** □ Denture products group places three-week TV test for its Denture Oxygen cleaner beginning this week. A. Eicoff & Co., Chicago, is selecting spots in five markets during daytime. Target: total adults.

**Pontiac** □ Car manufacturer arranges six-week TV flight in 33 markets, beginning this week. D'Arcy-MacManus & Masius, Troy, Mich., is using fringe, prime-access, weekend and news time. Target: total men.

**National Pet Foods** □ Group features its Skippy dog food in one-month TV drive beginning this week. Lee King & Partners, Chicago, will handle spots in 13 markets during day and fringe time. Target: women, 18-49.

**Martha White Foods** □ Food products group plans three-week TV buy for its Byron's Bar-B-Q sauce starting in early

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Delta handles more over-the-counter shipments of 50 lbs. or less than any other certificated airline. And DASH (Delta Airlines Special Handling) serves 85 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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The airline run by professionals

**DELTA IS READY WHEN YOU ARE®**





# 42 U.S. broadcasters selected RCA TV transmitters in 1977.

## Backup service is one of the reasons.

RCA service isn't the only reason why we sold far more transmitters last year than anybody else.

But it's certainly a big reason for our leadership.

Of course, it's what's inside an RCA transmitter that really counts. But who's behind it counts, too: RCA's complete and dedicated service organization.

### **Quality service, any time, any place.**

To start with, we offer Tech Alert transmitter service.

Just call Tech Alert (609) 338-3434, and you're in instant touch with an RCA transmitter engineer who can answer questions, or who can send parts—or a transmitter field specialist—to your transmitter site, pronto.

Tech Alert phones are open 24 hours of every day. And we follow through with in-depth parts availability. When parts are needed in an emergency they can be sent the same day, the fastest way possible.

The way we build RCA transmitters, we don't expect you to need emergency service. But it's reassuring to know it's always there.

### **In a new RCA transmitter, less is really more value.**

RCA transmitters have fewer of the traditional troublemakers: fewer tubes, fewer blowers, fewer linear amplifiers.

But more of the features that eliminate trouble, increase reliability, and decrease the need for adjustments. Features such as built-in filament voltage regulators, and a complete system of status indicators to assist in troubleshooting.

Take a close look at an RCA transmitter. You'll easily see why more U.S. broadcasters choose RCA than any other manufacturer.

And why there are more RCA transmitters in service.

### **Make this big investment your best one.**

Our transmitters are state-of-the-art, but they're compatible with the state of your budget. And because every RCA unit is built to last, it will cost less in the long run.

And the proof is in the experience of RCA transmitter owners across the country whose units are still in operation after 15 and 20 years, and longer.

Quality, service and in-use experience: some of the reasons why you can count on RCA. For the full story, contact your RCA Representative, or write to us. RCA Broadcast Systems, Bldg. 2-2, Front & Cooper Streets, Camden, NJ 08102.

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in the U.S. than anybody else.  
With more in operation than  
anybody else. Now, you know  
some of the reasons why.**



# RCA

October. Eric Ericson, Nashville, is selecting spots in Birmingham and Montgomery, Ala., and Nashville during fringe and prime-access time. Target: adults, 18-49.

**Northern Petrochemical** □

Manufacturers of Peak antifreeze and coolant arranges three-week TV drive starting in early October. Stern Walters & Simmons, Chicago, will handle spots in 20-25 markets during prime time. Target: men, 18 and over.

**Radio-TV**

**Stella Artois** □ Belgium beer debuts in extensive advertising campaign, beginning Oct. 1, in Houston and with other major markets to follow. Kenyon &



Eckhardt, Chicago, will handle TV and radio spots during prime time. Target: total men.

**Country Pride Foods** □ Poultry packer sets 10-week TV and radio push beginning in late September. Glenn, Bozell & Jacobs, Dallas, will seek spots in 12 markets during day, early and late fringe time. Target: women, 18-54.

**Quaker Oats** □ Company features its 100% Natural Cereal in one-week spot-TV and radio drive beginning this week. Bozell & Jacobs, New York, will schedule spots in at least 35-50 markets during prime, early and late fringe time. Target: adults, 18-49.

**White Castle** □ Fast-food chain schedules 12-week radio and TV campaign beginning in October. Warner Simpson, Columbus, Ohio, will prepare spots during fringe, weekend and late-night time. Target: men and women, 18-49, teen-agers and children, 6-11.

**Radio only**

**Progresso** □ Italian food products group launches 26-week radio campaign starting in early October. Chalek & Dreyer, New York, will pick spots in about 20 markets including Baltimore, Miami and New Orleans. Target: women, 18-49.

**IHOP** □ International House of Pancakes restaurant chain prepares four-week radio

flight beginning in October. Brooks Advertising, Oak Lawn, Ill., will place spots in about 30 markets including Denver, Milwaukee and Louisville. Target: adults, 25-49.

**Victoria Station** □ Restaurant chain conducts six-to-eight-week radio promotion starting this week with spots in five markets including Detroit and St. Louis. Ayer Pritikin & Gibbons, San Francisco is agency. Target: adults, 25-49.

**Dreyer's** □ Ice cream gets four-to-five-week radio buy beginning in early October. Ronald Wren Advertising, San Francisco, will handle spots in about eight markets including Los Angeles and San Diego. Target: women, 25-54.

**Cargill** □ Agricultural products group places six-week radio campaign beginning this week. BBDO, Minneapolis, will arrange spots in 50 markets, targeted to farmers.

**Manischewitz** □ Division of Monarch wines features its Manischewitz wine in five-week radio promotion starting in early October. Savitt Tobias Balk, New York, will select spots in about 72 markets including Boston, Chicago, Miami and Phoenix. Target: adults, 25-49.

**Mrs. Grass** □ Food products group focuses on its Soup-In-Seconds and boxed soup in eight-week radio push beginning this week. Stern Walters/Earle Ludgin, Chicago, will place spots in about 25 markets including Detroit and Milwaukee. Target: women, 18-49.

**Kentucky Fried Chicken** □ Restaurant chain slates 12-week radio push starting in early October. Tinker Campbell-Ewald, New York, is buying spots in 32 markets including Atlanta, Honolulu, Oklahoma City and Phoenix. Target: adults, 18-49.

**Tuffy Service Centers** □ Automotive franchise service launches fourth-quarter radio buy in October. Jackson & MacLean, Southfield, Mich., will arrange spots in about 23 markets including Cleveland, Dallas and Miami. Target: men, 25-54.

**Richman Brothers** □ Retail clothing store chain places eight-to-10 week radio buy starting in October. Marschalk, Cleveland, will seek spots in about 12 markets including Atlanta, San Antonio Tex., and Seattle. Target: men, 25-49.

**IBM** □ International Business Machines features its 5100 computer in four-week radio push starting in early October. Geer Dubois, New York, will buy spots in 19 markets including Dallas, Philadelphia, Minneapolis and Los Angeles. Target: men, 25-54.

**Virginia State** □ Apple commission sets three-week radio promotion beginning in November. Houck Advertising, Richmond, Va., is buying spots in 11 markets including Charlotte, N.C., Miami and Nashville. Target: women, 18 and over.

**Matchmaker Home Marketing Systems** □ Real estate broker starts two-month radio-campaign starting this week. Brooks Advertising, Oak Lawn, Ill., will seek spots in 12 markets including Chicago, Philadelphia and Houston. Target: adults, 18-64.

**Eastern Airlines** □ Airline plans four-week radio flight beginning early next month. Young & Rubicam, New York, will schedule spots in 12 markets. Target: men, 25-49.

**Zantigo** □ Subsidiary of Heublein Inc. plans nine-week radio buy for its Zantigo restaurants. Tinker Campbell Ewald, New York, will seek spots in four markets including St. Louis. Target: adults, 18-34.

**BAR reports television-network sales as of Sept. 3**

ABC \$905,513,500 (36.2%) □ CBS \$825,138,700 (33.0%) □ NBC \$768,773,100 (30.8%)

Day parts	Total minutes week ended Sept. 3	Total dollars week ended Sept. 3	1978 total minutes	1978 total dollars year to date	1977 total dollars year to date	% change from 1977
Monday-Friday Sign-on-10 a.m.	143	\$ 969,800	5,095	\$ 35,980,900	\$ 31,435,300	+14.5
Monday-Friday 10 a.m.-6 p.m.	1,038	15,337,900	35,669	561,909,500	504,942,300	+11.3
Saturday-Sunday Sign-on-6 p.m.	292	7,373,700	10,753	261,384,000	235,490,900	+10.9
Monday-Saturday 6 p.m.-7:30 p.m.	102	3,126,000	3,578	140,950,600	123,701,500	+13.9
Sunday 6 p.m.-7:30 p.m.	32	1,954,100	739	40,984,100	35,055,300	+16.9
Monday-Sunday 7:30 p.m.-11 p.m.	420	30,348,900	14,568	1,289,712,100	1,138,255,700	+13.3
Monday-Sunday 11 p.m.-Sign-off	251	5,638,100	7,781	168,504,100	155,280,600	+8.5
<b>Total</b>	<b>2,278</b>	<b>\$64,748,500</b>	<b>78,147</b>	<b>\$2,499,425,300</b>	<b>\$2,224,161,600</b>	<b>+12.4</b>

Source: Broadcast Advertisers Reports

*The*  
**GOOD  
TIMES**  
*Family  
Album*



♦  
FAMILIES  
MAKE THE  
FONDEST MEMORIES  
AND THE  
FINEST TELEVISION SHOWS  
♦



*"You gotta believe me, Dad..."*



*Mom about to save a life... J.G.'s!!!*



*Where there's smoke, there's Thelma's cooking!*



*This is what brothers are for—*



*Dad can do anything!*

**GOOD  
TIMES**

~THE ESSENCE OF AMERICAN FAMILY LIFE~  
HAS BEEN A HIT WITH FAMILIES EVERYWHERE  
SINCE ITS DEBUT IN 1974.

**GOOD TIMES HAS BEEN #1 IN RATING & SHARE  
OVER ITS ENTIRE NETWORK RUN!**

SOURCE: NIELSEN TELEVISION INDEX—SEPT.-AUG., ALL YEARS



*"Our Family"*



*J.J. -- in trouble again?*



*Mother knows best!*



*J.J. Comes through...*

THERE ARE MANY REASONS FOR SUCH A SUCCESS STORY...  
THE DREAMS AND DISAPPOINTMENTS, THE FUN AND  
FRUSTRATIONS, THE LOVE AND THE LAUGHTER...  
ARE ALL A PART OF YOUR FAMILY AND OURS.

**GOOD  
TIMES**

**- A SOLID HIT, A SOLID FAMILY SHOW -  
A SOLID PROGRAMMING CHOICE!**

# GOOD TIMES

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# Datebook

■ indicates new or revised listing

## This week

**Sept. 24-26**—*CBS Radio Affiliates* board of directors meeting. Arizona Biltmore hotel, Phoenix.

**Sept. 25-27**—*Council of Better Business Bureaus* eighth national assembly. Theme will be "Advertising and the Public Interest." Among speakers and participants will be Leonard Matthews, Young & Rubicam National; Alfred R. Schneider, ABC; Barton Cummings, Compton Advertising; Howard Bell, American Advertising Federation; James C. Nelson, Hofer, Dieterich & Brown; Charles Stuart, Bank of America; Karl Koss, General Electric; Ray D. Genette, Chevron USA; Archa A. Knowlton, General Foods; William A. Dyer Jr., Indianapolis Newspapers; and Kenneth Schwartz, Opinion Research Corp. Allen Neuharth, Gannett Co., will be featured speaker. St. Francis hotel, San Francisco.

**Sept. 25-29**—Seventh International Broadcasting convention, sponsored by *Electronic Engineering Association, Institution of Electrical Engineers, Institute of Electrical and Electronics Engineers, Institution of Electronic and Radio Engineers, Royal Television Society and Society of Motion Picture and Television Engineers*. Wembley Conference Center, London.

**Sept. 26**—*American Council for Better Broadcasts* public conference, "TV Is a Member of Your Family." United Seminary, Dayton, Ohio. Information: ACBB, 120 East Wilson Street, Madison, Wis. 53703.

**Sept. 26-28**—*CBS Radio Network Affiliates* convention. Arizona Biltmore hotel, Phoenix.

**Sept. 27-28**—*National Association of Broadcasters/NABOB* seminar for black stations owners. NAB headquarters, Washington.

**Sept. 27-30**—Fall meeting, *Pennsylvania Cable Television Association*. Host Inn, Harrisburg, Pa.

**Sept. 28-29**—Midwestern chapter convention of *National Religious Broadcasters*. Hyatt Regency, Indianapolis. Information: Ken Hettlinga, Box 212, Surging, Wis. 54174.

**Sept. 29**—National symposium on Teacher Guides to Television parent participation TV workshop project, sponsored by *WRC-TV Washington*. FCC Commissioner Abbott Washburn will be keynote speaker. L'Enfant Plaza hotel, Washington.

**Sept. 29**—*Society of Broadcast Engineers* regional convention. Syracuse (N.Y.) Hilton Inn. Information: C.F. Mulvey, WIXT(TV) Syracuse.

**Sept. 29-30**—50th annual "Ruffian Reunion" to celebrate WRUF(AM) Gainesville, Fla., 50th year. University of Florida, Gainesville.

**Sept. 29-Oct. 1**—West Central area regional meeting, *American Women in Radio and Television*. Hilton Plaza Inn, Kansas City, Mo.

**Sept. 29-Oct. 1**—*Massachusetts Broadcasters Association* convention. Speaker: Representative Edward J. Markey (D-Mass.), member of Communications Subcommittee; Marion Stephenson, vice president, NBC Radio; James Gabbert, president, National Radio Broadcasters Association. Sheraton Tara, Framingham, Mass.

**Sept. 29-Oct. 1**—Western area regional meeting, *American Women in Radio and Television*. Huntley Lodge, Big Sky, Mont.

**Sept. 30**—Deadline for entries in *Atomic Industrial Forums* Forum Awards for significant contributions by news media to public understanding of atomic energy. Information, entry forms: Mary Ellen Warren, AIF, 7101, Wisconsin Avenue, Washington 20014, or Myra Shaughnessy, AIF, 103 Park Avenue South, New York 10017.

**Oct. 1**—Deadline for entries, *U.S. Television Commercials Festival*. Information, entry forms: 1008 Bellwood Avenue, Bellwood, Ill. 60104; (312) 544-3361.

**Oct. 1-3**—Conference on "Instant Info: Survival Communications in a Changing World" sponsored by In-

ternational Association of Business Communicators district 6. Jantzen Beach Thunderbird hotel, Portland, Ore. Information: Scott Guptill, 503 226-8520.

**Oct. 1-3**—*Pacific Northwest Cable Communications Association* convention. Outlaw Inn, Kalispell, Mont.

## Also in October

**Oct. 2**—Deadline for comments on FCC inquiry into fund-raising for educational broadcasting stations (Docket 21136). Replies are due Nov. 1.

**Oct. 3-5**—Eighth annual conference of *Western Educational Society for Telecommunications*. Red Lion Inn, Sacramento, Calif. Contact: Doree Steinmann, Consummes River College, Sacramento 95823.

**Oct. 3-5**—Third annual conference on communications satellites for public service users, sponsored by the *Public Service Satellite Consortium*. Washington Hilton. Information: Polly Rash, PSSC, 4040 Sorrento Valley Boulevard, San Diego, 92121.

**Oct. 4-5**—*Ohio Association of Broadcasters* license-renewal workshop and fall convention. Speakers will include Representative Tom Luken (D-Ohio) and Jane Pauley of NBC-TV. Marriott East, Columbus, Ohio.

**Oct. 4-5**—Third annual conference on satellite communications for public service users, sponsored by *Public Service Satellite Consortium*. Speakers Henry Geller, National Telecommunications and Information Administration; FCC Commissioner Joseph Fogarty and James Fellows, National Association of Educational Broadcasters. Washington Hilton hotel, Wash-

ington.

**Oct. 4-6**—*National Association of Broadcasters* television code board meeting. Hilton Head, S.C.

**Oct. 4-6**—*Nevada Broadcasters Association* annual convention. Hyatt-Tahoe, Lake Tahoe, Nev.

**Oct. 5**—Forum on the development and application of a marketing information system, sponsored by *Advertising Research Foundation, Business Advertising Research Council*. Headquarters of Cincinnati Inc.

**Oct. 5**—New deadline for replies in FCC's proposed rulemaking on multiple ownership of TV's (Docket 78-101). Deadline was Sept. 5.

**Oct. 5-6**—Eastern chapter convention of *National Religious Broadcasters*. Speakers will include former FCC Chairman Richard Wiley and George Gallup. Pinebrook Bible Conference Center, East Stroudsburg, Pa. Information: NRB, Box 2254R, Morristown, N.J. 07960.

**Oct. 6-7**—*Florida Association of Broadcasters* fall conference and management seminar. Tallahassee Hilton.

**Oct. 6-8**—Southern area regional meeting, *American Women in Radio and Television*. Royal Plaza, Lake Buena Vista, Fla.

■ **Oct. 6-8**—Minnesota Conference on Public Radio, sponsored by *Association of Minnesota Public & Educational Radio Stations*. Itasca State Park, Lake Itasca, Minn. Information: Paul Peterson (AMPERS president), WCAL-AM-FM Northfield, Minn.

**Oct. 6-9**—*Kentucky CATV Association* fall conven-

## Major Meetings

**Sept. 25-29**—Seventh International Broadcasting convention, sponsored by *Electronic Engineering Association, Institution of Electrical Engineers, Institute of Electrical and Electronics Engineers, Institution of Electronic and Radio Engineers, Royal Television Society and Society of Motion Picture and Television Engineers*. Wembley Conference Center, London.

**Oct. 28-Nov. 2**—*National Association of Educational Broadcasters* annual convention. Sheraton Park hotel, Washington.

**Oct. 29-Nov. 3**—*Society of Motion Picture & Television Engineers* 120th technical conference and equipment exhibit. Americana hotel, New York.

**Nov. 13-15**—*Television Bureau of Advertising* annual meeting. Continental Plaza hotel, Chicago.

**Nov. 15-18**—National convention of *Society of Professional Journalists, Sigma Delta Chi*. Hyatt House, Birmingham, Ala.

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

**Jan. 14-21, 1979**—*National Association of Broadcasters* Joint board meeting. Wailea Beach hotel, Maui, Hawaii.

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

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

**March 25-28, 1979**—*National Association of Broadcasters* annual convention. Dallas. Future conventions: New Orleans, March 30-April 2, 1980; Las Vegas, April 12-15, 1981; Dallas, April 4-7, 1982; Las Vegas, April 10-13, 1983; Atlanta,

March 18-21, 1984; Las Vegas, April 7-10, 1985; Kansas City, Mo., April 13-16, 1986; Atlanta, April 5-8, 1987.

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

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

**May 20-23, 1979**—*National Cable Television Association* annual convention. Las Vegas. Future conventions: Dallas, April 13-16, 1980; 1981 site to be selected; Washington, April 3-6, 1982 (tentative).

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

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

**June 6-10, 1979**—*Broadcast Promotion Association* 24th annual seminar. Nashville.

**June 8-13, 1979**—*American Advertising Federation* annual convention. Hyatt Regency hotel, Washington.

**Oct. 6-8, 1979**—*National Radio Broadcasters Association* annual convention. Washington Hilton hotel, Washington. Future conventions: Oct. 5-8, 1980, Bonaventure hotel, Los Angeles; Sept. 20-23, 1981, Marriott hotel, Chicago.

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

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

tion. Representative Lionel Van Deerlin (D-Calif.) will be banquet speaker. Hyatt Regency hotel, Lexington, Ky.

**Oct. 11-13**—*Indiana Association of Broadcasters* fall meeting. Brown Country Inn, Nashville, Ind.

**Oct. 12**—*New England Cable Television Association* fall meeting. Brown Country Inn, Nashville, Ind.

**Oct. 12**—Network president's luncheon, sponsored by Boston/New England chapter of *National Academy of Television Arts and Sciences*. Forum participants will include James E. Duffy, ABC Television Network, Lawrence Grossman, Public Broadcasting Service; Robert Mulholland, NBC Television Network, and James H. Rosenfield, CBS Television Network. Anthony's Pier 4 Restaurant, Boston.

**Oct. 12-13**—*National Association of Broadcasters* fall conference. Boston Marriott.

**Oct. 12-13**—Regional convention and equipment exhibit of *Pittsburgh chapter, Society of Broadcast Engineers*. Howard Johnson motor lodge. Monroeville, Pa.

**Oct. 12-15**—*Missouri Broadcasters Association* fall meeting. Ramada Inn, Columbia, Mo.

**Oct. 12-15**—Annual national meeting of *Women In Communications Inc.* Among speakers: Jack Landau of Reporters Committee for Freedom of the Press; Jane Trahey, author of "Jane Trahey on Women and Power," and Nina Totenberg, legal affairs correspondent, National Public Radio. Detroit Plaza hotel.

**Oct. 13-15**—Northeast arena regional meeting. *American Women in Radio and Television*. Marriott/Eastman Conference Center, Rochester, N.Y.

**Oct. 14**—*Radio Television News Directors Association* region 13 meeting. Sheraton hotel, Fredericksburg, Va. Contact: Ted Landphair, WMAL(AM) Washington.

**Oct. 15**—*North Carolina Association of Broadcasters* meeting. Radisson Plaza hotel, Charlotte, N.C.

**Oct. 15**—Deadline for entries for Martin R. Gainsburgh Awards for broadcast coverage of economic significance. Four categories: individual station production for radio, network or group owner production for radio, individual station production for TV, network or group owner production for TV. Material must have been broadcast between Sept. 1, 1977, and Aug. 31, 1978. Entry forms: *National Dividend Foundation Inc.* 100 East 17th Street, Riviera Beach, Fla. 33404: (305) 845-6065.

**Oct. 16**—Deadline for comments on FCC proposal to expand the ascertainment primer for broadcast renewal applicants to require licenses to contact all significant elements and institutions in communities, even if not on primer's community leader checklist. Replies Nov. 15 (Docket, 78-237).

**Oct. 16-17**—*Advertising Research Foundation* annual conference. Waldorf-Astoria, New York.

**Oct. 16-17**—*National Association of Broadcasters* fall conference. Atlanta Omni hotel

**Oct. 16-17**—Southwest chapter convention of *National Religious Broadcasters*. Sheraton-Century hotel, Oklahoma City. Information: David Webber, P.O. Box 1144, Oklahoma City 73101.

**Oct. 16-19**—*Texas Association of Broadcasters* Engineering (16-17) and management (18-19) conference. Galleria Plaza, Houston.

**Oct. 17**—Broadcast Town Meeting for public, sponsored by *National Association of Broadcasters*. Civic Center, Charlotte, N.C.

**Oct. 18-19**—24th annual Broadcast clinic, coordinated by University of Wisconsin-Extension. Clinic will include discussions by FCC officials and displays by equipment manufacturers. Madison, Wis.

**Oct. 19-20**—*National Association of Broadcasters* fall conference. Hyatt Regency hotel (downtown), Chicago.

**Oct. 20-22**—East Central area regional meeting, *American Women in Radio and Television*. Water Tower Hyatt House, Chicago.

**Oct. 22-24**—Fall meeting of *New York State Cable Television Association*. Kutsher's Country Club, Monticello, N.Y.

**Oct. 23**—Deadline for comments on FCC inquiry into broadcasters' practices involving public service announcements. Questions cover factual issues on pre-

## Errata

**Arbitron Television** said revised TV households estimates for two markets, resulting from redefined geographic split of Contra Costa, Calif., **change the rankings of three markets** in its 1978-79 Area of Dominant Influence (ADI) list (BROADCASTING, Sept. 4, page 26). San Francisco TV households increase from 1,804,800 to 1,830,700 without affecting market's rank as fifth largest **Sacramento-Stockton, Calif.**, TV households drop from 674,400 to 648,400 and rank drops from 22d to 24th. Consequently **Hartford-New Haven, Conn.**, rises in rank from 24th to 23d and **Portland, Ore.**, rises from 23d to 22d.

□

Sept. 11 report (page 34) on **WATCH rankings** of Washington's TV stations **was imprecise** in indicating order of station performance in terms of compliance with FCC guidelines on children's programming. From highest to lowest: (1) WETA-TV, (2) WOVM-TV, (3) WRC-TV, (4) WJLA-TV, (5) WTTG, (6) WOCA-TV.

□

"For the Record" in Sept. 18 issue (page 90) failed to catch FCC error identifying **WPAT-FM Paterson, N.J.**, as WPAT-FM Washington, D.C.

sentation of PSA's and roles PSA's could or should play (Docket 78-251). Replies due Nov. 11.

**Oct. 23**—Deadline for comments (Nov. 11 for replies) in FCC's inquiry into whether specific requirements should be imposed regarding airing of public service announcements (Docket 78-51). FCC, Washington.

**Oct. 23-24**—South Central regional technical conference of the *Society of Cable Television Engineers*. Six other conferences will be held at other locations around the country throughout 1978 and 1979. This first meeting will concentrate on CATV construction. Hilton Airport, Nashville.

**Oct. 23-25**—Fourth International Conference on Digital Satellite Communications, sponsored by *Intelsat, Teleglobe Canada, Canadian Society for Electrical Engineering and Canadian Region of the Institute of Electrical & Electronics Engineers*, Montreal.

**Oct. 23-26**—Annual fall conference of *Electronics Industries Association*. Hugh Downs, TV personality, will speak at Oct. 25 luncheon. Chicago.

**Oct. 24**—Second annual "State of the Art" convention of the Kentucky chapter of the *Society of Broadcast Engineers*. Ramada Inn Bluegrass Center, Louisville, Ky.

**Oct. 24-26**—Symposium on "The Future of Government Electronics," conducted by *Electronic Industries Association's Government Requirements Committee*. Hyatt House hotel, Los Angeles International Airport.

**Oct. 25-27**—*Tennessee Association of Broadcasters* annual convention. Hyatt Regency, Memphis.

**Oct. 25-27**—Fall convention, *Kentucky Broadcasters Association*. Principal speaker: Senator Wendell Ford (D-Ky.), member of Communications Subcommittee. Hyatt Regency, Lexington.

**Oct. 25-27**—*National Broadcast Association for Community Affairs* annual meeting. Copley Plaza hotel, Boston. Information: Paul LaCamera, WCVB-TV Needham, Mass. 02192.

**Oct. 26**—Meeting of *Connecticut Broadcasters Asso-*

*ciation*. Sonasta hotel, Hartford, Conn.

**Oct. 26-27**—*National Association of Broadcasters* fall conference. St. Francis hotel, San Francisco.

**Oct. 27-29**—Midwest area regional meeting, *American Women in Radio and Television*. Sheraton-Park, Washington.

**Oct. 27-29**—Second annual National Student Broadcasters Convention, sponsored by *WUMB and University of Massachusetts*. Sheraton-Boston hotel. Information: Nancy Aquinde, (617) 282-2074.

**Oct. 27-29**—Convention of *San Francisco chapter of Society of Broadcast Engineers*. LeBaron hotel, San Jose, Calif.

**Oct. 29-Nov. 3**—*Society of Motion Picture & Television Engineers* convention. Americana hotel, New York.

**Oct. 30-31**—*National Association of Broadcasters* fall conference. Brown Palace hotel, Denver.

## November

**Nov. 1**—Broadcast Town Meeting for public, sponsored by *National Association of Broadcasters* radio and TV boards. St. Louis County Heritage and Art Center, Duluth, Minn.

**Nov. 1**—Deadline for comments on FCC inquiry into children's television programming and advertising practices (Docket 19142). Replies due Dec. 15.

**Nov. 2-3**—*Oregon Association of Broadcasters* fall conference. Janitzen Beach Red Lion, Portland, Ore.

**Nov. 2-5**—*American Advertising Federation* Western region conference. Waikiki-Sheraton hotel, Honolulu

**Nov. 3-4**—Fifth annual advertising conference of Wisconsin. Sponsored by *state ad clubs, Wisconsin Newspaper Advertising Executives Association and University of Wisconsin-Extension*. Wisconsin Center, Madison.

**Nov. 3-5**—Ninth annual Loyola National Radio Conference, primarily for college and high school station personnel, sponsored by *Loyola's radio stations and communications art department*. New Marriott hotel and Loyola University Marquette Center, Chicago.

**Nov. 5-8**—*Gospel Music Association's* Gospel Music Week and Dove Awards presentation. Opryland hotel, Nashville.

**Nov. 8**—*National Association of Broadcasters* radio code board meeting. New Orleans.

**Nov. 8**—*Ohio Association of Broadcasters-Ohio Retail Merchants* annual meeting. Neal Van Ellis, NBC, will speak. Columbus Sheraton, Columbus, Ohio.

**Nov. 8-10**—Satellite Communications Symposium sponsored by *Scientific-Atlanta*. Emphasis will be given to earth stations and video programming. Atlanta.

**Nov. 9-10**—*National Association of Broadcasters* fall conference. Fairmont hotel, New Orleans.

**Nov. 9-12**—*National Association of Farm Broadcasters* fall meeting. Kansas City, Mo.

**Nov. 10-11**—Second annual Midwest editorial seminar of the *National Broadcast Editorial Association*. Sheraton Plaza, Chicago.

**Nov. 13-15**—*Television Bureau of Advertising* annual meeting. Continental Plaza hotel, Chicago.

**Nov. 15**—Deadline for comments on FCC's proposed extension of multiple ownership rules to public broadcasting stations. Reply comments are due Dec. 15.

**Nov. 15-18**—National convention of *Society of Professional Journalists, Sigma Delta Chi*. Hyatt House, Birmingham, Ala.

**Nov. 16**—Presentation of awards, *U.S. Television Commercial Festival*. Deadline for entries is Oct. 1. Chicago.

**Nov. 16-18**—*Arizona Broadcasters Association* fall convention and annual meeting. Radisson Resort, Scottsdale, Ariz.

**Nov. 17-18**—Board of directors meeting, *American Women in Radio and Television*. Atlanta Hilton.

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

**Nov. 20**—*Federal Trade Commission* hearing on



# Emmy Knows Best:

- Best** comedy series, *ALL IN THE FAMILY*.
- Best** writing in a comedy series, *ALL IN THE FAMILY*.
- Best** directing in a comedy series, *ALL IN THE FAMILY*.
- Best** continuing performance by a supporting actor in a comedy series, *ROB REINER, ALL IN THE FAMILY*.
- Best** continuing performance by a supporting actress in a comedy series, *JULIE KAVNER, RHODA*.
- Best** lead actress in a comedy series, *JEAN STAPLETON, ALL IN THE FAMILY*.
- Best** lead actor in a comedy series, *CARROLL O'CONNOR, ALL IN THE FAMILY*.
- Best** continuing performance by a supporting actress in a drama series, *NANCY MARCHAND, LOU GRANT*.
- Best** lead actor in a drama series, *ED ASNER, LOU GRANT*.
- Best** information series, *THE BODY HUMAN*.
- Best** continuing or single performance by a supporting actor in variety or music, *TIM CONWAY, THE CAROL BURNETT SHOW*.
- Best** writing in a comedy-variety or music series, *THE CAROL BURNETT SHOW*.
- Best** directing in a comedy-variety or music series, *THE CAROL BURNETT SHOW*.
- Best** lead actor for a single performance in a drama or comedy series, *BARNARD HUGHES, LOU GRANT*.
- Best** directing in a special program—comedy or drama, *THE DEFECTION OF SIMAS KUDIRKA*.
- Best** lead actress in a drama or comedy special, *JOANNE WOODWARD, SEE HOW SHE RUNS*.

We add our heartiest congratulations to some of the very Best talent in television. And our special thanks to those who last week brought the most 1977-78 primetime Emmys to

# CBS



children's advertising. Washington.

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

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

**Nov. 26-30**—Annual conference of *North American Broadcast Section-World Association for Christian Communication*. Bahia Mar Resort, South Padre Island, Tex. Information: Rev. Ed Willingham, 600 Palms building, Detroit 48201.

**Nov. 29-30**—Western conference of *Advertising Research Foundation*, Hyatt Regency, Los Angeles.

**Nov. 30-Dec. 2**—Meeting of *UNDA-USA* and presentation of Gabriel Awards. Bahia Mar Resort, South Padre Island, Tex.

## December

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

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

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

■ **Dec. 11**—Deadline for comments on *FCC* inquiry into role of low power television broadcasting, including television translators, in over-all national telecommunications system (Docket 78-253).

## January 1979

**Jan. 2**—Deadline for comments on *FCC* inquiry on

engineering standards for educational broadcasting stations (Docket 20735). Replies are due Feb. 15.

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

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

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

**Jan. 12-13**—*Utah Broadcasters Association* convention. Park City Hilton.

**Jan. 14-21**—*National Association of Broadcasters* joint board meeting. Wailea Beach hotel, Maui, Hawaii.

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

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

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

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

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

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

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

# Open Mike<sup>®</sup>

## Local TV journalism

EDITOR: I continue to be impressed by the many rapid and positive refinements in television journalism [reported in the Aug. 28 issue]. I was especially pleased to see some familiar faces in your special report, including Tracy Rowlett and Doug Cox of WFAA-TV Dallas, both formerly of KTOK(AM) Oklahoma City. [The latter] served as my press secretary while I was governor of Oklahoma.

I am not surprised that Doug and Tracy and the many other Oklahomans involved in this industry are helping to set new trends and new standards of excellence for broadcast journalism.—*Senator Dewey F. Bartlett (R-Okla.)*, Washington.

EDITOR: The BROADCASTING articles discussing the scope of local television news operations provide a valuable look into the advancements undertaken by local stations in their coverage of the news.—*Representative Chalmers P. Wylie (R-Ohio)*, Washington.

EDITOR: It's an informative issue. I even came across a story on a bill I recently introduced to require disclosure of requests for broadcast time on noncandidate ballot

questions.—*Senator Gary Hart (D-Colo.)*, Washington.

EDITOR: It certainly is a valuable source of information concerning television journalism.—*Representative Carroll Hubbard (D-Ky.)*, Washington.

## Wright on

EDITOR: I don't want to start a "who was first" contest in television like the one that is continuously in existence in radio, but I'm suspicious of the claim that KSTP-TV Minneapolis-St. Paul was the third television station to go on the air in the U.S., as reported in your article on the station's ABC-TV affiliation in the Sept. 4 issue.

The reason I question it is that we have always thought our Oct. 27, 1947, date made us no better than fifth in the country. Certainly KSTP-TV's April 23, 1948, date would put it further down the list.—*Dale B. Wright, president and general manager, WMAR-TV Baltimore.*

(Mr. Wright is right about KSTP-TV, which was preceded on the air by 22 stations. As to his WMAR-TV however, it was 15th, not fifth, according to the BROADCASTING YEARBOOK—the source to which BROADCASTING's writer should have turned. The KSTP-TV claim of third was made in ABC's affiliation announcement.)

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# Broadcasting<sup>®</sup> TELEVISION.

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Executive and publication headquarters  
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1735 DeSales Street, N.W., Washington, D.C. 20036.  
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Founded in 1931 as *Broadcasting*—*The News Magazine of the Fifth Estate*. □ *Broadcast Advertising* was acquired in 1932. *Broadcast Reporter* in 1933. *Teletest* in 1953 and *Television* in 1961. *Broadcasting-Teletesting* was introduced in 1946. □ Microfilms of *Broadcasting* are available under University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48103. □ \*Reg. U.S. Patent Office. □ Copyright 1978 by Broadcasting Publications Inc.



# OUR SUMMER WAS HOT!

*Whew!*

# ONE DAY AT A TIME

## SEASON AVERAGE RANKING

JUNE 11, 1978 THRU AUGUST 27, 1978

## NIELSEN NATIONAL INDEX

RANK	PROGRAM	NET	AVG RTG	AVG SHARE
1	ONE DAY AT A TIME	CBS	21.9	39
2	THREE'S COMPANY	ABC	21.4	41
3	M*A*S*H	CBS	21.0	39
4	LOU GRANT	CBS	20.0	37
5	CHARLIE'S ANGELS	ABC	19.9	37
6	ALICE	CBS	19.8	37
7	LAVERNE AND SHIRLEY	ABC	19.5	40
8	QUINCY, M.E.	NBC	19.4	39
9	STARSKY AND HUTCH	ABC	19.1	36
10	ALL IN THE FAMILY	CBS	18.9	37



# SSIONAL

## ATR-700

This is the portable audio recorder designed for commercial service—the Ampex ATR-700. A reel-to-reel tape recorder in a compact package, tough enough for the continuous demands of full-time broadcasting, or the bruising insults of location work.

Use the ATR-700 for full or half-track monaural, or full-range stereo, and you'll get a response that's virtually flat from 40 Hz to 18 kHz. And every switch and control is clearly marked on the compact front panel for easy identification. The back-lit meters show you the situation even when the room lights dim, and switchable equalization means instant setup for most situations.

ATR-700 durability runs deep. All switches and connectors are heavy duty, professional types, and the transport itself is a rigid, massive casting that keeps all moving parts aligned even after hundreds of trips back and forth between the studio and the field.

Now there's no excuse for less than professional audio in the programs, commercials and productions you turn out. Ampex has the finest, most up-to-date reel-to-reel portable on the market, and it's available at Ampex audio distributors in every major city.

# AMPEX MAKES IT EXCITING.

Ampex Corporation, 401 Broadway, Redwood City, California 94063, 415/367-2011



# Monday Memo<sup>®</sup>

A broadcast advertising commentary by Keith E. Lockhart, president, Lockhart & Pettus, New York

## Missing the mark on the black market

We'll be black, right after this message doesn't work.

There are differences in the consumption patterns of black and white Americans—a fact that advertising expenditure patterns do not bear out.

Attention to black consumer broadcast advertising at most agencies and clients is at best an effort of little love and less industry. For their troubles, the black media reps who just won't take "no budget" for an answer or a black-owned advertising agency looking for a piece of the action may be awarded some get-off-my-back money with little attention to marketing concerns. And that, in turn, offers no support to the notion that there is a black consumer market and further increases the patent disregard of a large segment of the population.

This is not to say that there are not advertisers that have taken the responsibility to give the black consumer the same advertising respect that they give other consumers.

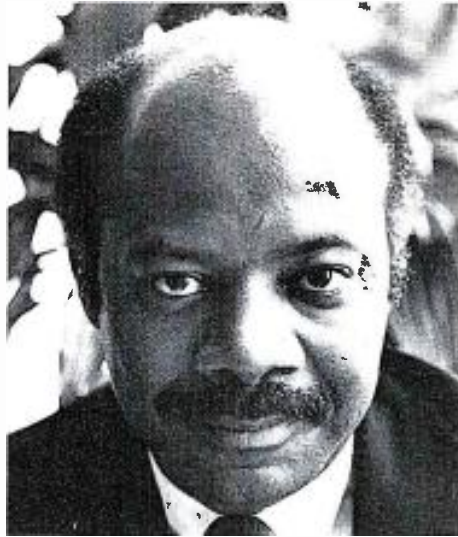
But it is important for the advertiser to keep in mind that the black consumer market has now reached an incredible \$80 billion plus.

Yet of the more than \$14 billion spent in advertising each year, barely 1% is spent in black media and slightly more than that in advertising specifically created for the black consumer. And while I am not calling for 10% or 11% involvement in black concerns, I am calling for a focus on blacks that will clearly recognize the differences in consumption patterns that do exist.

That black consumption patterns are different from those of whites is a known fact ignored by most of the advertising industry. Black life styles, even when in the same socioeconomic groupings as whites, have cultural nuances that affect how a black consumer looks at commercial messages. In product consumption and usage, "soul food" is obvious; however, there are cigarettes, liquor, travel, cosmetics and hair care products for which the black consumer shows a marked brand preference.

When my partner, Ted Pettus, and I became a creative team, we were working at an agency that had the black portion of the A&P account. A&P was under a great deal of pressure because of its lack of attention to the black consumer. A&P's general agency had created the "Price and Pride" campaign.

In tone and approach, "Price and Pride" reaffirmed A&P's position as far as the black consumer was concerned. But Bill Watson, the A&P affirmative action director, saw what the sophisticated mar-



Keith E. Lockhart, president of Lockhart & Pettus, has held a variety of positions in advertising and public relations. He was creative director at E. T. Howard Advertising, director of advertising and public relations at the National Black Network, and is currently a member of the Public Relations Working Group of the American Heart Association. His firm's client roster consists of the general as well as the black consumer market.

eters at the agency didn't see: Mr. Price and Mr. Pride were not going to make it in the black community. That was when Ted and I created the "We're Going to Make Your Bag Our Bag" campaign for A&P.

The campaign's first phase told black consumers that A&P heard their dissatisfaction and was going to change. In subsequent advertising, foods purchased more heavily by the black consumer and black health and beauty aids were featured. To balance out the Price and Pride, heavy TV and black radio proved effective with support from *Ebony* and *Essence* magazines.

The A&P strategy took into account the differences between the black and the general consumer market. Many black consumers, even though they have joined the middle-class, still have ties in their old city neighborhoods. It's not strange that even when we have undergone an almost thorough integration process, we still "slap five" for acknowledgement when something hits us just right.

Differences can also be seen in what blacks choose to watch on television. *Starsky and Hutch* will disproportionately outdraw *The Waltons*. And though many people abhor shows depicting the more sordid side of life, quite frankly, programs of sex and violence have more of a moralizing effect—e.g., crime doesn't pay—than do the shows that simply frustrate the viewer because they portray a life

style that's alien to him.

A cursory look at the advertising landscape of television will reveal a parade of happy, smiling, strutting, giggling self-effacing black people. And worse. Where are the concerned citizens that caused the demise of Amos and Andy? You can almost hear Archie Bunker say, after witnessing a so-called "black commercial": "I told ya they was like that." At least with the Kingfish there were plenty of laughs all around. When the black consumer market is truly recognized, there will be a significant change in how black characters are portrayed on television.

There are alternatives: Black radio, magazines and newspapers still loom as highly credible media for the advertisers wishing to reach the black consumer. Black media, as one might expect, have the highest credibility and certainly the lowest cost-per-thousand of any media for reaching black consumers. Black radio, magazines and newspapers speak the language of blacks, and the advertiser's messages are in an environment that the black consumer considers especially in his interest.

Recently, Carson Products, one of our major accounts (spending \$1 million a year advertising to the black consumer) agreed to advertise in general media. Our job is to make it pay off for Carson.

The product is Dark & Lovely, and it's for black women. We're not only looking at shows that women view but particularly shows that black women view. We've opted for early and late fringe with some selected prime spots. Carson's level of awareness of the black consumer is higher than, say, General Foods, but if the market was finally accepted as different, the face of advertising would change.

In our effort to make the mountain and the valley one, we have overlooked the real possibility of enriching them both. The context of the black consumer market has to be changed. Not how do we reach them? But how do we enrich them?

Commercials that can reach the black consumer in a more responsible way would have to be created by men and women sensitive to the needs of the black consumer. Unfortunately, the evidence points to a lack of such talent at the agencies. And because most advertising agencies in the country have little, if any, contact with black advertising professionals, there is hardly a soul to prick the consciences of the strategy makers.

If you don't know about the black market, ask someone who does. If you can't find someone, create the atmosphere for that person to be developed. The advertising community should participate with black Americans on a higher level and in a bigger way than they've ever participated before.

# ROOTS

A David L. Wolper Production  
Based on Alex Haley's No. 1 Best Selling Book

ROOTS **200 years to unfold**

ROOTS **12 years of research to discover**

ROOTS **2 years to create**

ROOTS **8 nights to make television history**

ROOTS **5 nights to make re-run history**

**NUMBER ONE EVERY NIGHT IT RAN**

ABC-TV NETWORK	N.Y. TIME	RATING	SHARE	RANK FOR WEEK
Tuesday (9/5/78)	9-11 pm	24.6	38	#6
Wednesday (9/6/78)	9-11 pm	25.6	42	#3
Thursday (9/7/78)	8-11 pm	25.5	43	#4
Friday (9/8/78)	9-11 pm	24.9	43	#5
Sunday (9/10/78)	8-11 pm	26.2	42	#1
	Avg. 12 hrs.	25.4	42	

Source: Nielsen National preliminary audience estimates for week of September 4-10, 1978. Subject to qualifications which will be supplied upon request.

Warner Bros. Television Distribution



A Warner Communications Company

# OUR SMEAR CAMPAIGN HAS SAVED 36 LIVES.

For the last three years, WBTV has campaigned hard for our Prompt Action Project.

It's a special one-day clinic held at Charlotte Memorial Hospital and offers women a pelvic examination and a pap smear for the nominal fee of \$2.00.

Pre-cancerous conditions were detected in 36 of these women. Fortunately, they were detected in their early stages when treatment is successful in the vast majority of cases.

Just 20 years ago, more women were killed by cervical cancer than by any other form of the disease. But thanks to the development of the pap smear, this is no longer true.

New technology has saved countless lives. At WBTV, we feel it's our responsibility to contribute to this progress by passing along information which helps people take advantage of new life-saving discoveries.

Some people call for a return to the good old days. But at WBTV, we don't think there's ever been a better time to be alive.

**WBTV**  
CHARLOTTE

**Jefferson Pilot Broadcasting**

Charlotte: WBT, WBCY-FM, WBTV, Jeffersonics, Jefferson Productions, Jefferson Data Systems.  
Richmond: WWBT. Atlanta: WQXI, WQXI-FM. Denver: KIMN, KIMN-FM.



# Broadcasting Sep 25

Vol. 95 No. 13

Top of the Week

## And they're off

The networks bump and jostle one another as they exit the new-season starting gate, get tripped up by the Mideast; but even as they hit full stride, ABC moves way out in front

The 1978-1979 prime-time TV season is now officially under way at all three commercial networks, as CBS-TV and NBC-TV last week ended two weeks of stunting and previews to come face-to-face with ABC-TV's already-rolling juggernaut.

Early returns indicated that in most cases the leading network hardly slowed down.

The term, "premiere week," was somewhat less applicable to NBC than to CBS, since by last Monday (Sept. 18), the third-running network had already premiered all but four of its regular series in special or preview form (*Project UFO*, *Quincy*, *Rockford Files* and *Who's Watching the Kids*, plus the miniseries, *Centennial*, were the exceptions). CBS had jumped its own gun with only three shows—*Paper Chase*, *Kaz* and *Good Times*—bringing everything else on last week but *Flying High* and *Hawaii Five-O*, which debut this week.

Monday is again shaping up as one of



Fastest off the new season blocks: *Mork* and *Battlestar*



the happier nights for CBS and NBC, although a true reading was impossible last week because of President Carter's 8-8:35 p.m. NYT address to Congress on the Middle East agreement.

As it was, NBC's *Little House on the Prairie* remained king of the lead-off hour with a 36 share. ABC's entries in that time period—*Welcome Back, Kotter* and *Operation Petticoat*—were pre-empted for a news analysis of the President's speech, but the two programs are generally considered the underdogs of the competition.

CBS's *WKRP in Cincinnati* and *People* premiered with 32 shares apiece, which, if they hold near that level, would be a healthy improvement for the network. *M\*A\*S\*H* and *One Day at a Time*

followed, and both looked as strong as ever last week with 40 shares. *Lou Grant* was pre-empted for a news analysis.

NBC put the recent theatrical release, "Audrey Rose," in its movie slot and pulled a 29 share up to 11 p.m., while ABC's *Monday Night Football* had a 31 share, also until 11 p.m. (both actually ran until about 11:55 p.m.). Adding it all up, CBS, despite its half-hour news analysis, took the night with a slight edge over NBC.

Tuesday, as expected, was ABC's night, with the primary interest being in which network gets second place. NBC's new lead-off entry, *Grandpa Goes to Washington*, beat CBS's new *Paper Chase* at 8-9 p.m., pulling a 23 share to *Paper Chase's*

## Right in the middle (east) of it all

Mideast announcement on Sunday and congressional address on Monday snarl networks' efforts to get new season off the ground

President Jimmy Carter last week took what one network executive called "the prime-est of prime time" to announce a preliminary peace agreement between Israel and Egypt.

The half-hour Carter program began at approximately 10:36 p.m. NYT Sunday, Sept. 17, interrupting ABC-TV's three-hour premiere of *Battlestar Galactica*, CBS-TV's live coverage of the Emmy awards ceremonies and NBC-TV's movie, "King Kong." Mideast peace encountered TV ratings war, and not a few viewers were unhappy about it.

A total of 820 telephone complaints came into ABC's New York and Washington switchboards, mostly from parents who had let their children stay up late to

watch *Galactica's* premiere, ABC said. NBC reported 180 calls, while CBS said it had none.

Ratings also suffered. *Galactica*, for example, had a 28.5 rating from 10 to 10:30 p.m., and a 24.7 from 11 to 11:30 p.m., when the space spectacular resumed. ABC was the only network measured by A.C. Nielsen during the Carter program, because part of its coverage was sponsored; it pulled a 10:30-11 p.m. rating of 24.3.

There were approximately 48,200,000 homes using television at 10:30-11 p.m. that night, about 2,530,000 fewer than in the previous half hour. By the time regular programming returned at 11:05 or so, when viewing levels are normally taking a sharp decline anyway, the networks may have lost as many as eight million households. Nonetheless, President Carter had an exceptional audience watching his moment of victory—a preliminary estimate by CBS research put the announcement's total au-

dience in the 95 million range.

Then, the President's address to a joint session of Congress the next evening coincided with the first night of CBS's and NBC's official premiere weeks. The networks worked around the 8-8:35 p.m. running time of the address in different ways:

ABC News presented analysis until 9 p.m., then started its regularly scheduled football game, pre-empting *Welcome Back, Kotter* and the season premiere of *Operation Petticoat*. CBS slipped back its all-premiere schedule for the evening, pre-empting *Lou Grant* at the end for a special Mideast report at 10:35-11:05 p.m. NBC simply ran its full schedule late, starting with *Little House on the Prairie* at 8:37.

Again news turned in its typical performance vis-a-vis entertainment. ABC's analysis earned it an 8:30-9 p.m. rating of 13.1 while CBS and NBC each had an 18.8. And when CBS finished *One Day at a Time* and went to its special report at 10:35, its rating dropped from 24.9 to 11.6, cutting audience share from 40 to 20.

19. ABC's *Happy Days* and *Laverne and Shirley* both had 48 shares, followed by *Three's Company's* 45, *Taxi's* 38 and *Starsky and Hutch's* 30.

CBS and NBC both fought for the post-9 p.m. audience with movies, and both had blockbusters last week—"The Shootist" with John Wayne on CBS and part one of "Airport '77" on NBC. "Airport" won with a 30 share to "The Shootist's" 28. That gave NBC the edge for second by a couple of ratings points, more than seven points behind ABC.

ABC was less dominant on Wednesday, but still very much in charge. *Eight is Enough* came in with a 35 share, about a five-point drop from its two previous outings of the season when there was no substantial competition.

CBS premiered *The Jeffersons* at 8-8:30 p.m. with a 29 share, then followed with the new show, *In the Beginning*, which opened with a 26. On NBC, *Dick Clark's Live Wednesday* premiered with a 27 share.

Farah Fawcett-Majors made one of her guest-star appearances on ABC's *Charlie's Angels* at 9-10 p.m. The show pulled a 44 share, still a hefty lead-in for the premiere of *Vega\$,* which followed with a 36 share.

CBS and NBC, meanwhile, again were facing off with movies, and fighting for the leftovers. This time it was CBS's made-for-TV movie premiere, "Are You in the House Alone?" against part two of NBC's "Airport '77." "Airport" again took the honors with a 33 share to CBS's 21.

Nielsen overnight ratings in New York, Chicago, Los Angeles and San Francisco showed ABC way out in front for the entire evening, although those urban viewers are typically not as fond of some of the competition's shows—particularly CBS's *The Waltons*—as is the national audience.

*The Waltons* premiered with a two-hour episode that pulled 20-ish shares on average, beating NBC's *Project UFO* in all four markets at 8-9 p.m. but splitting two-for-two with *Quincy* at 9-10 p.m.

There were two more conclusive results from the overnights: ABC's *Mork and Mindy* is shaping up as the new comedy hit of the season, while NBC's *W.E.B.* is in deep trouble. *Mork* scored shares of 48, 57, 41 and 45 in the four cities; *W.E.B.* pulled 16, 19, 18 and 15 shares.

Early critical reaction to the new season's offerings seemed, for a change, to agree with the audience's assessments for those two shows, at least. *Mork* was unquestionably the most unanimously praised new show, although many critics also said half seriously that they fear a cult of Morkisms will spring up among the nation's youth. *W.E.B.*, on the other hand, was widely unpopular.

Also popular as quality entries were ABC's *Taxi* and CBS's *WKRP in Cincinnati*. But the most expensive series of them all, ABC's *Galactica*, received numerous negative reviews, usually from critics who felt the show's writing didn't come close to matching its special effects.

## Carter's TV spectacular: 95-million draw

**Prime-time pre-emption of season's heaviest viewing night was icing on cake for the President; media manipulation unlikely**

The timing of the President's announcement of the results of the Camp David summit seemed so perfect, so dramatic—10:30 p.m. Sunday, the first big night of the new TV season, when large audiences, hooked by the specials each network was carrying (see page 25), were tuned in—that many saw behind it the fine PR hand of President's communications specialist, Gerald Rafshoon. Not true, he and others insist, and the evidence bears them out. By all accounts, it was one of those serendipitous events, when everything comes together just right—in this case, for the political benefit of Jimmy Carter.

Indeed, it seemed during the day that the White House lacked the kind of grip on events that would enable it to control the timing of an announcement very far in advance. Plans for breaking news of the Middle East summit were made and unmade several times during the day. And a factor in the scheduling was the length of time it would take the network pool—NBC, as it turned out—to prepare the East Room of the White House for the television coverage.

But the aim, according to White House aides, was to wrap up as quickly as possible the 13 days of grueling talks in which President Carter had engaged at Camp David with President Sadat of Egypt and Prime Minister Begin of Israel. If the announcement could have been made at 4 p.m., it would have been, said one aide.

A representative of one network is said to have been delivered that kind of message when he asked the White House to "consider" postponing the announcement until after 11 p.m., to avoid breaking into the entertainment programming. The prompt answer was no. "The timing was based on the conclusion of the summit," one source said. "There was no reason to delay it, no matter what time it happened."

For the networks, like other news organizations, covering the summit was a frustrating experience. The news lid was on tight. But it undoubtedly cost the networks more than it did the other news organizations to report the lack of news.

All told they had about 100 technicians and reporters, directors and producers in the Catoctin Mountains, in the area of Camp David, for more than two weeks. (The networks began setting up their bases—ABC and NBC at the Cozy motel in Thurmont, Md., CBS in a trailer nearby at the American Legion hall there, on Sept. 1).

And while the networks used telephone lines to transmit signals from Thurmont to their facilities in Washington, about 75 miles away, getting live pictures out of the area around Camp David proved no easy thing. All three tried and gave up on using helicopters as microwave relay stations. But ABC had success with a truck equipped with a 90-foot ladder, which served as a mobile tower, and a balloon, which the sports department regularly uses as a floating tower in covering golf matches. (Duty over the links, however, is less hazardous than it is over the mountains, apparently. ABC technicians found a couple of bullet holes in the balloon after

## Silverman, Cahill define the terms

**He'll be concentrating on programs, she'll attend to outside 'pressure points' although they'll 'work together' on all areas of company**

NBC President Fred Silverman said last week that his changes in NBC's top management were designed to overcome two sets of pressures—one largely external and the other stemming from NBC-TV's competitive problems. He said NBC's new chairman, Jane Cahill Pfeiffer, will concentrate on the former while he focuses basically on the latter.

Mrs. Pfeiffer, who is slated for election to the NBC chairmanship and to a seat on the parent RCA board on Oct. 4, and Julian Goodman, whom she will succeed in both those posts and who is to become chairman of the NBC executive committee (BROADCASTING, Sept. 18), appeared with Mr. Silverman on a closed-circuit report to NBC affiliates last Wednesday.

Mr. Silverman had high praise for Mrs.

Pfeiffer. "Jane and I," he said, "will work together on every major aspect of the company. Her intelligence and wisdom will be focused on those [outside] pressure points, including government relations, legal affairs and employe relations. . . . I will, of course, be deeply involved in all areas of the company's business, but with Jane here, I will be able to spend most of my time on improving our product, and I will have close, day-in, day-out supervision over everything that goes out over NBC's air."

"There is much to be done and I am



Silverman and Cahill

CBS News photos



its service over Camp David.)

The big story, on the final day, did not come with dramatic suddenness, according to information provided by network news personnel including NBC's Sid Davis, who handled the pool, and White House aides. On Saturday, administration spokesmen had put out word that the summit would end the next day.

But for reporters hungry for news, the suspense did not end early. A briefing the White House news secretary was scheduled to provide at 1 p.m. was cancelled.

At 5 p.m., Mr. Davis received a call from Anne Edwards, an assistant to Mr. Rafshoon, who asked if the East Room could be prepared for television coverage of a presidential statement at 9 p.m. She said the time was not firm. (By late afternoon, White House aides knew the summit was concluding and that the President

would want to make a statement—and began worrying about the substantial logistical problems the networks would face in preparing for coverage.) Mr. Davis checked, and informed the White House that the necessary preparations could be made in time. (Normally, setting up the East Room takes at least six hours. However, the Public Broadcasting Service that afternoon had covered live a performance by cellist Mstislav Rostropovich and agreed to leave its lights behind. That saved time although the resulting lighting for the President's appearance seemed uneven.)

About an hour later, Mr. Davis received another call from Ms. Edwards. She said NBC would have until 10:30 p.m. to prepare—the time was “firm”—and that President Sadat and Prime Minister Begin would join the President in the East

Room. “That clinched it,” Mr. Davis said last week. “We knew it would be good news.”

(At about the time of Ms. Edwards's second call to Mr. Davis, a State Department official, George Sherman, was advising reporters at the press center in Thurmont of the President's plans. He also said administration officials would provide a background briefing in Washington at 9 p.m.)

Meanwhile, back in Camp David, the talks were finishing, and preparations were being made for the not inconsiderable task of transporting by helicopter two presidents and a prime minister back to the White House lawn. The chopper lifted off at 9:45 p.m., and bore its occupants on the final leg of their journey smack into the prime-time viewing of almost 100 million American families.

delighted to be part of the team,” she said. “I pledge to you my energy and my best intellectual effort.”

Mr. Silverman said Mr. Goodman will have “an active role in management” as chairman of the executive committee. This, he said, will consist of “a small group of senior executives” who will focus on “major problems and opportunities,” expedite decision-making “and provide regular input to Jane and me.”

He praised Mr. Mulholland as “an outstanding executive” who under the new set-up will have “a lot more time to focus on [affiliates'] problems and to work with you on solving them.”

Mr. Silverman also singled out others for praise as members of “the strongest team of executives in broadcasting,” among them Vice Chairman David Adams, Mr. Weinblatt, Executive Vice President and General Counsel Corydon Dunham, Washington Vice President Peter Kenney and Mr. Silverman's own long-time rival, program chief Paul Klein, whom he called “the industry's senior programing executive and the best in the business.”

He said Mr. Klein is getting strong sup-

port—doubling the size of the program department, “the largest program development thrust ever mounted by a television network” (with 50 projects to be ready for consideration at midseason), a major increase in talent and casting staff, an expanded negotiating staff and improvements—with more to come—in on-air promotion.

“Every day, every night, every month,” he told the affiliates, “you'll see improvements.”

## Tax break granted in minority sale

**Seller of WYCH gets certificate from FCC under its new policy for encouraging ownership; other meeting matter: guidelines**

The FCC last week issued the first tax certificate under its policy of encouraging the sale of broadcast stations to minority buyers. But since it was a first, the commissioners made it clear they would attempt to insure the purpose of the policy is

not abused.

In other matters, the commission directed the staff to advise an AM operator proposing a commercial policy exceeding commission guidelines that he faces a license renewal hearing, but indicated it would accept proposals by two UHF stations to provide less local programming than FCC guidelines call for.

The tax certificate was issued to Raymar Communications Inc. in connection with its sale of WYCH(FM) Hamilton, Ohio, to YCH Associates, a minority-owned partnership, for \$600,000. The commission approved the sale in March, two months in advance of its adoption of the policy, but the commission says it recognizes the sale was negotiated in anticipation of that policy.

The commission directed the staff to make clear in a letter to the seller that future applications for transfer of ownership interest in the station would be scrutinized to make sure the purpose of the tax-certificate policy—to bring minorities into station ownership—was not abused.

The station in trouble with its commercial policy is WGGH(AM) Marion, Ill.,

a daytimer. It has proposed 20 minutes of commercial time per hour normally, and 24 minutes during the months of November, December, January and February. The commission's guidelines set a limit 18 minutes per hour normally. In support of his proposal, George Dodds, the licensee, said that as a daytime-only, the station has to carry more commercial time per hour.

Commissioner James H. Quello felt inclined to leave the matter to the station. "I'd let him do what he wants at his own risk, and it's a big risk"—in terms of losing listeners. But the commission decided to advise the station that unless the proposal is amended, its renewal will be set for hearing.

One element of the case the staff found puzzling is that the station rarely if ever sells as much as 18 minutes of commercial time per hour.

The UHF stations whose renewals were before the commission were WUTR-TV Utica, N.Y., and WEZF-TV Burlington, Vt., both ABC affiliates. They claimed they lacked the financial resources to meet the 5% standard. The staff recommended renewal because its analysis indicated that the stations were, over-all, meeting the needs and interests of the areas they serve. The commission tentatively accepted the recommendation, but directed the staff to inform the stations they would be expected to meet the 5% standard when their financial conditions—which are improving—permit.

## Farber decision sobering note to otherwise upbeat RTNDA

**As annual convention is under way, 'Times' reporter is sent back to jail—an unwanted reminder to the record number of broadcast journalists attending that their rights are under continued pressure**

If there was a cause celebre at last week's Radio Television News Directors Association annual convention in Atlanta, it was the case of Myron Farber, the *New York Times* reporter sent to jail, released and now ordered back for refusing to turn over his notes to a court in a New Jersey murder trial.

Even before word reached the conferees at the Atlanta Hilton midway through their meetings that the New Jersey Supreme Court had upheld contempt charges against Mr. Farber, his defense was pleaded by various speakers, notably NBC News President Lester Crystal.

RTNDA members were about to take up a resolution condemning prior court actions against Mr. Farber Thursday morning when they heard of the higher court ruling (opposite page). Outgoing RTNDA

President Ernie Schultz of KTVY(TV) Oklahoma City then wrote a statement saying the organization "deplores the ruling" and surely would "direct the officers to proceed in vigorous legal support of Myron Farber."

From incoming RTNDA President Paul Davis of WCIA(TV) Champaign, Ill., (who began his tenure Friday) came the remark that he used to be in favor of only "limited privilege" for reporters but "may change" his opinion because of the ruling. RTNDA Dowd, Washington said that perhaps the New Jersey Supreme Court decision might foster "more unanimity for a federal shield law."

(One government official who came across in a better light was President Jimmy Carter, who sent, via telegram, the message that RTNDA "has continued and strengthened its strong tradition of fighting to protect the full First Amendment rights of all reporters, including broadcasters." Mr. Carter's message outlined ways in which he said the administration has been helping broadcasters to be "free from undesirable outside interference.")

Organizationally there was good news. Over-all attendance unofficially was placed at more than 1,000 when spouses and exhibit personnel were included. Up about 100 over last year were the 730 working newsmen in attendance. Another record was broken by exhibitors, up from 39 to 46.

Financially, the RTNDA was said to be

## In Brief

In **reorganization of NBC Radio**, division as such is being abolished and separate AM, FM and network radio units created. **Jack G. Thayer**, president of NBC Radio division, becomes executive VP, special projects, broadcasting; **Robert Mounty**, VP, NBC-owned radio stations, becomes executive VP, AM radio stations; **Walter R. Sabo**, who has headed ABC Radio's FM network, becomes executive VP, FM radio stations, and **Richard P. Verne**, VP and general manager of radio network, becomes executive VP, radio network. All four will report to Irwin Segelstein, NBC executive VP, broadcasting. NBC President Fred Silverman, announcing changes, said they were designed to advance "our long-term commitment to radio and our determination to become the leader in radio broadcasting." He said Mr. Thayer will concentrate on planning and developing special projects that show promise, such as creation of additional networks, both AM and FM, and station acquisition.

□



Matthews

**Leonard S. Matthews**, president of Young & Rubican National, named **president of American Association of Advertising Agencies**, effective around end of year. AAAA Chairman John S. Pingel of Ross Roy Inc. said Mr. Matthews, 56, was unanimous choice of AAAA directors after nine-month search for successor to John H. Crichton, who died last December (BROADCASTING, Jan. 2). Mr. Matthews's Washington service (assistant secretary of commerce, 1975-77) and AAAA's new activist role in Washington were said to be important factors in his nomination and his acceptance. Former president of Leo Burnett Co., he joined Y&R as president of its national division on leaving Washington. **William Hesse**, AAAA Washington head who has served as interim president, will continue in latter role until Mr. Matthews takes over, has agreed to defer mid-1979 retirement until year end.

**Proposed fee-refund schedule** being developed by FCC staff is said to provide for "substantial" repayments—**much more than 50%** in many cases, **up to 90%** in some. Proposed "cost-based" refund schedule (BROADCASTING, Aug. 7) is one of three elements in draft notice of inquiry commission will consider Wednesday (Sept. 27). Another involves proposed fee schedule that could be developed under existing legislative authority; another would be spectrum fee proposal, written in "theoretical, economic terms," that would require new legislation. Like spectrum fee proposal in proposed Communications Act rewrite, it would be based on spectrum-scarcity concept.

□

**Home Box Office** announced it has leased its fourth RCA Satcom I transponder to introduce **second pay cable service**, designed as family-oriented daily programming for systems wishing to offer lower-priced package than present service, starting about Jan. 1. It will carry no sports or R-rated films but will include *Movie of the Week*, new G or PG theatrical films usually shown 60 days after original HBO appearance; *Center Stage* performances by leading entertainers; *Family Theater* series of G-rated films; *Passport* series ranging from popular entertainment to cultural events and *Merry-Go-Round* series of children's programs.

□

ABC News says **independent investigation by outside law firm** found allegations against documentary *Youth Terror: The View From Behind the Gun*, to be "**unjustified.**" Law firm's report has been surrendered to FCC, which is looking into charges by Black Producers Association that scenes in program were staged (BROADCASTING, Aug. 7, et seq).

Communications arena would make **good case study of government wasting tax money**, **John Summers**, National Association of Broadcasters executive VP-general manager, told Minnesota broadcasters last Friday. Reimbursement of citizen groups for agency participation is example he cited, saying such program has been used at FTC to fund groups biased in favor of commission's proposed children's TV advertising restrictions. Taxpayers shouldn't have to fund citizen groups at FCC, where reimbursement has been proposed, he said, arguing that if groups

**Farber goes again.** The New Jersey Supreme Court last Thursday ordered *New York Times* reporter Myron Farber back to jail tomorrow (Sept. 26) for contempt of court for refusing to let a lower court judge inspect Mr. Farber's files on a murder case. The justices divided 5-2 in upholding a lower court's contempt citation for his refusal to turn over the files on which he based a series of *Times* articles that led to the indictment and current trial of Dr. Mario Jascavech. In addition to ordering Mr. Farber back to jail—where he spent 27 days in August before being released pending appeal to the state supreme court—the court reinstated a \$5,000-a-day fine against the *Times* unless the files are turned over by tomorrow. The *Times* said it would appeal the ruling to the U.S. Supreme Court.

The majority opinion held that the *Times* and Mr. Farber "and those who in the future may be similarly situated are entitled to a preliminary determination before being compelled to submit the subpoenaed material to a trial judge for... inspection." But in this case, the opinion held, the trial judge had in effect already made a "preliminary determination." The state court's ruling last week held that such an inspection would be only a "procedural tool" and not in itself an invasion of the confidentiality of the files.

in good shape. In his report, treasurer Phil Mueller said there was "good news and cause for optimism." After operating at a \$20,000-\$21,000 deficit over the past couple of years, Mr. Schultz said later, RTNDA may end this year a few dollars in the black. (Not included is a \$26,650 emergency reserve fund.) The turnaround was attributed to a revised dues structure; increased membership, both individually and by broadcast group sponsors; more convention exhibitors, and the launch of advertising within RTNDA's newsletter.

Managing Director Len Allen reported the current membership total approaching 1,850, as opposed to last year's 1,600. Not including associates and students, both categories on the rise, Mr. Allen said there are 780 "actives" on the tally, up 20%.

Even without the solidarity among

RTNDA members spurred by the Farber case, there was little dividing the convention. The only apparent contests were the elections when Curtis Beckman of WCCO(AM) Minneapolis-St. Paul defeated Chris Clark Botsaris of WTVF-TV Nashville 110-33 for the vice president/president-elect job.

#### **Reasoner: Newspeople and newsmakers too close for comfort**

Urging news directors and reporters to avoid the trappings of stardom was keynoteer Harry Reasoner, the former *ABC Evening News* co-anchor who returned to CBS News's *60 Minutes* team.

"As power grows so does temptation," he warned. It is "easy to be a partner" of the powerful, "not a critic."

In the nation's capital, Mr. Reasoner

said, "one of our faults is innocence"—the willingness to jump whenever a statement is released or a legislator wants to comment. It's resulting, he added, in a "public [that] is tired and justifiably bored with Washington."

The city, he said, is easy to cover, making reporters lazy and often "agents" of those who wish to become newsmakers. If he were a news director, he said, he would limit a Washington correspondent's tour of duty to five years to prevent a reporter from becoming stale and missing stories because of over-involvement.

Over-all, Mr. Reasoner said, broadcast journalists perhaps have "become too reactive"—too willing to jump on stories without thinking about their real significance. The days when there is no grabber lead for a newscast, he said, should not be treated with dismay but with "jubilation" because dog days are time to do digging.

His charge to the audience: not to forget their real jobs. Mr. Reasoner said he doesn't mind the cosmetic elements of broadcast journalism as long as it doesn't take away from giving and getting the news.

Mr. Reasoner also told the group that "we have to get over the idea that objective also means bland," and on another subject, he stressed the importance of educating station owners and managers to the importance of news departments.

In further remarks, Mr. Reasoner said he returned to CBS News because "in the

were truly representative they wouldn't have any trouble supporting themselves from private donations. Mr. Summers also complained that groups with no technical expertise in broadcasting may become delegates to World Administration Radio Conference, at U.S. expense.

□

U.S. Court of Appeals in Washington has **upheld FCC decision not to adopt anti-warehousing rules** that would prohibit broadcasters from writing contracts for programming that afford long-range exclusive exhibition rights against pay television. Opinion of three-judge panel said commission's decision was rational. "We see no reason why the commission should not permit private action and the play of competitive forces to correct any lack of balance in the market that may exist," wrote Judge Roger Robb for himself, Judge David Bazelon and Judge Elbert Tuttle, of U.S. Court of Appeals for Fifth Circuit, who was sitting by designation. Appeal had been made by Home Box Office.

□

**NBC-TV has developed new plan that**, if adopted into National Association of Broadcasters' TV code, **could reduce "clutter" on three commercial TV networks by as much as 20 to 30 minutes per week** in total, NBC officials told regional meeting with western NBC-TV affiliates in Denver Thursday. Robert E. Mulholland, NBC-TV president, said plan wouldn't be described to affiliates or anyone else prior to NAB TV code board's Oct. 4-6 meeting because "we don't want it tried in the press," according to participants. Ancil Payne of KING-TV Seattle, chairman of affiliates board, told affiliates it is "good plan" and urged them not only to support it but to urge ABC and CBS affiliates to back it as well. Meeting was first of four NBC-TV regional sessions. Others: Boston Tuesday and Atlanta Thursday this week, Chicago Oct. 3.

□

FCC Commissioner **Tyrone Brown** last week committed himself to work for changes in commission's own **equal employment opportunity** program to make sure minority employees are offered opportunity for advancement. Speaking before National Conference of Black Lawyers' Communications Task Force, he said many "bright, hard-working and ambitious" minority employees have not had chance to get "broadcast-based experience" lawyers expect from government employment, if

necessary, he said, he will urge commission to impose goals and timetables. Commissioner also said he will support proposals to **assert FCC's EEO authority over cable television** and to **revise annual employment reporting form** to provide commission with better picture of broadcaster's use of minorities and women.

□

**Outlet Co.** has filed suit against Warner Cable, NCAA, Ohio State University and ABC alleging **violations of antitrust act** by denying Outlet's WCMH-TV Columbus, Ohio, opportunity to bid on carrying Ohio State football games. Similar suit by Warner Cable against Ohio State, NCAA and ABC was settled out of court, resulting in Warner carrying five Ohio State games this year.

□

Comedian-satirist **Mort Sahl** has signed on as afternoon talk show host (4-7 p.m., Mon.-Fri.) on WRC(AM) Washington, effective Oct. 16.

□



Church

**Arthur B. Church**, 82, pioneer broadcaster, syndicator and NAB board member, died Friday (Sept. 22) following stroke in Colorado Springs, where he had been living in retirement. Mr. Church, amateur radio operator at 14, founded WPE(AM) Kansas City, Mo., predecessor to KMBC(AM) there, in 1922. Station was acquired following year by Church of Latter Day Saints and transferred in 1927 to Midland Broadcasting Co. with Mr. Church continuing to head operations. At retirement in 1955 he was president of Midland's KMBC-AM-TV and KFRM(AM) Concordia, Kan., as well as head of Arthur B. Church Productions. Active in many broadcast associations, Mr. Church was longtime member of NAB board, joining in 1925. Survivors include wife, Cicely; son, Arthur B. Church Jr., and daughter, Virginia (Mrs. Joseph Mazzara) of Fort Lauderdale, Fla.

long run," the best journalism comes from the operation that is the "most profitable and most watched." And in one of his several asides, which frequently prompted laughter from the audience, he mentioned that when he first went to CBS from local reporting, he took a 50% pay cut, adding, playfully, "oddly enough, 22 years later when I went back to CBS..."

### Crystal makes it clear: Journalists are on the run in the courts

From NBC News President Lester Crystal came warnings that First Amendment rights are in severe jeopardy due to recent court decisions. The "dangerous trilogy"—the AT&T ruling, the *Stanford Daily* decision and the Farber case—Mr. Crystal said, could "seriously impair our ability to cover the news."

The AT&T ruling, in which the U.S. Court of Appeals in Washington upheld a telephone company practice of turning over subpoenaed records of telephone calls without notifying those involved, "in effect is allowing government surveillance of possible confidential communications," Mr. Crystal said. At the least, it could cause journalists to "abandon the use of phones or the mail if they want to conduct an inquiry in confidence." At worst, he added, the "harassment" could lead reporters "to abandon investigative efforts."

The Supreme Court's *Stanford* decision, allowing newsroom search and seizure, he said, "is frightening and surely it will be disruptive and inhibiting."

Mr. Crystal chose to spend most of his time on the Farber case. Mr. Crystal said the allegations made by the trial judge against Myron Farber were not documented and point by point Mr. Crystal rebutted many of them.

One of the "most disturbing" aspects of the case, Mr. Crystal said, was that the judge and some members of the press left an untrue impression of "press arrogance and individual greed."

"It is terribly damaging to Mr. Farber's case in the public mind and also damaging

to all of us because it put investigative journalism in a very bad light," Mr. Crystal stressed.

### Robinson: Broadcast newspeople must continue to earn their stripes

Although ABC News and Sports President Roone Arledge had been RTNDA's first choice as speaker, Mr. Arledge, who showed up at the convention, opted to give his new national deskman the exposure. In his luncheon address, ABC's Max Robinson took the opportunity to say that broadcast journalists had won public acceptance but cited challenges ahead for still more "respectability."

Among the experiments he discussed was ABC News's *World News Tonight*. Mr. Robinson said its regional-bureau concept was increasing the diversity of input that shapes a newscast. Based in Chicago, Mr. Robinson described himself as a "regional advocate" for important Midwest stories.

Similarly, Mr. Robinson, himself a black, called for diversity in terms of sex, race, education and regional background within news staffs. Those who hire minorities and women just to satisfy the FCC, he said, miss the point that different types enrich a newscast with different viewpoints.

### Salant on treading the line in making news judgments

CBS News President Richard Salant discussed responsibility—a subject he frequently has addressed—in terms of the choice between giving the people news that pleases them as opposed to information a journalist believes his audience should know.

Admittedly, Mr. Salant said, the choice does not lend itself to easy answers. But in a democracy, he said, "our strong and distinct tilt must be toward that which is important rather than toward what people want."

As he has on past occasions, Mr. Salant

quoted his ABC News counterpart, Roone Arledge, as stating that his news decisions depend on people's interests. But in last week's speech, Mr. Salant said that whatever philosophical disagreement he may have with Mr. Arledge, "it is clear that ABC's *World News Tonight* does give priority to the important."

About a week earlier, Mr. Salant said, *CBS Evening News* had a three-minute piece on a Miss America loser while *World News Tonight* had three-and-a-half minutes of Barbara Walters interviewing the Shah of Iran. His point, he said, was that no matter the philosophy, "close judgement calls" often must be made.

As for ratings, Mr. Salant acknowledged that news that no one watches is useless, but he added that "journalism is more than a free competitive enterprise. In a democracy, it is also a great moral one." In other remarks, the CBS News president joined other speakers in talking about the press/courts struggle.

### Honored with the Paul White, upset by the judiciary: Monroe

Bill Monroe, moderator of NBC's *Meet the Press*, was on hand Friday night to pick up RTNDA's Paul White Award and he, too, expressed outrage about recent court actions. He also attacked broadcast regulations such as the fairness doctrine and equal time, which, he said, "cheat the broadcast journalist of the independence promised by the First Amendment... and so cheat the American public of the vigor and diversity they're entitled to."

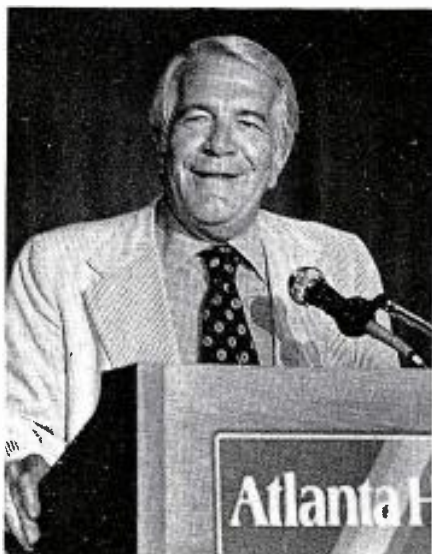
But Mr. Monroe's major point, in his prepared remarks, was to encourage broadcasters to include more "opinion" on the airwaves. He said that opinion is a "vital element" in American newspapers and is the only area left where electronic journalism "has not yet fully matched print."

Mr. Monroe admitted that FCC regulations have discouraged commentary, but he questioned whether the more basic problem may be in the "mind set" of broadcasters who see commentary as "out of date, passe." Despite the fact that the airwaves were rich in opinion in years past, Mr. Monroe said that with no CBS replacement for Eric Sevareid, Howard K. Smith may be "the last of the Mohicans in network prime time."

Mr. Monroe, who claimed that much of what is passed off by broadcasters as commentary is actually filler, encouraged his audience not to assume automatically that the public won't be interested and the programming won't be profitable.

He applauded the efforts being made in the direction of bringing letter-to-the-editor columns to the airwaves, citing the examples of CBS News's *60 Minutes* and *Your Turn* as well as his own *Meet the Press*.

Over-all, through "bolder opinion," Mr. Monroe said, broadcasters could take a competitive advantage, enhance their reputations and strengthen democracy.



Reasoner



Crystal

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# 1"-VTR-Report '78

BCN Format corresponds to SMPTE 1" Type B Standard. Now there are over 550 BCN VTRs worldwide in operation. EBU procedures for BCN Format in progress. End user feedback from over 100 customers leads to doubling of video head guarantee time - now 1000 hours.



BCN scanner (life size), equally suitable for reel to reel and cassettes

## The BCN worldwide success story has its roots in basic technical parameters:

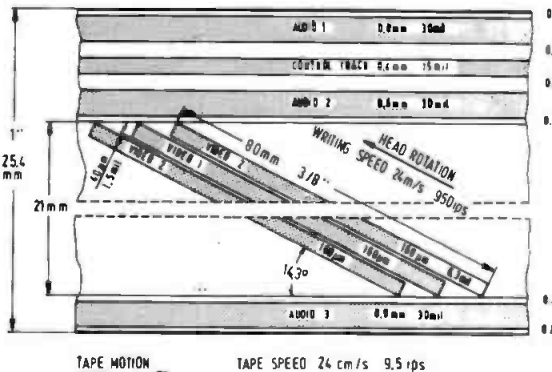
- Short video track - only 80 mm.
- Additional tracking correction system is not necessary.
- Omega wrap angle of  $190^\circ$  enables multigeneration copies with minimal chroma noise.
- Overlapping 2-head technique enables uninterrupted recording of the video signal encompassing also the entire vertical blanking period.
- No additional head required to record vertical blanking period.
- Superior luminance S/N ratio because digital TBCs and their inherent A/D and D/A conversions are not necessary.
- Video track tilt angle of  $14,3^\circ$  ensures insensitivity to longitudinal dropouts.
- Suitable for reel to reel and cassette applications.
- Stills, jogging and slow motion with no risk to video tape.
- Digital quad split option.

## The BCN-Format has three audio tracks

Apart from the video and control tracks there are three audio tracks of equal quality. It is therefore possible to record full stereo sound or multilingual commentary. Track 3 can also be used to record a time code, using either the built in time code generator or an external one.

## The BCN Editing Systems solve every problem

- Integrated insert/assemble operation
- Automatic electronic editing using the EES 9 with two BCN 40/50 machines
- An automatic editing system EPS 7000 for up to 5 BCN units
- A freely programmable, computer controlled editing system such as the ESC 40 K - offering an enormous range of applications.
- Editing point definition using the most modern digital techniques: Unlimited "still" picture reproduction without any danger of damaging the valuable master tape; jogging and slow motion are also possible as well as special digital production effects such as "Quad Split".



BCN format, basis of SMPTE-1"-Type B-Standard



### Identical tape transport for all TV Standards

The segmented field technique makes possible the adaption of the number of segments per field from 6 (625/50) to 5 (525/60). The conversion of any BCN machine to any standard NTSC, PAL, PAL-M or SECAM is therefore purely an electronic and not a mechanical matter. The tape transport and scanner remain completely unchanged.

### A guaranteed future for the BCN format with respect to digital recordings

The development of the BCN format was carried out bearing in mind the requirements of a future generation of video recording techniques. As soon as tape, head and component technology provide a cost effective solution for digital recording, BCN machines will find additional applications.

### Cassettes or reels for portable, mobile, or stationary operation

The BCN format concept covers all operational applications:

The BCN 5 cassette version is intended for the production of rapid, studio quality, 20 minute programme contributions and of course, for all ENG activities. The portable, battery operated BCN 20 having 65 minute playing time is ideally suitable for all mobile applications whereas the conventional BCN 40/50 machines combine mobile outside broadcast operation with stationary applications.

### BCN 40/50 for studio OB van applications

The BCN system is based upon a modular building brick concept. Modules with related functions are arranged in portable units.

The standard version of this universal equipment is the BCN 40/50, the VTR for studio stationary use.

The same version, however, is also, highly suited to mobile OB van applications.

For monitoring purposes a "monitoring bridge" consisting of a black and white or colour picture monitor, waveform monitor and vector scope can be added to the deck, electronics and processor units.

### Outside Broadcast productions with studio quality under all conditions: BCN 20

This battery or mains operated BCN 20 version with 65 minute reel time is intended for high quality outside broadcast productions from a car, helicopter, ship, or motorcycle.

The additional electronic unit BCWQ 9 together with the standard processor unit enable high quality BCN 20 reproduction suitable for transmission.



Compact OB van with 2 cameras KCK/R and 2 VTR BCN 40/50



BCN 50 as studio machine with "monitoring bridge" and integrated automatic editing EES 9 (optional)

### The first studio quality cassette VTR: BCN 5

The BCN-cassette fulfills the demand for ENG in studio quality. Recording and reproduction are ensured under all conditions between -10°C and +45°C.

The 20 minute cassette enables rapid cassette change because it can be removed in any winding state and the reels subsequently removed and replayed directly on any BCN 20/40/50 without the need for adaptors.

A multi cassette automatic unit using the same 20 minute cassettes is in preparation and intended for automatic studio applications.



Reporter with BCN 5-cassette VTR and KCA 90 camera

### Experience gained from practical use

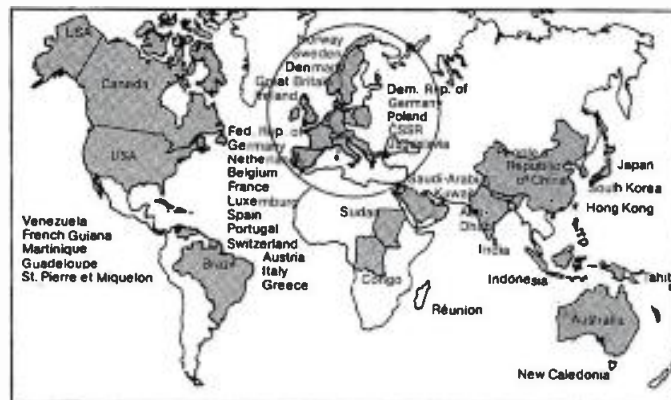


On the move recordings are possible under the most extreme conditions

Approx. 100 customers have decided in favour of the BCN system because of its outstanding economy and complete equipment range, covering both reels and cassettes. Stationary and portable BCN machines are now in operation all over the world.

### The BCN format corresponds to the SMPTE-1"-Type B Standard

All BCN machines are in accordance with this standard and need no alterations. In addition, the BCN format is being processed at the IEC and published as DIN Draft 45483. The EBU regards the BCN-standard as already defined by the SMPTE; the BCN is in use in 20 EBU/OIRT countries.



More than 550 BCN-systems in operation in 44 countries

BCN. A format that has proved itself

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## The rewrite at NRBA: Van Deerlin and Frey try to widen beachhead

**In speeches to radio convention in San Francisco, they keep pushing deregulatory benefits; subcommittee chairman says they'll take another look at ownership limits for radio only**

In a major play to the National Radio Broadcasters Association last week, Communications Act rewriters urged radio broadcasters to rally behind the bill now, regardless of the positions taken by television broadcasters and other trade associations.

Both of the rewrite's authors, House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) and ranking Republican Lou Frey (Fla.) spoke to the NRBA convention Monday at lunch, followed shortly by five of the subcommittee staff members who participated in the drafting of the bill.

Mr. Van Deerlin led the charge. He said that following the summer-long hearings on the rewrite, "I am more convinced than ever that the time has come for radio deregulation—now, not in 10 years—and in all markets, not just the major ones." The chairman, detained in Washington by a series of votes, spoke via satellite.

He applauded NRBA, which has split with most of the broadcasting industry by endorsing his bill, and made clear his distaste for the position of the National Association of Broadcasters—opposing some parts of the rewrite, supporting others. Radio, he said, is "fragmented and is not dominated by major group owners"—a weakness in the sense that it "makes it difficult for you to speak with one voice . . . It is a situation which is exploited by those who purport to represent you as *broadcasters* and not as *radio* broadcasters."

While most of his listeners seemed genuinely flattered by the pro-deregulation remarks, one in the audience, NAB Board member Jerry Lee of WDVR(FM) Philadelphia, later criticized the speech as an "ax" being driven between television and radio. He was particularly put off, he indicated, by a remark that associated NAB President Vincent Wasilewski with one of broadcasting's best-known detractors. Mr. Van Deerlin was making a point that it is partly the self-interest of lawyers—representing both industry and citizen groups—that is behind the opposition to change, when he said, "It is undoubtedly the complexity and mystery of the process which unites Vince Wasilewski and Nick Johnson in urging us to retain the 'public interest' standard as a basis for continued broadcast regulation."

Mr. Van Deerlin sweetened his plea for

support from NRBA by announcing that he has instructed his staff to "take a fresh look" at the provisions in the bill restricting radio ownership to five stations, a provision to which the association has objected. The subcommittee's chief counsel, Harry M. (Chip) Shooshan, said later that the intent is to take the multiple ownership restriction out altogether for radio—but not for TV, which is also limited to five stations per owner in the bill. Mr. Shooshan said he did not know whether the provision limiting radio owners to one station per market would also be changed. In his speech, Mr. Van Deerlin also said the staff will reconsider the "need for having any commission role in approving [radio station] sales or transfers."

The subcommittee chairman peppered his remarks with his reasons for deciding on separate treatment for radio. The growth in radio income has been healthy, he said, \$178 million in 1976 compared to \$61 million in 1952. But translate the 1976 figure into 1952 dollars, and it shrinks to \$83 million for the entire industry, which has grown from 3,000 stations to 8,240 in 25 years, he said. Furthermore, the average profit for a station in 1976 was half that of a station in 1952.

The figures tell him, Mr. Van Deerlin said, that there is ample competition in radio—"competition which is providing diversity of choice to the consumer. Not perfect diversity; but we live in an imperfect world, and we must accept the fact that the government cannot remedy all imperfections."

On that point, radio is "vastly different from television," he said, the latter having only an eighth the number of stations but six times radio's profits.

Mr. Van Deerlin said he is not interested in gradual deregulation of radio, as was suggested in hearings the week before by FCC Chairman Charles Ferris. "Gradual deregulation may prove to be no deregulation

at all, especially when we are dealing with a regulatory system that is less like the tar baby that snared Brer Rabbit than it is like the La Brea tar pits that swallowed elephants," he said.

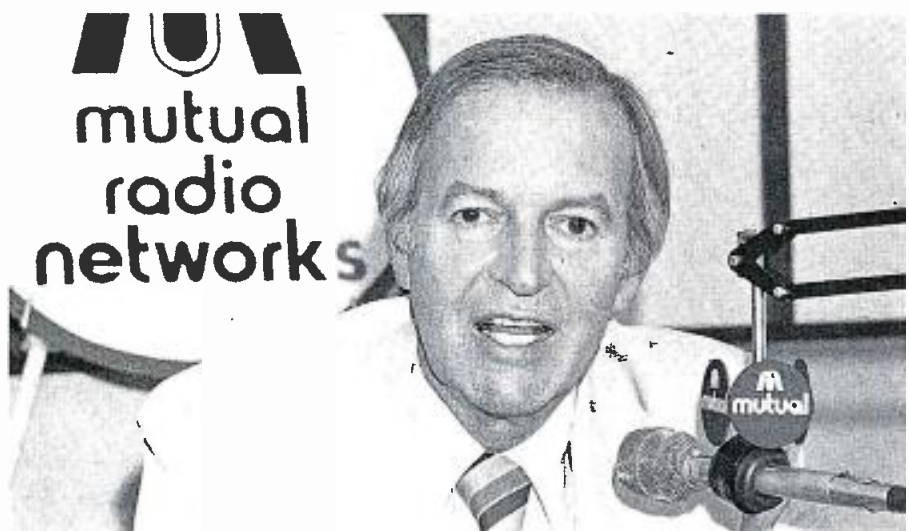
Representative Frey, who appeared in person at the luncheon head table, reinforced many of Mr. Van Deerlin's comments. "Obviously, radio and television are different," he said. "It's been a long time for Congress to look at it that way. But I think that's the way to go." He told the broadcasters that regardless of other changes that may take place in the broadcast section of the rewrite, radio deregulation will remain. And he chided other broadcast interests that have testified before the subcommittee for "nit-picking" at the bill.

"We're determined to have a bill," he said. "It's not going to go away. It's not going to be nit-picked to death."

Both congressmen concluded by exhorting NRBA members to begin lobbying their congressmen for the bill now. "Should you sit back and wait, motivated by fear or uncertainty or by someone's self-interest—keeping your options open to see what final form the legislation takes?" Mr. Van Deerlin asked. "I think not."

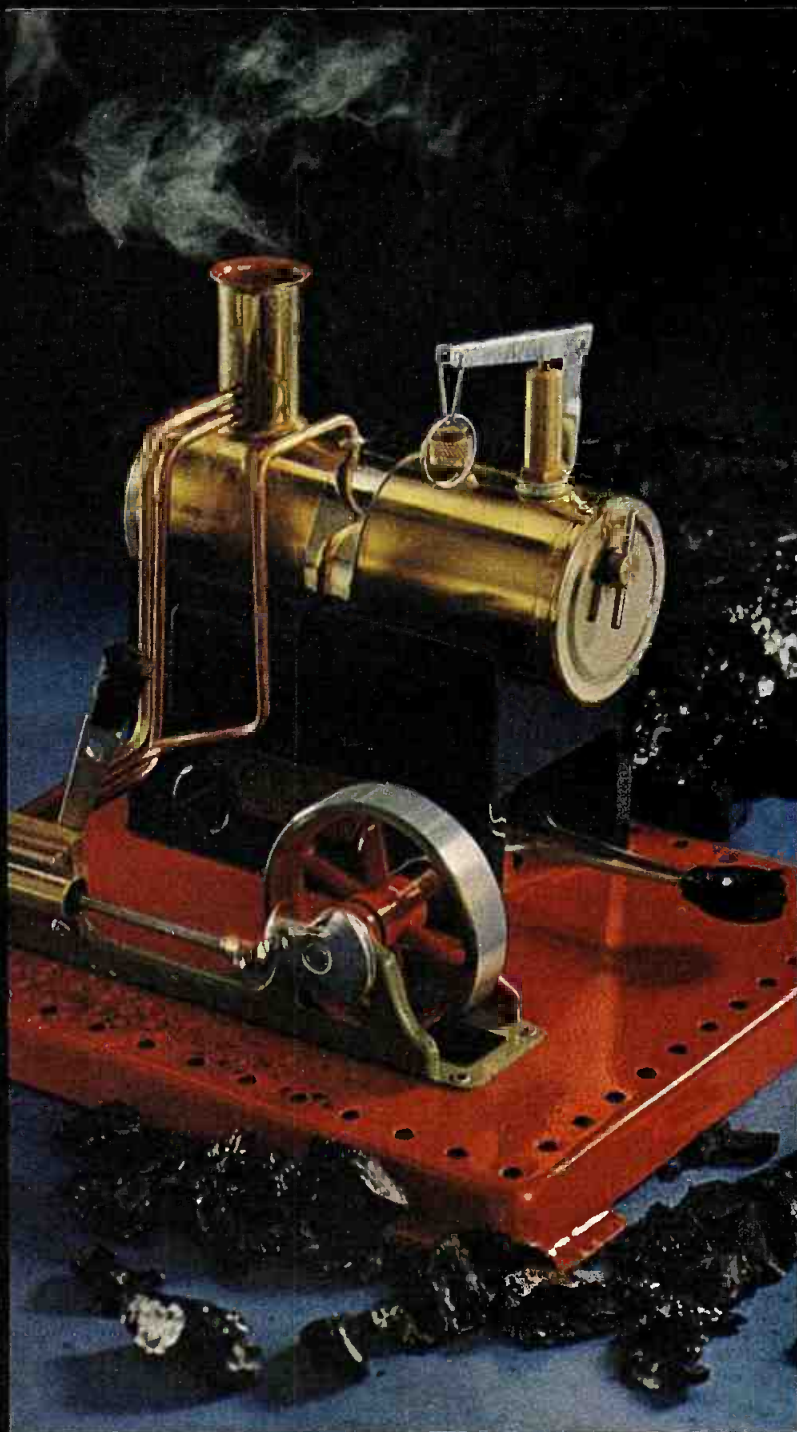
But despite their obvious enthusiasm for his speech, some of the broadcasters indicated later they do have uncertainties about the bill, most centering on the proposed license fee they would have to pay for use of the spectrum. During questioning of the five subcommittee staffers Monday afternoon one broadcaster objected to the intended use of some fees for public broadcasting. "I don't mind supporting a well-run Communications Regulatory Commission [the proposed replacement for the FCC]," he said. "But don't ask me to support my competition."

After loud applause, Mr. Shooshan replied that steps are being taken in the bill



*Van Deerlin via a Mutual satellite connection.*

“Gradual deregulation may prove to be no deregulation at all—especially when dealing with a regulatory system that is less like the tar baby that snared Brer Rabbit than it is like the La Brea tar pits that swallowed elephants.”



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to make public radio "get out of your business." The rewrite authors, he said, want public radio to fulfill its original purpose—to provide programming for minority audiences and tastes that are not being served by commercial radio.

Edwina Dowell, a subcommittee counsel, told the broadcasters that they should not concern themselves with the way in which the proceeds of the fees are spent, any more than they should be concerned with the way a plumber spends money he receives for services rendered. Broadcasters should pay for use of a valuable public resource, she said. How the money is spent is for the government to decide.

In response to that, one broadcaster said, "I think broadcasters have reason to be suspicious of the government as a public trustee."

NRBA President James Gabbert, describing the NRBA board's position during the session, said that even with the fee, radio will "come out way ahead" in the rewrite. In return for deregulation, he said, the fee is a "reasonable trade-off."

In response to stated concerns about the fee being raised in the future, Mr. Shooshan said a specific fee schedule will be included in the legislation in a future draft, not left to the commission to formulate, as in the current draft.

The staff also tried to calm fears about the petition to revoke, which under the bill could be used to challenge a license at any time. Mr. Shooshan said the drafters intended its use to be limited to clear rule violations. Another staff member, Ronald Coleman, added that "if you're doing a good job and not breaking any rules, then you have nothing to fear."

During other questions, Mr. Shooshan said that if the public interest standard is put back in the rewrite, it will be done without singling out broadcasters. The standard would say that all FCC licensees,

broadcasters and others, must serve the public, he said, adding that to him that is already implicit in the bill.

## NRBA by the bay: glory, glory deregulation

**Optimism fueled by rewrite prospect pervades heavily attended radio convention in San Francisco**

In most ways the National Radio Broadcasters Association's annual gathering last week in San Francisco was just another broadcast convention—name-tagged participants talking business over cocktails, griping about hotel accommodations and microphones failing in workshops. But there were moments when it looked more like a big revival meeting—a radio revival meeting.

Cheers went up every time someone sang out radio's praise, as when Arthur Godfrey, a surprise luncheon speaker, intoned, "To me [radio] is by far the better of the two media . . . the country is swinging back to radio."

Words to that effect were heard often in San Francisco last week, where 1,630 radio operators and spouses congregated (400 more than last year). Said one registrant of the convention, "I think the radio people are loving it. They're realizing the real strength of their industry . . . Station trading is up, net profits are up. They're fully realizing the impact radio has in the community on all kinds of living patterns."

The NRBA leadership raised its years-old battlecry for deregulation, but this time egged on by some of the people in Washington they have been trying to reach. Communications Act rewrite cosponsors Lionel Van Deerlin (D-Calif.) and Lou Frey (R-Fla.) told the broadcasters they'll get their deregulatory wish and tried to coax any lingering doubters into the pro-rewrite camp (see page 34). House Communications Subcommittee Counsel Harry M. (Chip) Shooshan, returning from a boat excursion in San Francisco Bay, joined broadcaster bus companions in a chorus of "glory, glory deregulation," sung to the tune of the "Battle Hymn of the Republic."

And the broadcasters were hardly offended when FCC Commissioner James Quello ordered them to "get off your asses and sell something besides commercial time." He urged them to fight in Washington for total deregulation of their industry—going on to say, however, that the proposed license fee in the rewrite is an acceptable trade-off for that goal, an opinion NRBA shares only reluctantly.

The rewrite, not surprisingly, was the major issue discussed at the convention. NRBA leadership thrust it forward at every opportunity as the crowning achieve-

ment in the association's battle for independent recognition in Washington. "I really wouldn't be too diffident about taking credit for [the rewrite's proposed radio deregulation]," said NRBA Executive Vice President Abe Voron. "I don't know anybody else who's been actively selling that philosophy."

So confident are the leaders that momentum in Washington is with them, that they say they think they will win radio deregulation even if the rewrite falls flat—either in the form of a separate radio bill in Congress, or through actions at the FCC. "I don't think there's any doubt that we've rung a bell," said NRBA Chairman Robert Herpe of WPLR-AM-FM New Haven, Conn.

In private conversations, the NRBA chiefs sought to dispel rumors that its board is divided about supporting the rewrite, a position announced earlier in the summer (BROADCASTING, July 24) after a meeting in Washington where several board members were absent. Mr. Voron said a subsequent vote by mail showed 24 of the 25 board members in favor of the rewrite with one abstaining.

Comments at convention sessions suggested that the membership is less galvanized in its support, with frequent opposition aimed especially at the license fee. That was the recurrent criticism of the bill in a session of Daytime Broadcasters Association members Wednesday. But Ray Livesay, head of the daytimer group and an NRBA board member, said he can live with the fee as a trade-off for deregulation. It is his proposal for a specific fee schedule that Representative Van Deerlin favors at present. Mr. Livesay took a straw poll among the approximately 50 broadcasters at his meeting and found roughly half willing to support the rewrite. Only one voted against it, while the others abstained.

While some radio operators, such as those abstainers, seemed reluctant to commit themselves now to the rewrite's deregulatory solution, they were not bashful about airing their complaints about the current structure. EEO regulation was a frequent complaint in a session with FCC staff members, one broadcaster demanding to know "when you people are going to get off this? You have gone way to the left of this situation." Richard Shibben, head of the FCC renewal and transfer division, replied: "We are not going to get out of it . . . unless Congress passes the rewrite." He said the FCC's EEO activities "will increase as time goes on," and in the future may be the key issue in renewal proceedings.

If EEO was the main complaint at the session, ascertainment was a close second. NRBA President James Gabbert led the critics, calling ascertainment a meaningless procedure that broadcasters only put up with out of fear of the government. "I go to see [San Francisco] Mayor Mosconi, and he says: 'Oh Christ, it's you again. Put down what you want and get out'."

Another questioner prompted FCC Broadcast Bureau Chief Wallace Johnson to turn the tables on the group. Asked if



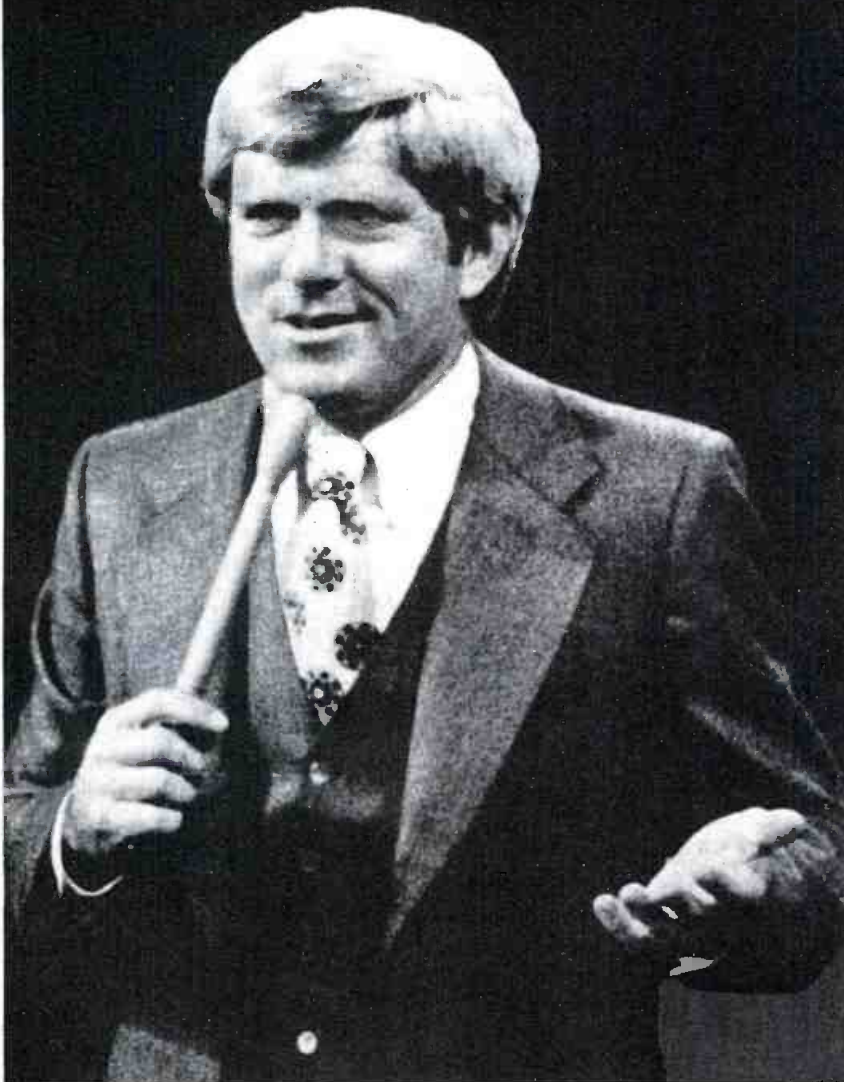
**Thanks.** NRBA, which is delighted with the separate treatment of radio in the Communications Act rewrite, expressed its gratitude by awarding its annual Golden Radio Award to House Communications Subcommittee Chairman Lionel Van Deerlin "for his courageous efforts towards the maintenance of a free radio broadcasting system." Accepting an antique radio for Mr. Van Deerlin from NRBA President James Gabbert (right) is subcommittee ranking Republican Lou Frey. NRBA Secretary Bernard Mann of WGLR-AM-FM High Point, N.C., is at left.

# Donahue—A Success Story to Tell and Sell!

The Emmy winner that outdoes the competition, especially with women 18-49.

The numbers show what the competition knows—everyone's watching DONAHUE! That's because it's the talk show with a difference. Emmy winner Phil Donahue knows how to handle the issues, the audiences and special guests—that's what makes his show number one in most markets across the country!

Always informative, definitely interesting; DONAHUE'S timely programming fulfills part of your public affairs obligation. Women 18-49 are looking to get on the DONAHUE bandwagon, so don't miss out on this audience-grabbing opportunity—DONAHUE. For more information about specific ratings in any of our 154 markets, contact Don Dahlman at (513) 352-5955.



Look how DONAHUE delivers the audiences you want to reach on more stations across the U.S.!!\*

**HOMES**—Albany WTEN—San Francisco KTVU—Minneapolis WCCO show more homes tuned into DONAHUE than Dinah, Merv or Mike and against DONAHUE's competition in its own time slot!

**RATINGS AND SHARES**—The numbers prove DONAHUE pulls in markets big and small!

	R	Sh
Evansville WTVW	11	52
Philadelphia WPVI	8	42
Richmond WTVR	10	59
Cincinnati WLWT	10	49

**WOMEN**—DONAHUE's number one with women on: KOLD Tucson—WBTV Charlotte—WIT! Milwaukee—WJBK Detroit—and WTWO Terre Haute.

**WOMEN 18-49**—DONAHUE delivers more women 18-49 than Merv, Mike or Dinah and more than DONAHUE's competition in the same slot in: Buffalo WKBW—Minneapolis WCCO—Providence WJAR—Cincinnati WLWT and St. Louis KTVI.

#### 1977-1978 COMPARISON—

DONAHUE moves more stations from a weak competitor to a solid number one position in 1978! He's done it for: WDVM (WTOP) Washington D.C.—KBJR Duluth—WSFA Montgomery—WPSD Paducah—and KSWO Wichita Falls.

\*Source NSI May '78.  
Estimates Qualifications on request.

## DONAHUE



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the FCC was going to act against stations that exaggerate their coverage areas in maps distributed to advertisers, Mr. Johnson said it is a problem he thinks should be handled by broadcasters themselves. The commission probably will develop another rule, he said, "But it's kind of a tragedy ... Most of the rules that we've got on our books were originated by broadcasters."

In another session with other agency representatives, the complaints about regulation surfaced again. The regional director of the Federal Trade Commission in San Francisco, Bill Arbitman, told a group that the FTC's case to try to stop the *Los Angeles Times* from giving favorable advertising rates to large advertisers might affect radio. He said it is possible that stations might be able to continue charging lower rates for bulk time buys if the FTC succeeds in the *Times* case but they would have to prove that the practice is justified by the costs—which means, he said to a chorus of groans, that they would have to keep records.

Other comments more closely matched the deregulatory mood. Issie Jenkins, deputy general counsel of the Equal Employment Opportunity Commission, said that agency has undertaken a reorganization that should expedite the complaints process. Where companies used to be have to undergo a thorough EEO examination in every case, often taking two years to resolve, the commission will now confine its investigations to the specifics of the complaints. In addition, she said, the FCC and EEOC have made an agreement to share information, which she said should cut down on the paperwork for broadcasters.

Frank Lloyd, administrative assistant to FCC Chairman Charles Ferris, told the broadcasters they now have an FCC chairman who favors radio deregulation, although as a gradual rather than immediate process, and who has no interest in content regulation. He is not likely, Mr. Lloyd said, to go after such things as dirty record lyrics.

Taken as a whole, the convention was a satisfying one for NRBA's directors. The attendance, which apparently did not suffer at all from the National Association of Broadcasters' new radio program conference last month, was the highest in the NRBA's four years as an association for both AM and FM radio. The leadership doesn't think it has peaked yet. "I think we're far from it," Mr. Voron said. He said some of the large groups, including networks, who left the association feeling it was a divisive force when it converted from FM-only, are beginning to show interest again. Although he doesn't expect them to be paying dues soon, Mr. Voron does think there may be some network representatives participating in convention sessions next year: "They'll find out that we're not a bunch of bomb-throwing radicals who are out to destroy the industry." He doesn't think it an unreasonable goal for NRBA which now has 1,253 radio stations, to one day include all or most of



**Back on board.** NRBA officer elections during the convention last week returned all but one to the executive committee. James Gabbert of KIOI(AM)-KIOI(FM) San Francisco was elected to his fifth term as NRBA president (sixth, including the time when NRBA was still the National Association of FM Broadcasters) and Robert Herpe of WPLR(FM) New Haven, Conn., to his fifth term as chairman (seventh, including NAFMB). Also returned were: Stephen Trivers of WQLR(FM) Kalamazoo, Mich., NRBA vice president-East; Bernard Mann of WGLD-AM-FM High Point, N.C. secretary; Loring Fisher, Bonneville Broadcasting, Tenafly, N.J., treasurer. Lynn Christian, Century Broadcasting, Chicago, was elected vice president-West. Above, some of the NRBA leadership faces the membership: (l to r) Mr. Christian; Thomas Schattenfield, NRBA counsel from the Washington law firm Arent, Fox, Kintner, Plotkin & Kahn; Mr. Trivers; Mr. Gabbert; Mr. Herpe and Abe Voron, NRBA executive vice president for government relations.

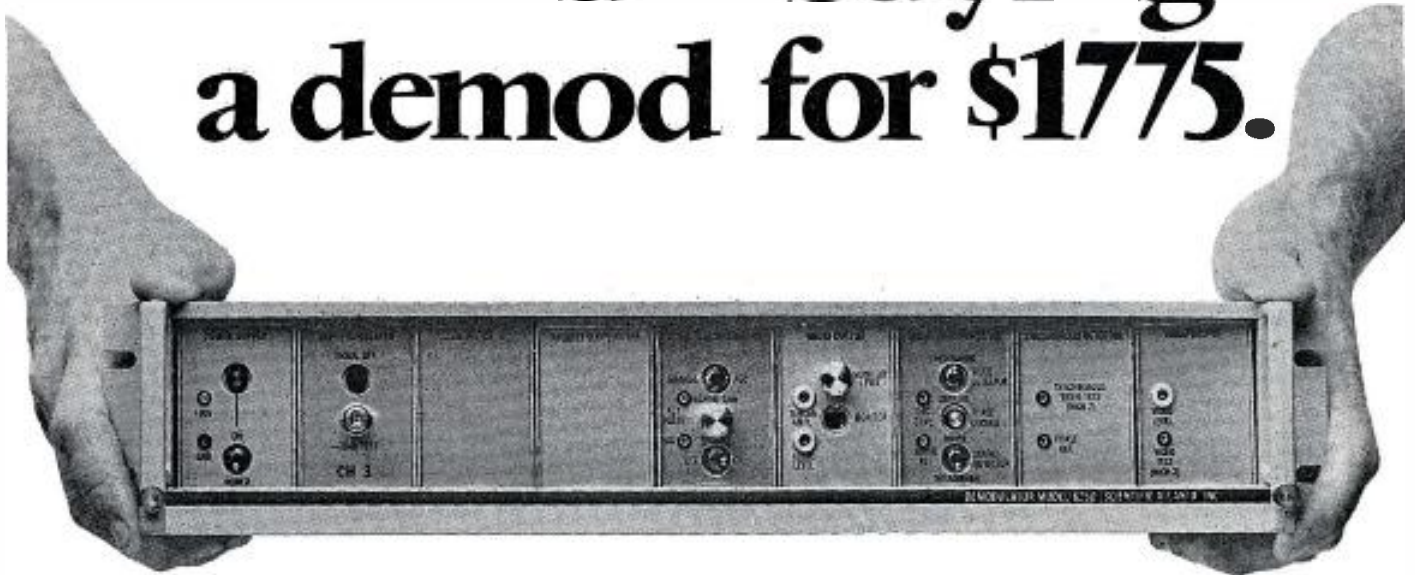


**The regulators.** The NRBA's annual question-and-answer bout with FCC staff included as panelists: (l to r) Arthur Ginsburg, Complaints and Compliance Division; Martin Levy, deputy chief, Broadcast Bureau; Wallace Johnson, chief, Broadcast Bureau; Thomas Schattenfield, NRBA counsel; James Gabbert, NRBA president; C. Phyll Horne, Field Operations Bureau; Richard Shiben, Renewal and Transfer Division, and Dennis Williams, Broadcast Bureau aural existing facilities branch.



**The future is soon.** Representatives of five AM stereo systems pitched their companies' plans before a standing-room-only NRBA workshop crowd. The FCC, which is to put out a call for comments this week on all five, may pick none, moderator Harold Kassens of the National AM Stereophonic Radio Committee said. But later in the day, FCC Broadcast Bureau Chief Wallace Johnson said "it is quite well-established that we will approve one" and implement it. The panelists above: (l to r) Mr. Kassens; David Hershberger, Harris Corp. (CPM system); Robert Streeter, Magnavox; Norman Parker, Motorola (C-Quam system); Arno Meyer, Belar Laboratories; Leonard Kahn, Kahn Research (Kahn-Hazeltine system).

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The remarkable Scientific-Atlanta 6250 falls about \$7,000 short of the price you might normally pay for a comparable high quality demodulator. But it doesn't fall short in engineering and performance. We've sold over 300 6250 Demodulators since its introduction a year ago. In fact one group of station engineers wrote, "we are amazed at your demod's performance," after comparative bench tests against a unit close to the \$10,000 range.

Consider the specs. 100 uv input sensitivity. Video response  $\pm 0.5$  dB to 4.18 Mhz,  $\pm 2.5\%$  differential gain and  $\pm 1^\circ$  differential phase. With audio response  $\pm 0.5$  dB 30 Hz to 15 KHz.

Consider the features: Zero chopper capable of operation from external as well as internal command. Envelope detector with optional syn-

chronous detector. Intercarrier sound detection, also direct mode with synchronous detection option. Local or remote control of chopper on/off, envelope/synchronous detection, intercarrier/direct sound detection. Automatic switch-back to envelope mode if phaselock is lost in synchronous mode. AC operation with optional +DC standby powering. Optional powering from -DC.

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Europe: 1-7 Sunbury Cross Centre, Staines Road West, Sunbury on Thames, Middlesex TW16 7BB, England,  
Telephone Sunbury on Thames 89751, Telex 896015

*A reader writes:*

# "You b\_\_\_\_\_ are crybabies..."

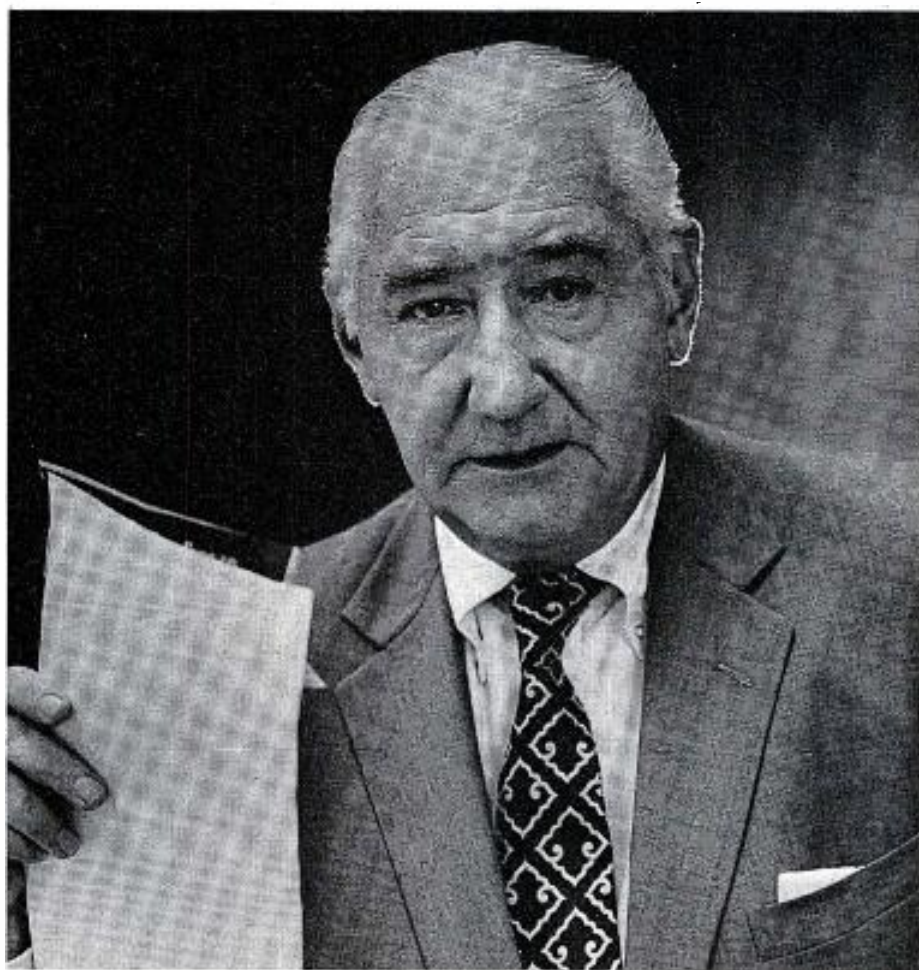
**He also said we "have no guts."**

These remarks are one reader's response to an advertisement in our recent corporate advocacy campaign, "In Search of Solutions." The campaign explored many of the problems facing the steel industry.

Other readers implied that we do not always tell the whole truth. One responded by suggesting, in effect, that the solutions to our problems are right under our noses. And a few made comments that aren't printable.

Are we crybabies with no guts? Many readers didn't think so. They wrote in support of our position or asked for more information in order to consider our side of the story.

Those readers who share our concern for a healthy economy apparently got the point of our message: there are no simple, easy solutions to the complex problems affecting the steel industry: en-



*Lewis W. Foy, Chairman  
Bethlehem Steel Corporation*

ergy, pollution control, steel imports, government over-regulation, and tax reform among them. And we're searching hard to find solutions.

Effective communication on controversial issues in-

volves give and take and is rarely achieved instantaneously. For example, a number of misconceptions about the steel industry and its problems emerged in the mail generated by our campaign and in the public press.



## Misconception.

The American steel industry is in trouble because it has been slow in adopting new steelmaking technology.

**Fact.** The subject of an alleged technology "gap" or "lag" in America's steel industry was covered in a report to Congress prepared by the Research Division of the Congressional Research Service, Library of Congress, November 1975. That report concludes: "The United States does not lag significantly behind the rest of the world in the several kinds of technology employed in the steel industry...."

In October 1977, the staff of the Council on Wage and Price Stability stated in its Report to the President on Prices and Costs in the United States Steel Industry: "A comparison of modern efficient plants in Japan and the U.S. shows a substantial Japanese cost advantage because of lower capital construction costs, and lower wage rates, and not because of better technology."

Although we don't always agree with the Council on Wage and Price Stability, this conclusion of its staff is one we're happy to share.

The fact is the American steel industry has spent a whopping \$20 billion-plus to modernize and upgrade existing plants over the past ten years alone. As a result, most of our facilities are a lot more modern than some people think. And much of the modern steel technology in use abroad actually evolved from developments right here in the U.S.A.

## Misconception.

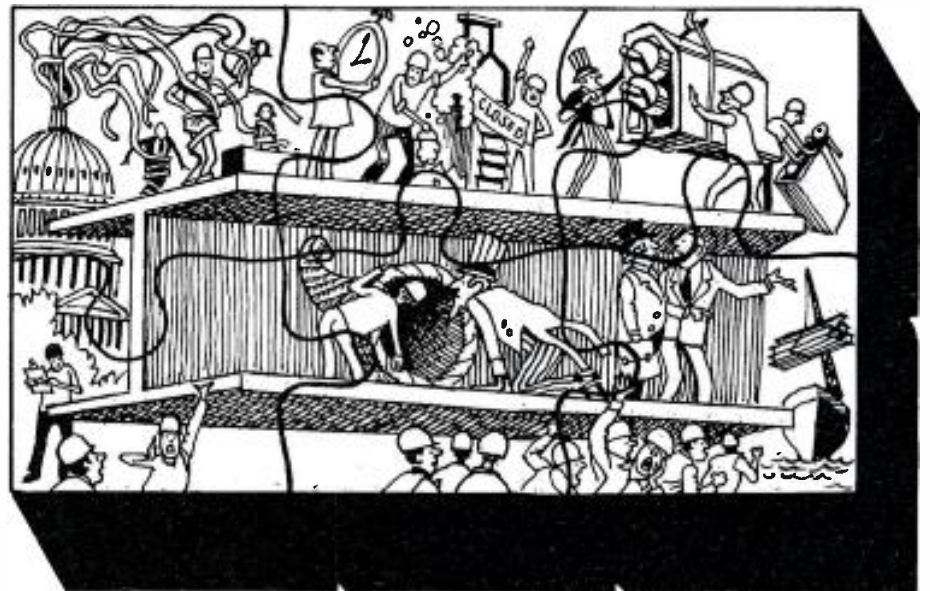
European and Japanese steelworkers turn out more tons per hour than American steelworkers do.

**Fact.** In terms of worker productivity, the American steel industry is well out ahead of most of its foreign competitors.

For the year 1976, here's how some of our overseas competitors stacked up when a value of 100 was assigned to the average output per hour of American steelworkers: French steelworkers rated in a range from 61-69, West Germans 81-90, British steelworkers 46-49, and Japanese 108-126.

These productivity ratings are based on data compiled by the U.S. Department of Labor, Bureau of Labor Statistics, Office of Productivity and Technology: "International Comparisons of Productivity and Labor Costs in the Steel Industry....," dated November 1977.

*For more information about steel industry problems and our recommended solutions, write for our booklet, "In Search of Solutions." Public Affairs Department, Room 476-A, Bethlehem Steel Corporation, Bethlehem, PA 18016.*



# Bethlehem



Still in search of solutions

radio in its ranks.

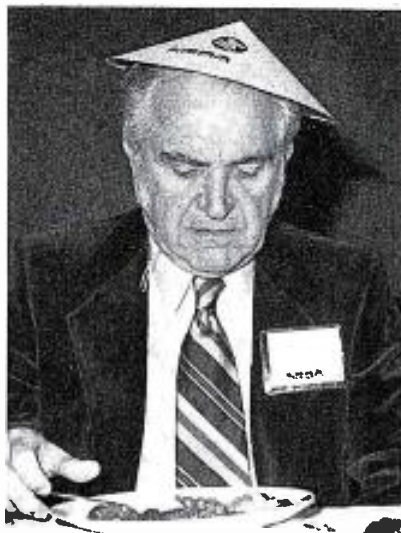
There seems to be some sympathy for that goal among members, many of whom express their enthusiasm for the association in anti-NAB terms. "We get inundated with TV at NAB," said one broadcaster. "Radio is really coming to the front in a big way and needs its own association." But another with a more moderate view said, radio needs NAB: "From a legislative and political standpoint there are many things we can do together." He added, however, "but from a training and learning standpoint, NRBA can do it better."

From a seller's standpoint, an exhibitor with CCA Electronics Corp. said, "You know, of course, that NRBA is becoming another NAB." He said a few years ago, when some major firms were resisting invitations from NRBA, "they got letters from NRBA members saying, 'If you don't care any more than that, then the hell with you.' [Now] everybody's feeling the pressures to show here."

Other exhibitors were more reserved in their praise, but complimentary nonetheless. "I'd say it's a fair show," said an RCA representative. "We get more than the tire-kickers." He said RCA plans to bring "a lot more new equipment" next year.

Still, all was not roses on the exhibit floor. Drawing a bigger crowd than it anticipated when it reserved the Hyatt Regency two years ago, NRBA used the largest convention hall for luncheons and meetings, and moved the exhibitors into the basement—some, including the bigger manufacturers, into the garage. Complaints from the big sellers about low ceilings, inaccessibility and lack of preferential treatment brought apologies and promises to do better next year from the NRBA officials.

Something in the way of a closing admonition for the convention—although it was heard by only about 50 broadcasters—came from the FCC's Lloyd. After three days in the overflow radio crowd, he noted



**The FCC's Quello.** The message in his fortune cookie at NRBA's Chinese luncheon said: "May the spirit of deregulation be with you forever!"

the contrast between the San Francisco meeting and the 1974 convention in New Orleans, the association's last year as the National Association of FM Broadcasters. The members then showed a desire to reach out for audiences with differing tastes, to dabble in the unorthodox, he said. Now, as FM's fortunes have turned and "as you become bigger and more established in Washington," he said, "I hope you don't lose that FM spirit."

## Rules on hiring handicapped draw opposition

**Broadcasters unite in urging FCC to keep that category out of EEO reporting forms**

Broadcast organizations and stations say they encourage and support the hiring of handicapped persons but that it is unwise for the FCC to require such hiring in its equal employment opportunity rules and regulations.

As part of its ongoing proceeding to modify the annual employment report (form 395), the commission issued a proposed rulemaking asking whether handicapped persons should be included in EEO requirements, whether it should try to increase station ownerships by handicapped persons and to what extent station facilities should be modified to facilitate hiring of the handicapped.

Asserting that the issue raises "unique jurisdictional and policy questions," the National Association of Broadcasters, supported by Metromedia Inc., filed a motion to sever the proceeding from the proposed rulemaking on modification of the annual employment report. Field Communications also called for a separate inquiry.

The FCC proposal was opposed on a number of grounds. Many, including the NAB, challenged the commission's authority to impose any such regulations. They said the term "handicapped" would be difficult if not impossible to define and that handicapped persons would be hard to identify. They said that modifying facilities to meet needs of possible handicapped employees would be disproportionately expensive to any potential return.

There were some disagreements, most from organizations representing handicapped persons. Galesburg Broadcasting Co. and Citizens Group for the Physically Handicapped, both headed by Lester T. Pritchard, a victim of cerebral palsy, said the FCC had "indisputable" responsibility to support an antidiscrimination policy and that the handicapped were victims of discrimination.

Jobs are consistently denied handicapped persons, they said, even when the handicap has no relation to the duties involved or where minimal accommodation or adjustment by a potential employer could be made.

They said broadcasters should be told

they have an affirmative obligation to consider all applicants for positions and may not discriminate against the handicapped, that it must be on all employment notices and pertinent documents and that facilities must be changed where it could be done without unreasonable expense or disruption. Other groups, including the National Easter Seal Society for Crippled Children and Adults, the Center for Independent Living Inc., National Center for Law and the Deaf and the National Capital Area Coalition of Citizens with Disabilities, took similar positions.

The National Association of Broadcast Employees and Technicians saw it as "an appropriate step toward elimination of barriers which deny handicapped individuals a productive life and toward implementation of our national policy against discrimination."

The preponderance of broadcaster comments argued that "handicapped" defies definition. Speaking of the definition in the Rehabilitation Act, the Broadcast Financial Management Association said, "Read literally, this would seem to include everything from hypochondria to impotency." The group said the Department of Health, Education and Welfare had trouble with the definition and "if the department having primary responsibility and expertise in this area is unable to define the term . . . it would be unthinkable for the FCC to presume it could do any better."

CBS, supported by comments from several others, said in the face of a lack of evidence that broadcasters discriminate against the handicapped, action by the commission is unwarranted.

Put another way, Metromedia said, "Although it is obviously difficult for the commission to remember, it does not have plenary authority to roam across the social landscape in search of new regulatory horizons . . . The commission has absolutely no authority to require the private entrepreneurs who comprise our commercial broadcast system to hire and accommodate their facilities for the myriad individuals (including alcoholics and drug addicts) who fall within one of the existing federal definitions of handicapped persons."

Filing jointly, Pacific FM Inc. and Talking Machine Co. Inc. expressed the view of most petitioners in opposition, saying the proposal would create financial hardships. Making "reasonable accommodation" for a handicapped employee would entail "any number of expensive, time-consuming and disruptive alterations" in facilities and operations, they said. And, BFMA said, such costs are beyond the scope of the majority of broadcasters.

BFMA, CBS, and others including Forward Communications and Group One Broadcasting Co. said such rules would unduly invade the privacy of handicapped persons who would have to fill out forms identifying their handicaps.

Disapproving of the proposal to give the handicapped an advantage in buying stations, KNFM(FM) Midland, Tex., suggested

# ...AND NOW THERE ARE NINE.

With the recent acquisition of KIQQ-FM, Los Angeles, Outlet Broadcasting now reaches coast to coast, with five radio and four television stations serving six key major markets. We welcome FM-100, the West Coast's "Sound Above The Rest," to one of America's fastest-growing broadcasting groups.

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WTOP-AM  
Washington, D.C.  
KSAT-TV (ABC)  
San Antonio, Tex.

WDBO-AM-FM  
WDBO-TV (CBS)  
Orlando, Fla.

KIQQ-FM  
Los Angeles, Cal.

WCMH-TV (NBC)  
Columbus, Oh.

they, "just like anyone else," apply to the FCC for available frequencies.

CBS, KNFM, BFMA, Forward Communications, the National Radio Broadcasters Association and others favored voluntary regulation and said the commission should encourage, not require, hiring the handicapped. Forward said the agency could serve as a positive force in identifying general problems of the handicapped seeking broadcast employment through educational programs, dissemination of information and "encouragement of sensible self-regulation measures." Streater Broadcasting Corp. said the issue could best be handled on a case-by-case basis. Harte-Hanks Southern Communications and Basic Media Ltd., filing jointly, offered a compromise—the FCC could credit licensees who hire handicapped, but not require development of a full EEO program.

## Ferris on the First: There are some affirmative obligations, too

**FCC chairman addresses traditional opening IRTS luncheon, delivers word to broadcasters: You're not doing all you can to inform public**

At a time when the First Amendment and the broadcast and print journalists who rely on its guarantees of freedom are under increasing pressure, FCC Chairman Charles D. Ferris has advised journalists to look primarily to their own resources to protect their independence. And in the process, he suggested that broadcasters spend more on news and worry less about profits.

Chairman Ferris, who was speaking before the International Radio and Televi-

sion Society in New York on Wednesday, noted that the case of *New York Times* reporter Myron Farber illustrates the tension between a reporter's right to investigate in confidence and an accused's right to obtain evidence needed for a fair trial.

And the *Born Innocent* affair, he said, "raised the issues of freedom and accountability in the most striking and tragic way." The judge dismissed the \$11-million suit filed by a young girl who was sexually assaulted by a group of youngsters supposedly incited by a scene in the NBC movie. But, Chairman Ferris said, "the questions raised [by the suit] remain unanswered."

He noted that some journalists have



**Establishmentarians.** The annual fall kick-off of the International Radio and Television Society is traditionally a sell-out affair and its head-table virtually a "Who's Who" of broadcasting and the allied arts. Last Wednesday's event, at the Waldorf-Astoria in New York, maintained the tradition. IRTS officials counted a record 800 in attendance. At the head table were (above, l to r):

Bottom tier: Daniel T. Pecaro, WGN Continental Broadcasting Co.; Gerald M. Levin, Home Box Office; Joel Chaseman, Post-Newsweek Stations; I. Martin Pompadur, Ziff Corp.; Lawrence P. Fraiberg, Metromedia Television; Franklin C. Snyder, Hearst Broadcasting; Roy H. Park, Park Broadcasting; Jerome Feniger, Horizons Communications; Joseph P. Dougherty, Capital Cities Communications; Robert L. Glaser, RKO General Television; Donald H. McGannon, Westinghouse Broadcasting; Clifford M. Kirtland Jr., Cox Broadcasting; Stanley S. Hubbard, Hubbard Broadcasting; Philip J. Lombardo, Corinthian Broadcasting; Frank Shakespeare, RKO General; Norman E. Walt, McGraw-Hill Broadcasting; Bill Michaels, Storer Broadcasting; Terrence A. Elkes, Viacom International; Allen H. Neuharth, Gannett Co.; Leavitt J. Pope, WPix Inc. (Attending luncheon but absent when picture was made: James E. Conley, Meredith Broadcast Group.)

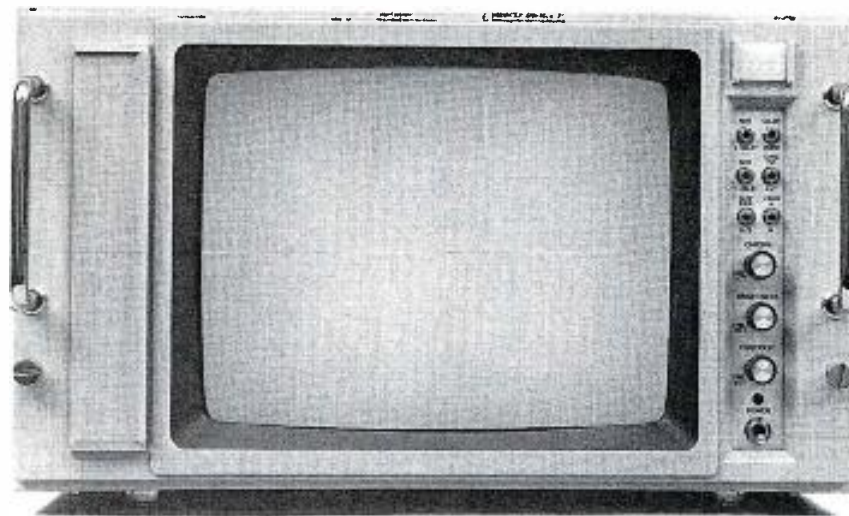
Second tier: Avram Butensky, Viacom International (and president of IRT Foundation); Arthur A. Watson, NBC Television Stations division; Richard A. O'Leary, ABC Owned Television Stations division; Nat Lefkowitz, William Morris Agency; John W. Kluge, Metromedia Inc.; Mark Goodson, Goodson-Todman Productions; Herbert H. Brodtkin, Titus Productions; FCC Chairman Charles D. Ferris; Giraud Chester (at lectern), Goodson-Todman Productions (and IRTS president); Gene F. Jankowski, CBS/Broadcast Group; Julian Goodman, NBC; Everett H. Erlick, ABC

Inc.; Vincent T. Wasilewski, National Association of Broadcasters; James H. Rosenfield, CBS-TV network; Robert E. Mulholland, NBC-TV network; Thomas F. Leahy, CBS Television Stations division; James T. Shaw, ABC Television; Ralph S. Mann, International Creative Management.

Third tier: John J. Walters Jr., Harrington, Righter & Parsons; Gene Accas, Leo Burnett Co.; James L. Greenwald, Katz Agency; Michael D. Drexler, Doyle Dane Bernbach; Albert B. Shepard, Media Corp. of America; Jack G. Thayer, NBC Radio division; Dan Rodgers, John F. Murray Advertising Agency; Michael D. Moore, Benton & Bowles; Howard Eaton, Ogilvy & Mather; Edward Bleier, Warner Bros. Television; Don Menchel, MCA Television; Peter J. Spengler, Bristol-Myers; Walter A. Schwartz, Blair Television; Sam Cook Digges, CBS Radio division; James R. Siefert, Peters, Griffin, Woodward; Gerald B. Baldwin, Young & Rubicam; Martin F. Connelly, Petry Television.

Fourth tier: John Cannon, National Academy of Television Arts and Sciences; Lionel Schaen, KNJ-TV Los Angeles (president, Hollywood Radio and Television Society); A.R. Van Cantfort, WSB-TV Atlanta (president, National Association of Television Program Executives); Herman W. Land, Association of Independent Television Stations; Roy Danish, Television Information Office; Miles David, Radio Advertising Bureau; M.S. Kellner, Station Representatives Association; Robert L. Schmidt, National Cable Television Association; Timmi Pierce, NBC (president-elect, American Women in Radio and Television); Rick Devlin, WOR(AM) New York (president, New York Market Radio Broadcasters); Lawrence B. Taishoff, Broadcasting Publications; Roger D. Rice, Television Bureau of Advertising; Albert Warren, Television Digest; Tom E. Paro, Association of Maximum Service Telecasters, and Norman R. Glenn, Decisions Publications.

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Damage to its picture tube is prevented by power-protective circuits. Up front are all adjustments for its 14-inch CRT and inside are modular PC boards for simple servicing and maintenance. A keyed back-porch clamp system keeps the black level constant for maximum picture stability.

There are both pre-set and adjustable controls. Video response is from +1 to -2 dB from 60 Hz to 8 MHz.

It has extremely rigid, sturdy construction and is available in a free-standing cabinet or for standard 19-inch rack mounting. Its built-in degaussing circuit and magnetic shield to fend off external magnetic effects make it possible to move the Ikegami monitor without affecting its picture.

Also available from Ikegami are our Series Eight monitors for broadcast studios. There are four models, 25, 20, 16, and 14 inches. All use in-

tegrated circuits for high stability, long service life,

and very modest appetite for power. Their picture tubes have black matrices for maximum contrast and best color fidelity. A keyed back-porch clamping circuit keeps pictures stable with proper black level. Video response is +1 to -2 dB from 60 Hz to 5 MHz.

You can get an optional remote control for brightness, contrast, and chrome.

We really shouldn't have to give you all the specs. The name Ikegami alone is enough to tell you how good they are. But if you do insist on more, ask Ikegami. Ikegami, the leading manufacturer of ENG cameras, manufacturer of the best in studio cameras, and now the best in monitors, too.



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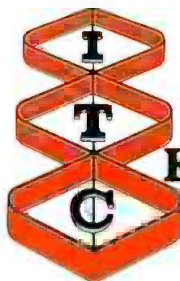
# Successful Season...

## Congratulations and Thank you...

Jim Henson  
David Lazer  
Frank Oz  
Jerry Nelson  
Richard Hunt  
Dave Goelz

...and all the wonderful and talented people in front of and behind the cameras who have made "The Muppet Show" the most honored and popular television program in the world.

Lord Grade, *Chairman of the Board*  
Abe Mandell, *President*



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asked Congress for remedial legislation. But he cautioned against reliance on legislation. "The existence of New Jersey's shield law did not keep Myron Farber out of jail," he said. "And what Congress gives, Congress can take away . . ."

"For myself, I would urge you to look more to yourselves to protect your independence against outside challenges." The power of the broadcast media, which have been "the nemesis of corrupt politicians who wanted to hide their abuse, and the patron of oppressed citizens," he said, can be used to give the public a better understanding of journalists' problems and of the "critical role" journalists play in a democracy.

But, he said, the broadcast media have not dealt with the fundamental issues. So far as he knows, he said, they have given little air time to coverage of the Communications Act rewrite—"even though the rewrite effort raises critical questions concerning the communications industry." Nor, he added, have the broadcast media attempted to explain the free press-fair trial dilemma posed by the Farber proceeding or to explore the ramifications of the *Born Innocent* case.

In short, he said, broadcasting—"our most powerful medium—has shown very little interest in talking about itself, or the function of the First Amendment, a fact which may help explain why pollsters have found that a majority of the American people would not favor the First Amendment if it were put to a vote."

He said commercial interests dominate broadcasters' selection of programs. "The drive for improved Nielsen ratings is well known," he said. And another fact confirming "the overriding concern for profits," he added, is that, "despite the obvious need for political coverage in 1976," the budgets for the three networks' news divisions "amounted only to about 3% of the total annual expenditures of their parent organizations." (The dollar figure was \$218,166,000.) The statistic, he said, indicates the relative importance those organizations—and he was referring to ABC Inc., CBS Inc. and RCA—place on news and information.

He also used the occasion to restate his view that the First Amendment is not the sole possession of journalists. Broadcaster's "commitment to free speech and a free press would enjoy greater credibility," he said, if the industry did not oppose efforts to increase the number of competing sources of news and information—on cable as well as over the air. "As I have stated before," he said, "I am firmly committed to the view that the First Amendment embraces the right of readers, viewers and listeners to access to the widest variety of views and opinions."

If home-grown freedom of the press issues are not enough, Chairman Ferris noted that some are being debated in international arenas. At a UNESCO meeting in Paris next month, the Soviet Union and third world countries will press for a "declaration on the mass media" that U.S. representatives say would place national sovereignty above the principles of free

press. Next year, the United Nations Outer Space Committee will consider a resolution to require broadcasters using direct broadcast satellites to obtain prior consent before transmitting programming to the citizens of another country. And at the World Administrative Radio Conference in Geneva next year, he said, "third world nations are expected to seek a greater share of the spectrum to gain greater control over international communications."

Chairman Ferris suggested that such challenges could be met by programs designed to help developing countries build a strong communications capability and establish sources of news that can compete freely in the same markets as the western news media, and by exposing third world journalists to American press concepts—ideas that have been advanced by American journalists concerned about press policies in third world countries.

It would also help, he suggested, if the public were "educated to the harsh reality that decisions in these little-watched international technical meetings may have profound effects on their ability to know and understand" foreign countries.

---

## Senate OK's its version of funding for public broadcasting

**Differences with House measure, including one of \$20 million, must be ironed out in conference**

The Senate version of the public broadcasting three-year financing bill passed on a voice vote last week as senators handling the legislation staved off restrictive amendments. The bill, essentially unchanged, now goes to conference, where differences between it and House-passed legislation will be worked out.

Those differences, one Senate staffer said, are "mostly in style and degree of approach." For instance, the House put a salary ceiling on public broadcasting executives, the Senate did not; the House authorized \$180 million for CPB in 1981, \$200 million in 1982 and \$220 million in 1983, the Senate, \$180 million, \$200 million and \$200 million; the House included a partial lifting of the ban on editorializing, the Senate emphatically did not; the House encouraged use of review panels to deal with programming, the Senate did not.

Two major votes in the Senate debate concerned amendments from James McClure (R-Idaho) to cut back advance financing authorizations from three years to one and to limit executive salaries.

Senator McClure said the courts have ruled that Congress has an oversight responsibility with respect to public broadcasting, and that there is more assurance of this responsibility of authorizing legislation is required at more frequent intervals than that proposed in the bill. The

Corporation for Public Broadcasting already has two-year authorization; under the Senate bill, it would have five; under the McClure amendment, three.

Communications Subcommittee Chairman Ernest F. Hollings (D-S.C.), sponsor of the bill, said the three-year period was not arbitrarily chosen. He said it was the time needed to obtain information on which to act as congressional overseer, it is a means of insulating public broadcasting against political influence and it is a compromise with CPB, which had asked for five years. He said three-year advance authorization gives stability to public broadcasting and the over-all five-year authorization is a "guarantee" of political independence.

The vote was 63-20 opposing the amendment.

The other McClure amendment would limit executive salaries to \$66,000, the current salaries of cabinet members. "I do not believe it is an unreasonable restriction," the senator said. "And I see no good reason why an executive at the CPB, the Public Broadcasting Service or National Public Radio should receive a higher salary than a cabinet secretary." Public broadcasting is not in competition with the profitable commercial networks, he said, and its executives should not be compensated at comparable levels.

Senator Hollings said CPB is a private entity without political influence, "and let us try to treat it as such. If we start legislating salary limitations we treat it as a governmental entity. That would be my real objection . . ." He said network executives make upwards of \$300,000 annually (much higher with stock options), so public broadcasting salaries (the new CPB president will make \$70,000) are hardly comparable. Speaking of Robben Fleming, the new CPB president, Senator Hollings said as president of the University of Michigan and a paid member of the boards of directors of two companies (both of which by law he has to resign to become CPB president), Mr. Fleming will take a substantial cut in pay to come into public broadcasting.

That amendment lost by a 48-33 vote.

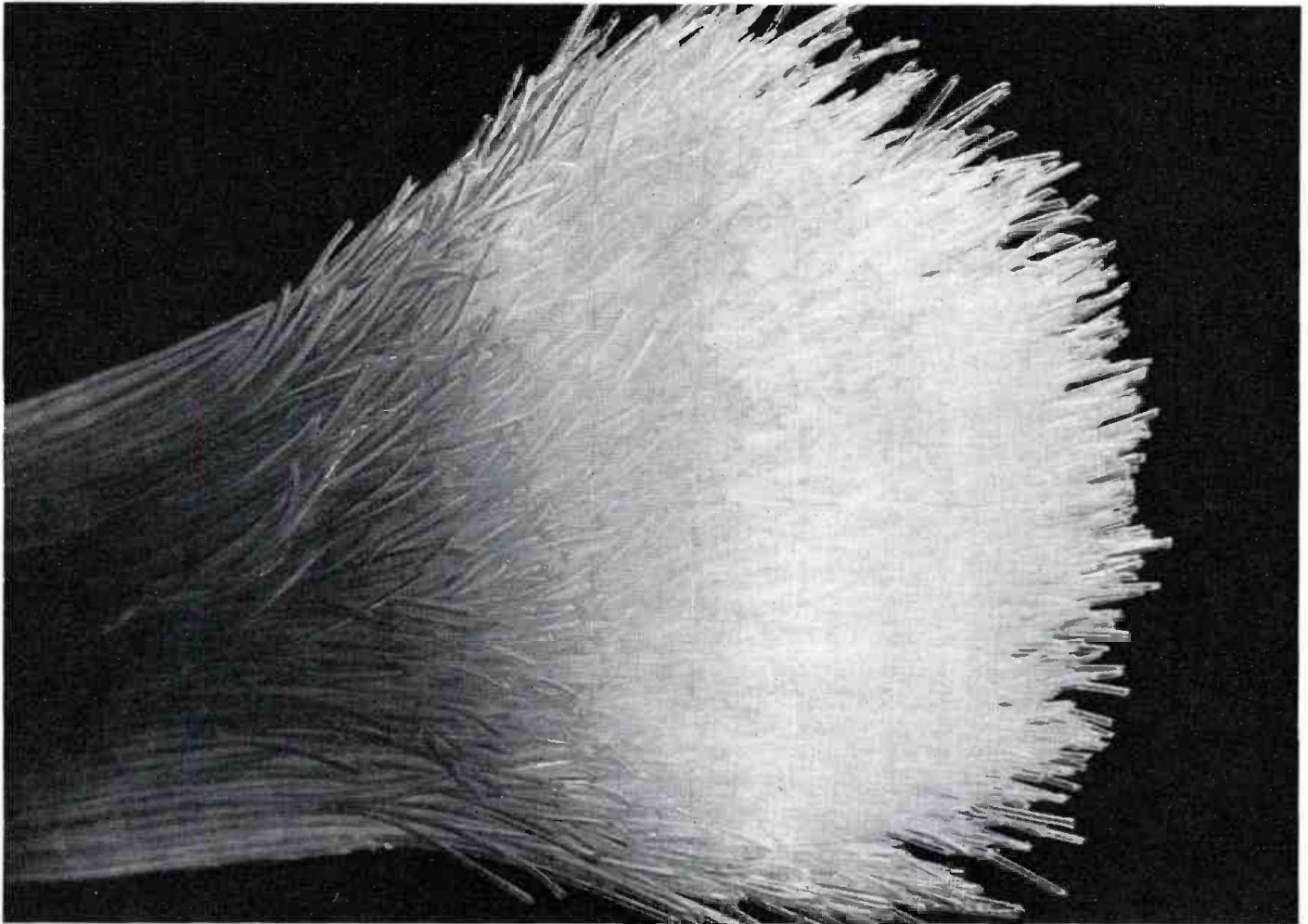
Two other senators put forth amendments, then withdrew them after they had their say. William Proxmire (D-Wis.) used the occasion to condemn the fairness doctrine and to suggest that Congress lift it and the equal time requirements as applied to radio broadcasting. There is no question that there is "no freedom of the press for radio and television," he said. "They are censored; they are licensed; they are subject to not only oversight by the FCC but also to the denial of their license if they do not comply with the federal regulations. There is no question that this is a censorship."

Restrictions like the fairness doctrine are self-defeating, he said. They promote "sameness, blandness, timidity and conformity. The American people are the losers."

Senator Barry Goldwater (R-Ariz.) offered an amendment which said any program provided to public television by the



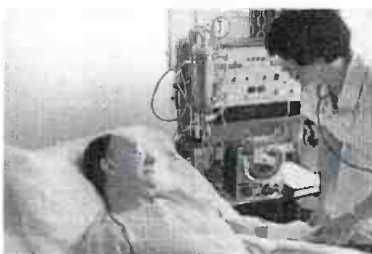
# For thousands of Americans with kidney disease, these are the threads of life.



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federal government must also be provided to commercial television. He then lashed out at the Carter administration for "breaking new ground in its attempts to acquire a favorable media image. White House staffers are even trying to manage the news. This administration has moved menacingly first into public broadcasting and more recently into the commercial area."

He was speaking of a series of public television broadcasts of concerts at the White House and the offering by the White House of "cabinet members for interviews by local television stations at the taxpayer's expense."

Defending the fairness doctrine, Senator Hollings said, "We the people have the First Amendment. The Constitution is for we the people of the United States, not we the 10,000 licensees." Actually, he said, "if you want to get technical here, there are only 933 in public radio broadcasting. He is talking, if you please, in his amendment . . . for 933 Americans as compared to the almost 220 million that I speak for, the people in general."

Responding to Senator Goldwater, Senator Hollings said the Senate should be more "cautious" before it convicts the administration. He said a former White House "PR" man bragged this was his bill, but "it is our bill from the Commerce Committee. In fact, we did the principal draftsmanship on it even before the House did."

## Changing Hands

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

### Proposed

■ **KQIZ-AM-FM Amarillo, Tex.:** Sold by Tascosa Broadcasting Inc. to Wiskes/Abaris Communications for \$1,950,235 plus \$377,000 consulting agreement. Sellers, Keith Adams and James D. Shelton, have no other broadcast interests. Buyer is owned principally by John Higgins and Don J. Wiskes, who also own KIXY-AM-FM San Angelo, Tex. Mr. Higgins is president of Abaris Inc., Chicago real estate development company, and Mr. Wiskes owns D. J. Wiskes & Associates, Chicago, financial consultancy and real estate development firm. KQIZ is 500 w daytimer on 1360 khz. KQIZ-FM is on 93.1 mhz with 71 kw and antenna 160 feet above average terrain. Broker: Dan Hayslett & Associates.

■ **WAME(AM) Charlotte, N.C.:** Sold by Mission Broadcasting Co. to Swaggart Broadcasting Co. for \$1.2 million. Jack Roth is president of seller, which also owns KERE(AM) Denver, WWOK(AM)-WIGL(FM) Miami and KONO(AM)-KITV(FM) San Antonio, Tex. The Rev. Jimmy Lee

Swaggart is president of Swaggart Broadcasting, division of The Jimmy Swaggart Evangelistic Association, which also owns WLUX(AM) Baton Rouge; KJIL(FM) Bethany, Okla.; KWJS(FM) Arlington, Tex.; WHYM(AM) Pensacola, Fla., and WJYM(AM) Bowling Green, Ohio. In addition, Swaggart Broadcasting is buying, subject to FCC approval, KWKI(FM) Kansas City, Mo. (BROADCASTING, Sept. 18). WAME operates full time on 1480 khz with 5 kw. Broker: Blackburn & Co.

■ **WAEO-TV Rhinelander, Wis.:** Sold by Northland TV to Seaway Communications for nearly \$1 million (see this page).

■ **KsPO(AM) Spokane, Wash.:** Sold by Radio Spokane Inc. to California Newspapers Inc. for \$350,000. Seller is owned by Richard B. Wheeler, who has no other broadcast interests. Buyer, publisher of San Rafael, Calif., *Independent Journal* and applicant for new TV at Santa Rosa, Calif., is owned by Justus John Craemer (40%), Wishard A. Brown (31%), Barbara B. Leibert (19%) and Norwin S. Yoffie (10%). Messrs. Craemer and Brown are part owners of, and Mr. Yoffie officer of, KTIM-AM-FM San Rafael. Ms. Leibert owns real estate investment firm. KsPO is on 1230 khz with 1 kw daytime and 250 w night. Brokers: Hogan-Feldmann Inc. and William A. Exline Inc.

## All-black group may get UHF at fire-sale price

**Minority-owned Seaway signs to buy WAEO-TV Rhinelander for price under \$1 million; station now in hearing at the FCC; principals hope for approval under commission 'distress' policy**

WAEO-TV (ch. 12) Rhinelander, Wis., may become the first television station to change hands under the FCC's new "distress sale" policy that is part of the commission's effort to promote broadcast ownership by minorities. If so, it would also be the first network-affiliated VHF station to be 100% minority owned.

Seaway Communications Inc., a Chicago-based company owned by black business and professional people, last week announced it had signed a contract to purchase the station from Northland Television Inc., which is principally owned by former U.S. Representative Alvin E. O'Konski. The sale price was put at close to \$1 million.

The commission in June designated



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9/25/78

WAEQ-TV's renewal application for hearing on issues involving alleged logging violations, fraudulent billing and misrepresentations to the commission.

And in August, the commission denied Northland's request for special relief to renew the license and approve the transfer of the station to Northwoods Television Inc. The proposed sale price was about \$1 million, which Northland said would not have provided it with a profit.

Under its distress sale policy, the commission says it will authorize the sale to minority groups of stations whose license renewal applications have been designated for hearing, if the hearing has not yet been held and the price is less than the market value.

Thus far, only one other application has been filed under the policy. It involves the proposed \$1 million sale of Bartell Broadcasting of Florida's WMJX(FM) Miami to Wave Communications, a subsidiary of Broadcast Enterprises Network Inc., which is 90% black owned. (Broadcast Enterprises also has applied for purchase of Gannett Co.'s WHEC-TV Rochester, N.Y. [BROADCASTING, Aug. 28]). The administrative law judge in the case has already issued an adverse initial decision, so the sale would not appear to come within the policy. However, Commissioner Tyrone Brown has called for a clarification of the policy as it affects stations presently in hearing, and the commission staff is understood to be preparing an item on the issue.

Seaway, which has 34 stockholders and is headed by Jasper F. Williams, founder and chairman, and John W. Swain, president.

Dr. Williams, a 60-year-old obstetrician-gynecologist, is president and founder of the Williams Clinic in Chicago, a former president of the National Medical Association, and founder and member of the executive committee of the Seaway National Bank of Chicago. Mr. Swain, 41, is president and chief executive officer of Swain Drugs of Chicago.

Officials of Seaway Communications said it was formed last year to buy and operate network-affiliated VHF stations. They say it has the resources to make acquisitions beyond WAEQ-TV.



**All-minority TV deal.** Sales agreement that would make WAEQ-TV Rhinelander, Wis., the first VHF station to be owned entirely by a minority group was signed last week. L to r: Benjamin Duster, a board member of Seaway Communications; Jasper F. Williams, founder and board chairman of Seaway; Alvin O'Konski, a former congressman who heads the selling licensee, Northland Television, and John Swain, president of Seaway.

## FCC says it's declaring war on paperwork

**Commissioner Brown heads unit assigned to carry out Carter's program of making life easier for regulated, cheaper for taxpayer**

The FCC has established an agency-wide task force to review all commission regulations and paperwork requirements and determine whether they are meeting their stated purposes. Chairman Charles D. Ferris has named Commissioner Tyrone Brown to direct the new unit's work.

Chairman Ferris announced the creation of the project in a letter to President Carter describing the steps the commission has taken to meet the goals of the executive order on improving government regulations that the President issued earlier this year.

Chairman Ferris said that various bureaus are now reviewing regulations with a view to eliminating or clarifying them, or have already completed such a project. In the months ahead, he said, the commission will continue the review in radio operator licensing and the radio-television commercial logging rules.

The review, he added, will be coordinated by a task force that will be headed by Commissioner Brown and that will "examine every FCC rule and every FCC paperwork requirement on a bureau-by-bureau basis." The task force, he added, will recommend changes and will report to the commission.

The executive order to which Chairman Ferris was responding required executive branch agencies, such as cabinet-level departments, to implement various reforms. The independent regulatory agencies, including the FCC, were asked to consider the executive order as voluntary guidelines for their own purposes.

The other new approaches adopted by the commission include:

- The creation of a semiannual agenda for significant rulemaking proceedings. The agenda is designed to permit "more rational regulatory planning and allow

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greater public involvement in agency rulemaking proceedings."

■ Periodic meetings of senior staff members to discuss and coordinate upcoming significant rulemakings. Chairman Ferris now meets regularly with bureau and office chiefs. He may ask staff members considering a specific matter to prepare for the group a memorandum outlining the problem, listing possible alternative approaches, and suggesting a tentative schedule for completion.

■ Where possible, the preparation of regulatory analysis in advance of proposed rulemakings that could have major economic effects. The chairman noted that the commission has begun an effort to upgrade the status of economic analysis at the commission and to increase the number of economists there.

■ Additional efforts to encourage public participation in the agency's rulemakings. The chairman noted that the commission now publishes reports designed to alert members of the public to pending rulemaking proceedings.

## Forum appeals FCC's ruling in WPIX case

Forum Communications Inc. says that the FCC denied it a fair hearing in rejecting its application for channel 11 New York City and granting WPIX Inc.'s renewal. Forum

says the commission failed to consider "a substantial body of evidence of records and precedents" and that it permitted "bias" in favor of WPIX and against Forum "to permeate its deliberations."

Forum made the charge last week in appealing the commission's 4-to-3 decision in the case, already nine years old, to the U.S. Court of Appeals in Washington.

Forum, quoting liberally from the joint dissenting opinion of Chairman Charles D. Ferris and Commissioners Joseph Fogarty and Tyrone Brown, cited the commission's dismissal of news misrepresentation charges against WPIX as being of no consequences as one example of alleged failure to consider "important evidence of record."

It also said the majority—Commissioners Robert E. Lee, James H. Quello, Abbott Washburn and Margita White—"exaggerated" the past broadcast record favorable to WPIX and ignored contrary evidence, and diminished Forum's "clear superiority" under the diversification of ownership of media criterion by relying on considerations the commission had previously rejected.

The commission's interjection, "without notice to Forum and contrary to commission policy," of a question as to Forum's ability to carry out its program proposals, and then deciding the question against Forum "without adequate record evidence," was another ground for seeking reversal of the commission's decision.

The alleged bias stemmed from the separate statements of Commissioners Quello and Washburn. Mr. Quello, Forum noted, said WPIX should not have been required to have its record tested, added he was "appalled" by the proceeding, and likened Forum to a "predator." Commissioner Washburn, in his statement, referred to WPIX as one of the top two or three independent stations in the nation and spoke positively of the role of its president, Leavitt Pope, as chairman of the Association of Independent Television Stations. None of those matters, Forum noted, "came from the record."

Forum said the majority did not even "profess to neutrality." The decision was, as the dissenting commissioners said, Forum added, "the result of a 'stacked deck.'"

## WMUR-TV must open books

An FCC staff action granting Teleprompter Corp. access to the 1975-77 annual financial reports of WMUR-TV Manchester, N.H., has been upheld by FCC.

Teleprompter requested the information after WMUR-TV petitioned the commission, seeking continued network program non-duplication protection against significantly viewed signals carried by Teleprompter and other cable television systems. WMUR-TV had agreed to disclose only "bottom line" data, but the commission staff held that complete disclosure was required.

The commission, in unanimously re-

jecting WMUR-TV's appeal, noted that although financial reports are confidential and generally exempt from the Freedom of Information Act, the public interest requires disclosure when a party submitting a report places its financial condition in issue. And WMUR-TV, the commission said, had done that. Accordingly, it added, WMUR-TV is not free to pick and choose among the data it will make available.

## CBS Radio affiliates head for Phoenix

**Every-other-year convention is network's 21st; Jankowski, Van Deerlin, Estes are headliners**

More than 400 broadcasters are expected to converge on Phoenix this week for the 21st convention of CBS Radio Network affiliates, Sept. 26-29. Addressing the group at the Arizona Biltmore will be an array of CBS executives including keynoter Gene F. Jankowski, president of the CBS/Broadcast Group. But the focus won't be exclusively on CBS Radio matters. Among the featured speakers at the biennial convention will be House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) and Elliott (Pete) Estes, president of General Motors.

Others scheduled to be on the dais include Sam Cook Digges, president of the CBS Radio Division; Richard S. Salant, president, CBS News; Bill Small, vice president, CBS Washington, and CBS News correspondent Dan Rather. Panel discussions will include Commissioner of Baseball Bowie Kuhn; National Football League Commissioner Pete Rozelle; Bill Leonard, executive vice president, CBS News, and CBS News Vice Presidents Burton Benjamin, Emerson Stone and Sylvia Westerman.

Wednesday morning is set for the "CBS Network Report," led by Richard M. Brescia, vice president, CBS Radio Division and general manager of the CBS Radio Network (see "Profile," page 89). Mr. Brescia's talk will be on network plans to help affiliates gain more listeners and advertising dollars. Joining Mr. Brescia for reports and advice on specific fronts will be CBS Radio's Tom Dawson, vice president, division services; Sherril Taylor, vice president, affiliate relations; Jim Joyella, vice president and general sales manager; Norm Ginsburg, director, information services; Larry Ostrow, director, retail marketing, and Scott Schanzenbach, director, marketing services. Affiliates also will participate in the presentations.

Among other activities at the convention will be a closed meeting of affiliates, the awarding of "Golden Mikes" and entertainment headlined by Ella Fitzgerald. Serving as convention chairman is Bill Lester, vice president and station manager, KOOL-AM-FM Phoenix. Chairman of the affiliates association is Gene Ellerman, vice president and general manager, WWAM(AM)-WKJF(FM) Cadillac, Mich.

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As Allstate sees it... One of a series

# Highway Safety: the crucial days ahead

Our country's best chance to save lives on the highway now faces its severest test, as state and local officials seek funds to set up their state highway safety programs as required in the National Highway Safety Act of 1966. Your support is needed now!

The Highway Safety Act offers the people of the United States a realistic, workable blueprint for cutting our maddening highway death toll. It provides new federal safety funds at partnership with state and local resources of all 50 states in a comprehensive attack on the traffic disaster. But because not the program, the Act is still just a blueprint. Here are some of the reasons:



**Section 402: the "meat" in the Act**  
This section requires that each state have a highway safety program approved by the Secretary of Transportation, and it covers such areas as highway construction standards developed by the Secretary, the Department of Transportation and local bodies, other federal departments and agencies, as well as other public and private organizations. In late June, these standards—13 in all—were approved by Congress.

**Fine... so what's the problem?**  
No one in this land is against traffic safety... or any legitimate attempt to cut our highway death and injury toll. The trouble is that a massive scale of the states covered by these standards (listed at right) is driver licensing including re-examination, disqualification rules, seating traffic laws and signs, vehicle safety, inspection, traffic courts to train, driver education. Most of these require money ranging from millions to billions in the states and over-entire time.

**States are high for the insurance industry**  
No other industry has a larger stake in the Highway Safety Act than the insurance industry. Frequenty reduction... a safety reduction... these important problems we have fought for years cannot be separated from the traffic disaster we've been fighting. All of us already are paying for such a price for safety without getting it. Nine billion dollars was the estimated cost of such crashes in 1966... \$30 billion in 1968.

**Needed: a concerted effort—now**  
A lot of dedicated people, from every walk of life, must join to put their efforts, talent, and resources to make the Safety Act work. Leaders in Congress, state and local officials, and the insurance industry, who must provide additional funds and support are state and local safety officials, who are the best for, and recognize the value to the law, need support now.

The one and a quarter million of us in the insurance industry can do much to provide the needed support, a practical way, in company, and as individual insurance people and drivers. Many more won't do the job, but together we can, in every state and community.



Large group of people... making it much more... traffic... help to cut the toll on lives.

- State highway safety program standards announced by National Highway Safety Bureau cover these 13 areas:
1. Periodic motor vehicle inspection
  2. Motor vehicle registration
  3. Motorist safety
  4. Driver education
  5. Driver licensing
  6. Traffic signs and laws
  7. Traffic courts
  8. Alcohol or refusal to highway safety
  9. Identification and investigation of driver license
  10. Traffic records
  11. Insurance medical services
  12. Highway design, construction, and maintenance
  13. Traffic control devices

"National Highway Safety Standards... available in pamphlet form... send now for FREE COPIES"



1966... National Highway Safety Act campaign

So far, so good. Money, sweat, and science saved them from measles, polio, and smallpox. Now as young drivers they face the deadliest threat of all: auto accidents. High school Driver Education courses, properly conducted and taken by all future young drivers, can cut teen-age accidents by millions over the next few years. So support them. We do.



**Allstate**

We support Driver Education with all our heart. Since 1952, Allstate has helped pay for the training of 12,000 teachers who've already taught 213 million students to drive.

We've helped develop special equipment just for these courses. And 15 years ago, leading up our backs, Allstate pioneered insurance discounts for Driver Education.

If your high school offers Driver Education, make sure your youngster takes the course. If your high school does not give Driver Education, write to Safety Director, Allstate Insurance Company, Box 267, Northbrook, IL 60062, for a free kit called "You Can Help Cut Teen-Age Auto Accidents."

1967... Driver Education campaign

**One of the next 50 drivers coming your way is drunk.**

But which one?

Help stop the traffic slaughter.

**Allstate**

1970... Drunk Driver campaign

**When they change the bumper, we cut collision insurance rates 20%.**

What the automobile needs is a bumper that can take a bump. Today's bumpers can't. They don't absorb the jolt of a crash. They just push it up back to the grille, the hood, and the body. A bumper that will take even a 100 mph crash could save American drivers up to \$1,000 a year.

There are such bumpers, but they've been tested and they work. They're crumpling—but when?

To encourage the auto makers to get a better bumper, Allstate is offering to give a 20% discount on collision insurance for any car the manufacturer certifies, through independent tests, can take a five-mile-an-hour crash into a new barrier (front and rear) without sustaining damage.

If you want better bumpers, fill in the coupon. We will make your wishes known—where it counts.

**Allstate**

Let's make driving a good thing again.

1971... Better Bumper campaign

**If air bags will save over 10,000 lives and hundreds of thousands of serious injuries a year, what is this country waiting for?**

Are we waiting to see if air bags will save lives? ... Are we waiting because of cost? ... Are we waiting for more people to die and be disabled?

**Allstate**

Working to hold your insurance costs down... and that's a promise.

1977... Passive Restraint campaign

# A history of working to hold insurance costs down.

For many years, Allstate has been fighting the skyrocketing human and mechanical costs of driving. To make cars safer. To reduce deaths and injuries. To get drunks off the road. To cut auto theft.

To lower crash costs. Solving these problems can save lives, untold human suffering, and billions of dollars in material damage. It's also the one sure way we know to hold down the cost of insurance.



Working to hold your insurance costs down. Allstate Insurance Co., Northbrook, IL

## Court orders another FCC look at L.A. discrimination cases

**Remanded are renewal protests by women's group against KNXT, KTTV, KCOP for closer scrutiny in light of KONO ruling**

The U.S. Court of Appeals in Washington has remanded to the FCC three license renewal cases in which a Los Angeles women's group charged discrimination against women in station employment practices.

The court, in a 2-to-1 decision, said that in light of a decision by the full nine-judge circuit in an EEO case last May, the commission should seek additional information regarding the stations' equal-employment policies.

The stations involved are KNXT(TV), KTTV(TV) and KCOP(TV), all Los Angeles. The Los Angeles Women's Coalition for Better Broadcasting had petitioned the commission to deny the stations' 1974-77 license applications because of what it said was substantial underemployment of women in their workforces.

The commission rejected the petitions, saying they did not raise material questions requiring a hearing. But the court majority—Judges J. Skelly Wright and Spottswood Robinson III—in an unsigned opinion, held that the percentages of women employed at all three stations were “substantially less than the percentage of women” in the area work force. The majority also said that, with respect to KTTV and KCOP, the percentages of women in the upper four job categories most closely related to each station's actual operations and programming are less than 15% of the percentage of women in the local work force.

The majority noted that in the decision in May, in which the action renewing the license of KONO(AM) San Antonio, Tex., was remanded to the commission, the court held that evidence of “substantial statistical disparity . . . should at least put the FCC on notice that more information is required before the license renewal ap-

plication can be granted.”

That decision was handed down after the commission acted in the Los Angeles cases. The majority said that since it believes the commission should have the opportunity to apply the principles “announced and clarified” in the KONO case, it was remanding the records for reconsideration in light of the KONO decision.

The dissenting judge, George E. MacKinnon, read the statistics differently. He said that, unlike the KONO record, the commission found the employment of women by the three stations to be “within the zone of reasonableness.”

On the figures presented, Judge MacKinnon added, the “principles established in the KONO case” suggest that the renewals should be “summarily affirmed rather than remanded.”

## Cold feet in Hot Springs over 1st Amendment rights of radio-TV

**Newsmen, lawyers, judges and regulators head for the hills of Virginia to kick around the idea that broadcasting is shackled in pursuing journalistic function**

Some 60 members of the Federal Communications Bar Association retreated to the elegant surroundings of The Homestead resort at Hot Springs, Va., to attend—when they weren't playing golf or tennis—a two-day seminar on “The Broadcast Media and the Law.” If the subject was not new, the format of the seminar, held Sept. 15-16, was. And it helped to demonstrate the unremarkable fact that broadcasters are less likely to be adventurous in pursuit of a story than their colleagues in print.

Some 30 participants—broadcast and print journalists, judges and communications lawyers, FCC commissioners and staff members, station managers and owners—sat around a horsehoe-shaped table, discussing hypothetical cases under the leadership of two law school professors who posed questions that challenged

**For KNXT, it's insult added to a CBS tennis injury**

The court's remand marks the second time in a month that KNXT, a CBS-owned-and-operated station, has been involved in renewal problems. In August, the commission issued the station a one-year renewal, to August 1979, by way of imposing a sanction on CBS for promoting the *Heavyweight Championship of Tennis* matches as “winner take all,” which they were not.

Commission officials last week said the court's action—which dealt with the 1974-77 license the commission granted KNXT—does not affect the short-term renewal. They pointed out that the 1974 renewal still stands, that the action was remanded for review, not reversed.

assumptions and forced participants to defend views in terms of real-life situations. It was the Socratic method, as applied by Benno C. Schmidt Jr., of Columbia, on Friday, Sept. 15, and Arthur R. Miller, of Yale, on Saturday, with a trial attorney's—or actor's—flare.

The format, according to Fred Friendly of the Ford Foundation, which developed and co-sponsored the seminar with the FCBA; is designed to raise consciousness—“to make people understand the other persons's role.” The seminar may have accomplished that purpose, but the result was not always positive.

One veteran television news producer, who had seemed to fear nothing but his own conscience, said at the end of the second session that the experience had had a “chilling” effect on him. He had heard too much, apparently, about whether the FCC could or should second-guess broadcast journalists, and about broadcasters' concern with their licenses being put in jeopardy as the result of what might be perceived as irresponsible reporting.

Some other producers and correspondents had indicated that the FCC is not foremost in their minds when they work on a story, even if getting the story were to involve breaking the law. “I'm concerned about the mechanics, about lugging cameras,” said one network producer. (One of the ground rules imposed by the Ford Foundation in connection with the seminar was that, in the interest of promoting a frank discussion, remarks were not to be attributed by name.) “The FCC comes in later. I don't worry about the FCC.”

But some broadcast journalists feel they are not in quite the same business as their colleagues in print. And some news and station executives said they would authorize reporters to break the law if a story were sufficiently important and there was no other way to proceed. “The chilling effect is there,” said one TV news bureau manager. (It was Cox Broadcasting's

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Washington bureau chief, Tom Frawley, who made an affirmative request that he be identified in connection with any of his quoted remarks.) "It's in the newsroom. Anyone who says it isn't, isn't in the real world. The Supreme Court has ruled we have a limited First Amendment right."

And a station manager certainly worries. "The FCC is Big Brother," said one. "It does look at us every three years."

It wasn't that broadcasters were not encouraged to do more. There was, for instance, the comment of an appeals court judge in discussing the possible reaction of a court reviewing a comparative renewal case, in which the broadcaster had been accused of breaking the law to obtain information for a story. (Specifically at issue in the hypothetical case was a report that the former head of the Federal Bureau of Investigation had been a patient in a mental hospital while running the FBI).

"The court would understand the responsibilities of the journalist," he said. "It would be sympathetic to the desire to get information the journalist felt significant to an important story."

The judge went even further to suggest "civil disobedience"—the willingness to run the risks of breaking the law in the interest of a cause considered worthy. He noted that the "young people" who practiced civil disobedience to protest racial discrimination and the Vietnam war put their lives on the line; broadcasters would be risking their fortunes and licenses.

The remarks were ringingly endorsed by a former network correspondent who recalled that during the Nixon era institutions of government were found to have been corrupted. "We found we had to publish and be damned . . . If you believe the head [or former head] of the FBI has been corrupted [another hypotheses] your duty to the public transcends regulation and law. And if you have any guts left, you have to take your chances."

Other panelists took what might be considered a less romantic view.

A different appeals court judge, from another circuit, said, "The court can't

condone law violations." He recalled the uproar that greeted reports of law violations by the Central Intelligence Agency. And earlier, he had said the "electronic media have traded" the kind of First Amendment protection enjoyed by print for protection against others using their frequency. "The trade-off is that they'll operate responsibly."

Nor did most of the FCC officials on the panels indicate they would be sympathetic. One seemed to suggest that the commission would leave to the courts the resolution of allegations of law violations by broadcasters. But two others, plus members of the staff, said that if such matters were raised in a renewal hearing, the commission would be obliged to consider them. (There was general agreement that the commission would not tolerate deliberate deception of the public).

One of the commissioners indicated he would apply a strict standard. "Why is the press in seeking out a story above the law, while we force a President out of office [for allegedly violating the law]?" he asked. "You take the consequences when you do it."

Indeed, the seminar seemed to provide grounds for belief that the commission would second-guess a broadcast journalist even if a violation of law were not involved. Some staffers said the commission would not, but a commissioner said the "public trustee concept" gives the commission the necessary authority and that some of his colleagues, at least, might exercise it.

And the sheer power television is regarded as possessing was seen as a factor in the reluctance of government, and possibly the public, to give up that second-guessing right. An appeals court judge, discussing the hypothetical broadcast of a security plan that would demonstrate how a nuclear power plant could be sabotaged, said, "I agree it's the job of news to publish information, but there's a limit on that . . . If security were breached, there would be consequences."

Then he said, "television's problem is

not only in terms of what the statute says," but in the public reaction that will lead to changes in the statute, "and not only in what seven commissioners feel [today] but in what commissioners in the future might do. Power or influence imposes obligations. The power of television journalism is of a different volume than print or film, and imposes obligations."

Not only did the broadcast journalists find themselves reminded of the constraints under which they operate and their competitors in the print media do not, they also took some abuse from a newspaper reporter. Print reporters "absolutely" are different from those in television, he said. "We're not actors; we're reporters. Newspapers don't have to make news. This is not a documentary"—the discussion was of a hypothetical network documentary focusing on safety problems in nuclear power plants. "This has been packaged in a theatrical way to make a point. It's not journalism."

But the next day, Professor Miller equalized things. The print reporter was asked about a hypothetical tape recording that appeared to prove the former FBI chief had been a mental patient and had been corrupt. The story, the reporter said, was "a blockbuster." "Blockbuster?" Arthur Miller said, in mock surprise. "Yesterday you weren't in show business."

It was probably Professor Schmidt who, though he ran the first of the two sessions, offered a summation for the entire seminar. He noted that the regulation of broadcasting appears to be resting increasingly on its "social power" and on the "greater responsibility to the public" broadcasters are expected to shoulder because "they are public trustees," and not on the spectrum-scarcity argument. There is, he added, a willingness to accept some second-guessing of broadcasters by the commission, and of the commission by the courts. "We're moving beyond scarcity into other areas . . . If so, the big problem is in limiting the amorphous ground for regulation."



**Changing of the guard.** Bill Small's taking over the Washington vice presidency of CBS Inc., was celebrated with an elaborate reception last Tuesday (Sept. 19) in that city's Corcoran gallery. The hosts were CBS Chairman William S. Paley and President John D. Backe; the guests ranged across capital media and government officialdom, from Senator Edward Kennedy (D-Mass.) to Gerald Rafshoon, the President's media adviser. **At left.** Mr. Small and his wife, Gish, greet Representative John

B. Anderson (R-Ill.). **Center.** Mr. Paley and Kay Graham, chairman of the *Washington Post Co.* **Right.** Mr. Backe and his wife, Kate, with Energy Secretary James Schlesinger. Mr. Small, who had been senior vice president of CBS News, succeeded to the Washington lobbying position when his predecessor, Bill Leonard, was named executive vice president and president-designate of CBS News (BROADCASTING, July 17). Some 350 Washington guests, plus CBS executives, attended the event.



# One-timer and old-timer take home most Emmys

**'Holocaust', 'All in the Family' win most program awards; CBS wins highest network total in prime-time presentations**

*Holocaust* and CBS's *All in the Family* came up the big winners with six trophies each in the 30th annual Emmy awards for programs and individual achievements, presented by the Academy of Television Crafts and sciences during a CBS-TV prime-time special Sept. 17.

Of the commercial networks, CBS received the most awards, 16, followed by NBC-TV with 13 and ABC-TV with eight. The Public Broadcasting System won four awards, while *The Muppet Show* was the only syndicated program honored. Technical and creative arts Emmys, in which NBC took 11, ABC 11, CBS eight and PBS three (see page 59).

The academy also presented its first annual Governor's Award to CBS Chairman William S. Paley for his "corporate and creative broadcasting leadership spanning more than 50 years." Mr. Paley accepted the award in person.

Not counting the half-hour interruption for President Carter's Mideast peace announcement—during which the academy's audience watched their pre-emptor on a large-screen monitor in the auditorium—the televised award ceremony lasted three and a half hours, an hour longer than planned. That was about the same length and overage as in last year's awards, according to Hank Rieger, president of the academy and an NBC vice president of corporate affairs. The actual air time, counting the interruption, was 8:30 p.m.-12:30 a.m. NYT.

During the presentations, producer Norman Lear took the occasion to complain that the other networks had scheduled heavyweight competition against the telecast—a three-hour premiere of *Battlestar Galactica* on ABC and the remake of "King Kong" on NBC. Mr. Lear felt such scheduling was inappropriate since, in his view, the Emmys are meant to be an opportunity for the entire industry to honor its best work. He compared the other networks' programing to "Dracula biting his own neck."

Mr. Rieger said the academy didn't like the situation either, but that he realized the networks "have no choice." He explained that the academy's contract with the networks, which rotate coverage of the ceremony, calls for an early September air date with the idea that the award provide a kick-off to the fall season. A specific date is proposed by the covering network and approved by the academy, Mr. Rieger said, and the academy hopes to negotiate with

the networks to schedule future telecasts in a less competitive environment, if possible.

A listing of individual and program awards follows:

Programs

- All In The Family (CBS)** □ For comedy series.
- American Ballet Theater**, "Giselle" Live from Lincoln Center" (PBS) □ For a classical program in the performing arts.
- The Body Human (CBS)** □ For an information series.
- The Gathering (ABC)** □ For a drama or comedy special.
- The Great Whales: National Geographic (PBS)** □ For an information special.

**Halloween Is Grinch Night (ABC)** □ For a children's special.

**Holocaust (NBC)** □ For a limited series.

**Bette Midler—Ole Red Hair Is Back (NBC)** □ For a special comedy/variety or music.

**The Muppet Show (Syndicated)** □ For a comedy-variety or music series.

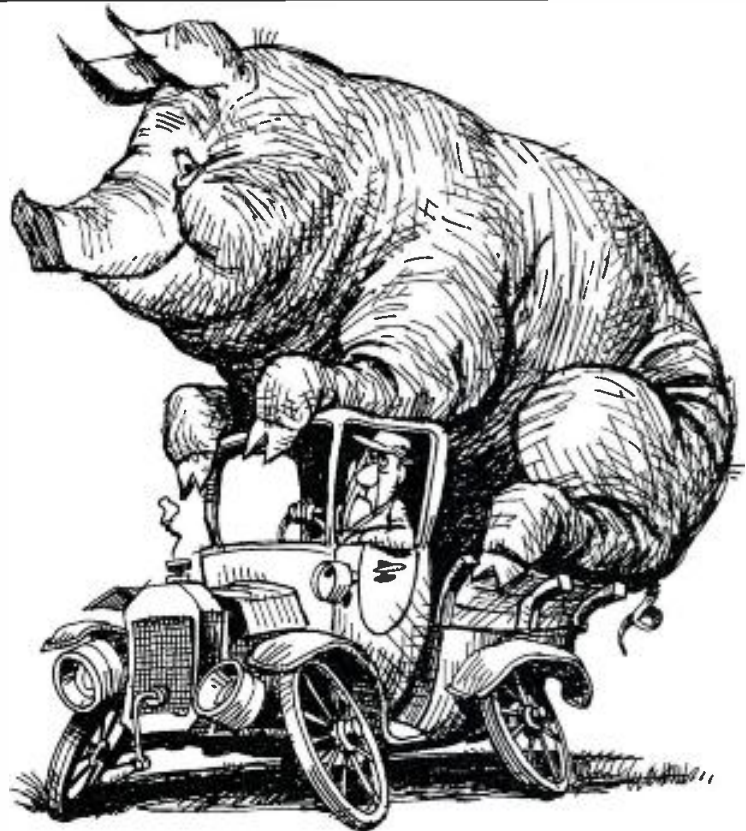
**The Rockford Files (NBC)** □ For a drama series.

**The Tonight Show Starring Johnny Carson (NBC)** □ Special classification of outstanding program achievement.

Writing

**Harve Brostan, Barry Harman, Bob Schiller and Bob Weiskopf** □ For a comedy series (*All In The Family*, CBS).

**Roger Beatty, Dick Clair, Tim Conway, Rick**



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**Hawkins, Robert Illes, Jenna McMahon, Gene Perret, Bill Richmond, Liz Sage, Larry Siegel, Franelle Silver, Ed Simmons, James Stein** □ For writing in a comedy-variety or music series (*Carol Burnett Show* CBS).

**Gerald Green** □ For writing in a drama series (*Holocaust*, NBC).

**George Rubino** □ For writing in a special program, drama or comedy—original teleplay (*The Last Tenant*, ABC).

**Caryl Ledner** □ For writing in a special program, drama or comedy-adaptation (*Mary White*, ABC).

**Chevy Chase, Tom Davis, Al Franken, Charles Grodin, Lorne Michaels, Paul Simon, Lily Tomlin, Alan Zweibel** □ For writing in a comedy-variety or music special (*The Paul Simon Special*, NBC).

Other

**Paul Bogart** □ For directing in a comedy series (*All In The Family*, "Edith's 50th Birthday," CBS).

**Marvin J. Chomsky** □ For directing in a drama series (*Holocaust*, entire series, NBC).

**Dwight Hemion** □ For directing in a comedy-variety

or music special (*The Sentry Collection Presents Ben Vereen—His Roots*, ABC).

**William S. Paley, CBS chairman** □ First annual ATAS Governor's Award.

**Dave Powers** □ For directing in a comedy-variety or music series (*The Carol Burnett Show*, with Steve Martin, Betty White, CBS).

**David Lowell Rich** □ For directing in a special program-drama or comedy (*The Defection of Simas Kudirka*, CBS).

Acting

**Edward Asner** □ For lead actor in drama series (*Lou Grant*, CBS).

**Fred Astaire** □ For lead actor in drama or comedy special (*A Family Upside Down*, NBC).

**Blanche Baker** □ For a supporting actress in a single performance in a comedy or drama series (*Holocaust*, part one, NBC).

**Tim Conway** □ For continuing or single performance by a supporting actor in variety or music (*Carol Burnett Show*, CBS).

**Howard Da Silva** □ For supporting actor in comedy

or drama special (*Verna: USO Girl Great Performances*, PBS).

**Barnard Hughes** □ For lead actor for a single appearance in a drama or comedy series (*Lou Grant*, "Judge," CBS).

**Julie Kaver** □ For continuing performance by a supporting actress in a comedy series (*Rhoda*, CBS).

**Eva La Gallienne** □ For supporting actress in drama or comedy special (*The Royal Family*, PBS).

**Nancy Marchand** □ For continuing performance by supporting actress in a drama series (*Lou Grant*, CBS).

**Ricardo Montalban** □ For supporting actor in a single performance in a comedy or drama series (*How The West Was Won*, part two, ABC).

**Rita Moreno** □ For lead actress in single performance in drama, or comedy series (*The Rockford Files*, "The Paper Palace," NBC).

**Michael Moriarty** □ For lead actor in a limited series (*Holocaust*, NBC).

**Carroll O'Connor** □ For lead actor in a comedy series (*All In The Family*, CBS).

**Gilda Radner** □ For continuing performance by a supporting actress in variety or music (*Saturday Night Live*, NBC).

**Rob Reiner** □ For continuing performance by a supporting actor in a comedy series (*All In The Family*, CBS).

**Jean Stapleton** □ For lead actress in comedy series (*All In The Family*, CBS).

**Marilyn Streep** □ For lead actress in a limited series (*Holocaust*, NBC).

**Sada Thompson** □ For lead actress in a drama series (*Family*, ABC).

**Robert Vaughn** □ For continuing performance by a supporting actor in a drama series (*Washington: Behind Closed Doors*, ABC).

**Joanne Woodward** □ For lead actress in drama or comedy special ("See How She Runs", *GE Theatre*, CBS).

## ABC and NBC shows tie for tops in craft honors

ABC-TV and NBC-TV programs tied with 11 Emmy awards apiece in the 1977-78 "creative arts" categories selected by the Academy of Television Arts and Sciences, while CBS News won three out of the four awards given to news and documentary programs.

The creative arts awards, presented at a luncheon earlier in the month in Beverly Hills, Calif., honor achievements in the craft side of the business—costume design, art direction, film editing etc. CBS took eight of the awards and the Public Broadcasting System three.

Also at the Sept. 9 luncheon, CBS's Charles Kuralt and Bill Moyers (since returned to PBS) both received individual awards for their work on *On the Road* and *CBS Reports*, respectively. CBS Reports' documentary, *The Fire Next Door*, also won a separate award, as did *ABC News's 20/20* report on defective gas tank design in several models of Ford automobiles.

Meanwhile, in New York, the National Academy of Television Arts and Sciences presented two 1977-78 engineering awards at a Sept. 12 dinner ceremony. Outstanding achievement awards were presented to PBS for the development of its satellite interconnection system, and to CBS and Thomson-CSF Laboratories for their joint development of the digital noise reducer.

Winners of the creative arts awards are as follows:

### Creative arts

**Robert Checchi** □ For art direction for a comedy series (*Soap*, episode one, ABC).

**Tim Harvey** □ For art direction for a drama series (*I, Claudius*, episode one, PBS).

**Roy Christopher** □ For art direction for a comedy-variety series or music series (*The Richard Pryor Show*, NBC).

**John de Cuir, Richard C. Goddard** □ For art direction for a dramatic special (*Ziegfeld: the Man and His Women*, NBC).

**Romain Johnston, Kerry Joyce** □ For art direction for a comedy-variety or music special (*The Sentry Collection Presents Ben Vereen—His Roots*, ABC).

**H. Lee Chaney, Christopher Chulack, Mark Dennis, Douglas H. Grindstaff, Don V. Isaacs, Dick**

**Raderman, Hank Salerno, Larry Singer** □ For outstanding achievement in film sound editing for a series (*Police Story*, "River of Promises," NBC).

**Michael Corrigan, Donald Higgins, William Jackson, Richard Le Grand, Jerry Pirozzi, Jerry Rosenthal, John Strauss, James Yant** □ For achievement in film sound editing for a special (*The Amazing Howard Hughes*, CBS).

**Robert L. Harman, Eddie J. Nelson, George E. Porter, William Teague** □ For achievement in film sound mixing for a series or a special (*Young Joe, the Forgotten Kennedy*, ABC).

**Billy Goldenberg** □ For achievement in music composition for a series (*King* dramatic underscore, NBC).

**Jimmie Haskell** □ For achievement in music composition for a special (*GE Theatre*, "See How She Runs" dramatic underscore, CBS).

**Ian Fraser** □ For achievement in music direction for a series or a special (*The Sentry Collection Presents Ben Vereen—His Roots*, ABC).

**Ed Cotter** □ For film editing in a comedy series (*Happy Days*, "Richie Almost Dies," ABC).

**Alan Heim, Graig McKay, Robert M. Reitano, Stephen A. Rotter, Brian Smedley-Aston** □ For film editing in a drama series (*Holocaust*, NBC).

**John A. Martinelli** □ For film editing for a special (*The Defection of Simas Kudirka*, CBS).

**Ron Bryan, Edward J. Greene, Thomas J. Huth** □ For achievement in tape sound mixing for a series or a special (*Bette Midler—Ole Red Hair Is Back*, NBC).

**Tucker Ward** □ For outstanding achievement in video tape editing for a series (*The Carol Burnett Show*, CBS).

**Pam Marshall, Andy Zall** □ For achievement in video tape editing for a special (*The Sentry Collection Presents Ben Vereen—His Roots*, ABC).

**Noel Taylor** □ For achievement in costume design for a drama special (*Hollywood Television Theater*, "Actor," PBS).

**Bob Mackie, Ret Turner** □ For achievement in costume design for a music-variety series or special (*Mitzi ... Zings into Spring*, CBS).

**Edith Almoslino, Peggy Farrell** □ For achievement in costume design for a drama or comedy series (*Holocaust*, NBC).

**Ted Voigtländer** □ For cinematography in an entertainment series (*Little House on the Prairie*, "The Fighter," NBC).

**Gerald Perry Finnerman** □ For cinematography in an entertainment special (*Ziegfeld: the Man and His Women*, NBC).

**Richard Cobos, Walter Schenck** □ For achievement in make-up for a series or a special (*How the West Was Won*, part two, ABC).

**Greg Brunton** □ For achievement in lighting direction for a series or a special (*Cher*, ABC).

**Gene Crowe, Larry Heider, Dave Hilmer, Bob Keys, Wayne Orr** □ For achievement in technical direction and electronic camerawork for a series or a special (*The Sentry Collection Presents Ben Vereen—His Roots*, ABC).

**Bill Davis, Bob Fletcher, Bill Melendez** □ For achievement in graphic design and title sequences for a series or a special (*NBC: the First 50 Years—a Closer Look*).

**Ron Field** □ For achievement in choreography for a series or a special (*The Sentry Collection Presents Ben Vereen—His Roots*, ABC).

**Stan Freeman, Arthur Malvin** □ For achievement in special musical material (*The Carol Burnett Show*, "Hi-Hat," CBS).

**William F. Brownell, John H. Kantrowe** □ For achievement in sound effects (*Our Town*, NBC).

**William Pitkin** □ For individual achievement in costume design (*Romeo and Juliet*, PBS).

**Robert Checchi (set design), Bill Hargate (costume design), Ken Johnson (art direction)** □ For individual achievement in children's programming (*Once Upon a Brothers Grimm*, CBS).

## ABC swamps rivals

Performance of network's own 'premiere' week overwhelms CBS and NBC; winner's share averages 43, rating averages 25.9

ABC-TV was calling it the highest-rated premiere week in television history.

That, however, didn't take into account the fact that it was premiere week only for ABC, or that seasons don't usually get the ratings boost of a Muhammad Ali championship fight.

Still, it would be hard to characterize ABC's performance for Sept. 11-17 as anything but remarkable. For example:

■ The top 12 programs on A. C. Nielsen's most-watched list for the week all belonged to ABC. All but the Ali fight were regular series, although about half were special-length episodes. Only two of the network's shows were out of the top 20—*Welcome Back, Kotter*, and a *Lassie* special.

■ ABC won six of the week's seven nights, losing Monday to NBC by a 10th of a rating point. Most of the nightly averages weren't even close—on four nights, ABC had more than twice the audience of whichever network was third. The week's averages: a 25.9 rating and a 43 share for ABC, a 15.0/25 for CBS and a 14.5/24 for NBC.

■ The weakest performance turned in

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by a new ABC show was *Taxi's* on Tuesday (9:30-10 p.m. NYT). It pulled a 27.4 rating and a 42 share (BROADCASTING, Sept. 18). *Mork and Mindy* pulled a 26.4/46 with a special one-hour premiere on Thursday (8-9 p.m.), while *Battlestar Galactica* finished its three-hour premiere on Sunday with a 27.8/42 despite losing some of its audience by way of President Carter's Mideast pre-emption (see box).

All three of those ABC rookies won their time periods with ratings at least seven points above nearest competition.

The only new show premiered during the week by the other networks was NBC's *W.E.B.*, which had a two-parter on Wednesday and Thursday (10-11 p.m. both nights). It came in with a 9.7/17 the first night and an 8.8/15 the second—the 46th and 48th ranked shows of the week. There were 49 in all.

■ Finally, ABC said its weekly average was the third highest for any week in TV history, beaten only by those weeks in which ABC's *Roots* and the 1976 summer Olympics aired.

The week's number-one program was Friday's meeting between Mr. Ali and Leon Spinks. The over-all average for the 8-11:45 p.m. card was 37.2/61. During the championship bout itself, ABC averaged a 46.7/73—a record, the network said, for any single fight. (The previous record, a 43.3/64, was set by the same two fighters last February on CBS). The fight also delivered a record average audience per minute of 34,790,000, beating January's Super Bowl XII by about 380,000 homes per minute, according to ABC.

There simply weren't many bright spots for the other networks. CBS's best showing of the week was delivered by the football-delayed premiere of *60 Minutes* on Sunday (7:30-8:30 p.m.), which pulled a

35 share. That was followed by the Emmy awards, which managed a 33 share against ABC's *Galactica*.

CBS also gave *Good Times* its season premiere, on Saturday, at the same time NBC was premiering *CHiPs*. Both came in with 26 shares, while ABC stole the night with a 39-share premiere of *Love Boat* (8-10 p.m.) and a 36-share premiere of *Fantasy Island* (10-11 p.m.).

Other ABC premiere numbers during the week included *Happy Days*' 49 share, *Three's Company*'s 48, *Starsky and Hutch*'s 39, *Charlie's Angels*' 54, *Barney Miller*'s 41 and *Soap*'s 42.

## Jacobs revises fall forecast—downward for NBC

Silverman's schedule changes just made it worse, he says

Considering NBC President Fred Silverman's reputation as a master programmer, it might seem foolhardy to second-guess him. That hasn't stopped Herb Jacobs.

Mr. Jacobs, the broadcast program consultant whose annual handicapping of the three commercial network' prime-time line-up has become something of a fixture, has revised his first forecast for the fall quarter (BROADCASTING, July 3) to take into account the schedule changes made since he issued it. "Over-all," he says, "not very much happened. The good shows will still win and bad lose, and all the excitement was just that—nothing substantial ... except that the network making the most changes, NBC, actually lost ground."

The major cause of that slippage was

self-inflicted, in Mr. Jacobs's view, when NBC inserted a series of specials and *Sword of Justice* for its Saturday movie. Mr. Jacobs had given the movie a 31 share, building to a 34, in the 9-11 p.m. NYT time period. He now gives the network a straight 26.

To make matters worse, he believes that CBS-TV's switch of *Good Times* for *In the Beginning* in the 8:30-9 p.m. time period that night cost NBC about three share points in additional damage.

Another NBC show Mr. Jacobs is betting against is *Lifeline*, which has moved from 10-11 p.m. Wednesday to the same period on Sunday, replacing the *Eddie Capra Mysteries*. That will pull NBC's Sunday night performance down between six and seven share points, Mr. Jacobs predicts, and improve CBS's *Kaz* by two to three points.

By the same token, however, Mr. Jacobs expects the movie slot that replaced *Lifeline* and *Grandpa Goes to Washington* to be an improvement for NBC, by a margin of as much as nine share points in the latter part of the evening.

The move of *Grandpa Goes to Washington* to 8-9 p.m. Tuesday also is seen by Mr. Jacobs as a boost for NBC—not only because it is an improvement over the postponed *Runaways*, but also because he thinks it will give the network the second-place edge over CBS's *Paper Chase* in the time period.

"NBC's plight is even more apparent than ever," Mr. Jacobs concludes. "No matter how many moves are made, they can't improve because they have only three strong shows on which to build [*Little House on the Prairie*, *Quincy* and *Rockford Files*]. . . . Dr. Silverman is going to have to perform major surgery to save his third patient [NBC]."



**Cultural anthropology.** The chairs of Archie and Edith Bunker were presented to the Smithsonian Institution in Washington last week, where they went on display encased in glass. Present for the occasion, and for a meeting with President and Mrs. Jimmy Carter, were members of the *All in the Family* cast and producer Norman Lear. The donation of the two chairs and a small table with doily and ashtray was requested by House Majority Whip John Brademas (D-Ind.), who said, "The *All in the Family* programs reflect with accuracy, sensitivity and humor many important dimensions of American life. I think it would be most appropriate if two symbols of the series were to be preserved as part of the cultural

legacy of our country." **At left.** Producer Norman Lear and President Carter at the White House. **Above.** Pictured during the Smithsonian ceremony (l to r): Rob Reiner (Michael), Sally Struthers (Gloria), Mr. Lear and Jean Stapleton (Edith). Carroll O'Connor (Archie) was unable to attend because of a problem with high blood pressure. Duplicates of the two chairs were painstakingly reconstructed by T.A.T./Tandem Productions for use on the show this season which for *Family* starts Oct. 1. But even a search in Europe for a perfect fabric match was not wholly successful, so there will be a slight change in Edith's, a spokesman for the company said. The original chairs came from Goodwill.

## NBC hard at work for its O&O's access, afternoon programming slots

**More money being spent this year than ever in development, and as many as 12 pilots may be funded**

The NBC owned-and-operated TV station division is undertaking its strongest effort to date in the direction of original programming, not only in access time but in late afternoon as well.

While in a typical year there might be seed money for three or four pilot projects, said Wes Harris, the group's programming vice president, the NBC O&O's now expect to participate in the financing of about a dozen. While subject to change, Mr. Harris said he expects to help pay for seven pilots for access and five for daytime.

Commitments have been made for two 1979 access pilots so far, Mr. Harris said. One, already produced by Bob Banner Associates, has the working title *Pastor Prine* and would be a spin-off of the new access entry *Please Stand By*. Ralph Andrews is said to be close to completing the second pilot for *Our Honored Guest*, a game show based on celebrity roasts. Both would be distributed by Viacom.

For the new season, two NBC-seeded pilots made it as series on the O&O schedules: Viacom-distributed *Please Stand By* and the \$1.98 *Beauty Contest*, produced by Chuck Barris and distributed by Sandy Frank.

Mr. Harris offered several reasons for the original-programming drive, high on the list being the "pricing hysteria associated" with such off-network shows as *Happy Days*, *Sanford & Son*, *Barney Miller* and *Laverne & Shirley*.

In addition, he said there is the problem of high-priced, long-term commitments for off-network programs that may lose their appeal once a station has had enough plays to begin seeing a profit. Original programming for afternoon without such commitments, would allow more experimentation and easier schedule changes, he explained.

While Syndicast Services earlier this year made known its commitment to work up projects for the group, Mr. Harris also named other firms he has been talking to—he mentioned Universal, Columbia, Danny Wilson, Time-Life, and Viacom. On the agency level, he cited Lexington Broadcast Services, Ogilvy & Mather and Y&R Ventures.

### Program Briefs

**UBS on CBS.** CBS-TV has scheduled first-ever TV showing of movie "Network" for Oct. 4. Chrysler Corp. is sponsoring through Young & Rubicam.

**Two for NBC Radio.** KGFX(AM) Pierre,

S.D., joined NBC Radio last Wednesday, and KABR(AM) Aberdeen, S.D., will join Oct. 2.

**Signed on.** WPTY-TV Memphis, new independent on ch. 24, went on air Sept. 10. Facility, located at 2225 Union, was granted last winter to Delta Television Corp. (BROADCASTING, Jan. 9). Edward Petry Television is 80% owner with Arthur E. Muth and Martin Connelly, executive vice president and president, respectively, of rep firm, each holding 10%. John Serrao is vice president and general manager.

**Background.** Television Information Office, New York, has prepared and distributed to member stations 10-page summary of facts and opinion on issue of sex on television. It is intended to help staff executives of member stations in their communications with constituents.

**Test-tube baby documentary.** Thames Television of London, which obtained exclusive rights to produce one-hour documentary on historic English "test-tube" baby, reports program will be distributed in U.S. by its agent, Taffner Ltd., New York. Portion of film was presented on NBC-TV's *Weekend* program Sept. 10.

**Cheryl signs.** Cheryl Ladd, co-star of ABC-TV's *Charlie's Angels*, has signed agreement with network to star in new series and one variety special when *Angels* run ends. Both shows are to be produced by her own production company, C&D Enterprises. Contract also retains her services for variety shows exclusively to ABC for duration of *Angels*.

**'Razzmatazz' returns.** CBS News plans to return to TV schedule magazine for young people, *Razzmatazz*, beginning next February. Show is to air at 4 to 4:30 p.m. NYT first Thursday of each month, with new host to be announced.

**Limber up.** LaMarca Group, through New York-based U.S. distributor American Television Syndication Co., has 230 *Ed Allen Show* episodes of early-morning exercises on barter basis. Designed for play from sign-on to 7 a.m., half-hour series was produced in Bahamas by Dana Murray Ltd., Toronto.

**Mr. Schwartz's.** Allan B. Schwartz, former vice president, specials, movies for television and syndicated programs, 20th Century-Fox Television, has struck out on his own, formed Allan B. Schwartz Productions and signed exclusive pact with Columbia Pictures Television.

**For New Yorkers.** Television Laboratory at noncommercial WNET(TV) New York has set Oct. 27 deadline for proposals for annual artists-in-residence program. Available in 1979 are five to seven grants of up to \$17,000 (\$12,000 average) to New York state video makers, film makers and other artists.

## '60 Minutes,' scorned, has the last word on TV entertainment

**CBS News minidocumentary says it's all a matter of 'T and A'; network program chiefs abstain**

CBS News's *60 Minutes* turned its cameras on the three commercial television networks for its 10th season opener on Sunday, Sept. 17. Portrayed was "The Rating Game," waged in large part with "T and A—show biz talk for bosoms and buttocks."

Absent from the segment were Anthony Thomopoulos, president of ABC Entertainment; Robert Daly, president of CBS Entertainment, and Fred Silverman, president of NBC. "None of them would appear on this broadcast," said correspondent/co-editor Mike Wallace.

With footage from affiliates conventions, clips from programs and promos, and interviews with some in the creative community, the report seems unlikely to have brought cheers from network program heads—particularly not in-house at CBS Entertainment.

Describing his own network as "for years and years the leader in ratings,


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## Painful action at FTC for American Home analgesic ads

**Corrective advertising ordered to extent of \$24 million to remove impressions that Anacin is tension reliever and Arthritis Pain Formula has ingredients that are stronger than aspirin**

An initial decision by the Federal Trade Commission would require American Home Products Corp. to stop making "false, misleading and unsubstantiated" claims for its Anacin and Arthritis Pain Formula products.

The order, which is not final and may be appealed, stayed or reviewed, would require the company to carry in future advertising a corrective notice—"Anacin is not a tension reliever"—until it has spent some \$24 million, the average Anacin advertising budget for the five-year period ending April 1973, when the tension relief advertisements ceased.

Judge Montgomery K. Hyun found as unfair and false the claim that "it has been established" that Anacin is more effective for relieving pain than any other over-the-counter analgesic. He also found false claims that Arthritis Pain Formula will cause gastric discomfort less frequently than any other OTC analgesic.

Contrary to other claims, the judge said, Anacin does not relieve nervousness, tension, stress, fatigue or depression, nor will it enable persons to "cope with the ordinary stresses of everyday life." Even though the tension relief message was stopped by American Home in 1973, Judge Hyun said it had been made for a long time and the evidence showed consumers believed Anacin is a tension reliever, so it is reasonable to assume the tension relief image is likely to persist without a corrective message.

About Arthritis Pain Formula, the judge said C.T. Clyne Co. Inc., the advertising agency, represented its analgesic ingredient as unusual, special and stronger than aspirin, but that is false, since the ingredient is ordinary aspirin. Judge Hyun found that Clyne knew or should have known that the claims were false, and ordered Clyne not to make such claims in the future for OTC analgesics.

Other provisions of his order would require disclosures of the presence of aspirin in future advertisements for aspirin-containing products and prohibit simple and noncomparative efficacy or safety claims that are not supported by a reasonable basis. A further ruling was that caffeine disclosure statements in advertisements for Anacin are not required.

Other related cases pending at the commission involve Bristol-Myers Co., maker

prestige and profits," Mr. Wallace explained that now "second-place CBS is smarting . . . If you get the idea that CBS is counting on something called 'T and A' to help them over the ratings hurdles this fall, you're right."

At one point, he described CBS-TV's *The American Girls* as about two women "on the road for a TV news magazine [who work] in bathing suits at least part of the time." Promotional clips from the network's *Flying High* had stewardesses talking about their "layovers" in various cities.

Brought on camera was Lila Garrett, a writer, producer and director who turned down \$120,000 to write for *The American Girls*. "Well," Ms. Garrett explained, laughing, "I had an attack of the most dangerous disease on television, a moment of good taste. Television has turned into a locker-room joke . . . When I say women have become pin-ups in these shows, I'm really putting it mildly."

Herb Jacobs, filmed at the CBS-TV affiliates convention and described as "a veteran handicapper of new seasons and new shows," described the formula for T and A shows: "Let's get three undressed scenes and three jiggles and write a script around it."

"If there's any single phenomenon that's tilted the ratings books in ABC's direction, as here on the set of *Love Boat*," Mr. Wallace explained as the camera panned numerous bikini-clad females, "it's T and A . . . Freddie Silverman [former ABC-TV programing chief, now NBC president] helped build his ABC empire on the shoulders of these young women."

Over at the NBC-TV affiliates convention, Mr. Wallace found a new Fred Silverman, "who seemed to be doing a mea culpa for his past sins. Ancil Payne, KING-TV Seattle, chairman of the NBC-TV affiliates, told Mr. Wallace that his colleagues don't want T and A, violence, copies of ABC shows and lower common denominators and that Mr. Silverman's aware of that.

Still, it wasn't all altruism that Mr. Wallace found during the NBC-TV convention. "The affiliates of third-place NBC

greeted [Mr. Silverman] with the applause reserved for a money-making messiah come to their rescue," he said.

Yet all's not so bad financially at NBC, as Mr. Payne pointed out, backed up by some figures Mr. Wallace gave—estimates of \$165 million in pre-tax profits for ABC-TV, \$139 million for CBS-TV and \$102 million for NBC.

Mr. Wallace explained the stakes in the ratings game through ABC-TV's top-rated *Laverne and Shirley*, which charged about \$90,000 for a 30-second spot last season and is now up 10% versus CBS-TV's 68th-placed *Wonder Woman* which was pegged at about \$34,000 last season for a 30 and now runs about \$28,000.

Lin Bolen, former daytime programing chief at NBC, who is the independent creator of NBC-TV's *W.E.B.* and said by some to be the model for the Faye Dunaway role in "Network," gave her reasons for the ratings frenzy. "The point is that everybody wants to protect their little empire. And these men are no different from men at General Motors or any other corporation in America . . . Some of them watch [TV], some of them live off it."

## New meaning given to 'CBS Reports'

**Its scope is broadened to include all hour documentaries; chief correspondents are assigned**

CBS News correspondents Ed Bradley, Roger Mudd and Marlene Sanders were named last week to be principal correspondents for *CBS Reports*, whose title will be given to all hour-long news specials and documentaries produced by CBS News.

Robert Chandler, CBS News vice president and director of public affairs broadcasts, said the expanded use of the *CBS Reports* title would bring the annual total of these broadcasts from 12 to about 20. There will be no net increase in prime-time news hours involved, he said, but use of the single title will eliminate sometimes arbitrary distinctions among various categories of one-hour broadcasts and permit greater flexibility in assigning correspondents and producers to documentary projects. All CBS News production units currently doing documentaries and news specials will be involved.

Mr. Bradley, who will continue to anchor *CBS Sunday Night News*, will get the largest number of *CBS Reports* assignments, about one-third of them, Mr. Chandler said, and will be based in New York. Mr. Mudd, CBS News's national affairs correspondent and substitute for Walter Cronkite on *CBS Evening News*, will probably do three *CBS Reports* a year, continuing to be based in Washington. Ms. Sanders, already assigned to *CBS Reports*, will serve as correspondent on three or four a year and will produce as well. Other correspondents with special beats or expertise also will be assigned to anchor *CBS Reports* dealing with their fields.

**Blakeslee winners.** KFVB(IAM) Los Angeles, WLS-TV Chicago and reporter William H. Stuart Jr. of KMGH-TV Denver, are among five media winners of the American Heart Association's 26th annual Howard W. Blakeslee awards for reporting on heart and circulatory disease. KFVB won for a 30-day series that urged listeners to learn the technique of cardiopulmonary resuscitation (CPR). Mr. Stuart won for a TV series promoting CPR, and WLS-TV won for a series on high blood pressure. Other winners were in the newspaper and magazine reporting categories. Each winner receives \$500 and a plaque. They will be presented Nov. 16 in Dallas during the AHA's annual meeting. The awards are named in memory of Howard W. Blakeslee, long-time science editor of Associated Press.

of Bufferin, Excedrin and Excedrin PM, and Sterling Drug Inc., maker of Bayer aspirins, Cope, Vanquish and Midol.

Advertising Briefs

**Only the name has changed.** L. Schulze Flanagan & Co., media buying service, 888 Seventh Avenue, New York, has changed name to LSF Media Services, keeping same address and phone number: (212) 757-2033.

**Mix them up.** Interactive Market Systems Inc., New York, has developed new computer system, called "Adcume," which provides print-broadcast media-mix data on weekly audience accumulation. System is designed primarily for publications, enabling them to present weekly reach and frequency figures to advertisers and to show clients how magazines may be used effectively in combination with television.

**Gone West.** Clio Organization, New York-based group that provides Clio awards for creative advertising and library, instructional courses and other services, has opened Los Angeles branch serving U.S. West of Rockies, plus Mexico and Asia. Heading Los Angeles operation is Patrick Ferrara, vice president/international director. Address: 5900 Wilshire Boulevard, suite 2200, Los Angeles 90036; (213) 937-7337.

**Phone bill.** Utility industry spent \$55 million for TV advertising last year and invested \$42.5 million during first six months of this year, up 24% over comparable period last year. Subtract telephone companies, however, and it's only \$6.8 million spent by gas, electric and water companies, 6% increase in first six months. Figures were offered by Roger D. Rice, president of Television Bureau of Advertising, to Public Utilities Com-

**Beating the drums.** A major new presentation on television advertising for retailers will be a centerpiece at the Television Bureau of Advertising's annual membership meeting Nov. 13-15 in Chicago. The presentation, "Your Competitive Medium," is currently in production at TVB and will be narrated by actor Leslie Nielsen.

"The TVB annual meeting, the only all-sales meeting held each year in the broadcasting industry, will resume a tradition this year of showcasing the bureau's new presentation," said Marvin L. Shapiro of Westinghouse Broadcasting, TVB chairman. "This advance showing will enable all members to develop plans for simultaneous presentations to retailers in individual member markets throughout the U.S. to be scheduled Jan. 10."

Over-all theme of the annual meeting will be "How To Make More Sales by Broadcasters for Broadcasters."

munications Association conference in Cleveland.

**Expansion.** Blair Television, station representation firm, plans to open new office, its 14th, in Charlotte, N.C., to cover North Carolina and South Carolina, which in past have been covered by Blair's Atlanta office. Steve Castellaw, account executive in Atlanta office, will be Charlotte manager. New office will be at 5950 Fairview Road, Charlotte 28210, and is expected to open about mid-October.

**Helpers.** Marymedia Inc., sales consultant for cable television systems, has been formed by Dick Wallace, one-time salesman for Blair Television, Metromedia and others, and his wife, Mary Lou. Among clients are Suburban Cablevision, East Orange, N.J., and Futurevision, Monmouth, N.J. 80 Wierimus Lane, Woodcliff Lake, N.J., 07675. Telephone: 201-391-6823.

**Big July.** Advertiser investments in network television in July reached \$265.1 million, up 19.2% from July 1977, according to estimates compiled by Broadcast Advertisers Reports and released by the Television Bureau of Advertising. The July figures brought the total for the first seven months to \$2.2 billion, an increase of 12.2% from the comparable period last year.

ABC-TV is well ahead for the seven-month period with billings of \$801,727,100, or 36.4% of the total. CBS-TV is second with \$729,530,200, or 33.1%, and NBC-TV is third with \$672,977,600, or 30.5%.

JULY	JANUARY-JULY			1977	1978	% Chg.
	1977	1978	% Chg.			
Daytime	\$ 75,310,300	\$ 90,570,000	+20.3	\$ 679,060,000	\$ 755,412,900	+11.2
Mon.-Fri.	57,658,200	67,729,700	+17.5	466,220,500	521,685,800	+11.9
Sat.-Sun.	17,652,100	22,840,300	+29.4	212,839,500	233,727,100	+ 9.8
Nighttime	147,004,900	174,530,300	+18.7	1,285,806,300	1,448,822,000	+12.7
	22,315,200	265,100,300	+19.2	1,964,866,300	2,204,234,900	+12.2
	<b>ABC</b>	<b>CBS</b>	<b>NBC</b>	<b>TOTAL</b>		
January	\$114,555,900	\$110,403,600	\$ 96,308,100	\$ 321,267,600		
February	109,602,700	98,030,500	89,012,500	296,645,700		
March	115,521,500	108,925,100	98,836,800	323,283,400		
April	125,202,200	112,389,600	104,784,200	342,376,000		
May*	130,286,400	118,414,100	104,895,800	353,596,600		
June*	111,086,400	95,936,400	94,942,500	301,965,300		
July	95,471,700	85,430,900	84,197,700	265,100,300		
Year-to-date	\$801,727,100	\$729,530,200	\$672,977,600	\$2,204,234,900		

\*Revised

# AM stereo: up front and down to the nitty gritty

**FCC, in going to rulemaking, makes it all a matter of public record as it enters the stretch in setting up standards for the new medium**

The FCC's decision to go to a rulemaking proceeding on AM stereo, and to include all five proposed systems in its considerations, is being supported by the competitors who proposed those systems as a step in the right direction—that is, toward resolution of the issue.

And as a final decision approaches, expectations are that the competition is going to get that much tougher.

Staff members of the FCC's Broadcast Bureau had recommended at the commission's Sept. 21 meeting that only three systems be included in the final phase of the decision-making process—those of Magnavox, Motorola and Kahn Communications, but not those of Harris and Belar Electronics. The chief engineer's staff, on the other hand, proposed that more information should first be gathered in an extended notice of inquiry.

After an 11th-hour filing of additional data from Belar—which FCC engineers said came in at about 4:30 p.m. the day preceding the commission's meeting—the commission decided to include all five systems and to move to the rulemaking stage (BROADCASTING, Sept. 18).

Engineers of Magnavox, Motorola and Kahn all said last week that they were basically relieved with both moves. Confident of their own systems, they believe the inclusion of all comers will help make the final decision that much more final.

"It will make the decision stronger if all five are in," said Frank Hilbert, manager of advanced technology for Motorola's auto products division. "Then there's no room for someone to say there wasn't due process." Leonard Kahn, president of Kahn Communications, added that if a manufacturer believed there wasn't due process, he might be inclined to take it up in court.

Dan F. Maase, vice president of product management and engineering for Harris, confirmed that his company had various contingency plans in mind if things hadn't gone the way they did although he wouldn't specify what they were.

The feelings that everyone ought to be given a say in the process are enhanced by the fact that, during the rulemaking stage, all the FCC's discussions with outside parties on AM stereo matters must become part of the public record. "The wheeling and dealing was free to go on before," said

Al Kelsch, an engineer for Magnavox. "From now on, it's all up front."

And down to the nitty-gritty as well. That, too, pleases the manufacturers, who are already weary of several years' worth of FCC deliberations on the issue. "In the end, they have to pick somebody, and they seem to be skirting the issue a bit," Mr. Kelsch said. "But anything that gets us closer to production, the better."

Barring extensions, the FCC has set a Dec. 29 deadline for further comments on AM stereo. Replies to those comments are due by Jan. 31, 1979, at which point the commission's staff, if it is satisfied with the submitted data, begins its final deliberations toward a recommendation. Some manufacturers say they expect the FCC to ask detailed questions of its own when the official rulemaking is issued in a couple of weeks.

The commission's staff has not stated publicly what its concerns with the Harris and Belar systems are, but the last-minute Belar filing and a supplementary filing by Harris a month earlier addressed elements of their systems which are believed to have been in question.

According to Mr. Maas, the Harris filing dealt with the signal-to-noise ratio and coverage area of each system, and with possible complexities required in AM stereo receivers if the Harris system were adopted. He said "we really don't know" why the commission's staff had recommended that Harris be excluded, but that he welcomed the opportunities under the rulemaking of rebutting criticisms of the system or of making modifications to satisfy them.

Arno Meyer, president of Belar, was unavailable for comment last week, but FCC engineers say the company's filing concerned protection to stations against

interference ratios while using the system.

The on-the-record comments to be made during the commission's rulemaking are sure to include detailed claims and counterclaims. And Mr. Kahn and others say that the time is now ripe for endorsements of one system or another to start coming in from the broadcasting community.

During its Sept. 6 meeting, the commission cautioned that the move to the rulemaking stage should not imply a total commitment to the adoption of AM stereo standards. An FCC statement said the commission "still has reservations concerning the over-all compatibility of an AM stereo signal with the existing allocation and emission requirements."

Despite that hedge, engineers both within and outside the FCC are gearing up for the stretch run. "The gloves are off and people are fighting now," said Mr. Hilbert of Motorola. "For a long time we were all fighting for AM stereo. Now we're down to the short strokes."

### FCC wants to stick with its SBS satellite decision

The FCC will appeal a decision of the U.S. Court of Appeals in Washington to reverse and remand the commission's decision granting the applications of Satellite Business Systems Inc. to build a domestic satellite system (BROADCASTING, Sept. 11).

The court held that the commission erred in not considering whether the applications filed by SBS—which is a joint venture of IBM, Comsat and Aetna Casualty and Surety Co.—violated antitrust laws.

The commission had held that public in-

terest considerations outweighed any possible antitrust violations, since no other applicant proposed comparable service. The commission will ask the full nine-member circuit court to rehear the case. SBS will join in petitioning for rehearing.

## ASN head charges FCC is dragging feet on request for satellite relay

**McDonald letter to Ferris complains that failure to act on proposed program service is contrary to chairman's policy of encouraging new technologies; however, commission staff holds it isn't that simple—some questions must be resolved first**

The president and chairman of the American Satellite Network has written to FCC Chairman Charles D. Ferris, complaining that the commission isn't following his philosophy and goals of opening the door to new communications technology. What troubles William D. McDonald is the commission's failure after three months to clear the way for implementation of ASN's plan to transmit programming to cable television systems by way of Western Union's Weststar satellite.

Commission staff members involved in the matter, however, reject the criticism. They say, in effect, they don't know whether ASN is fish or fowl and that until they can answer that question, and several others, they won't be able to act on the applications involved.

Furthermore, considering the newness of the service and function involved, staff members are aware that the answers the commission finally arrives at will constitute new policy for the regulation of what is developing into a major element of the communications industry.

Western Union's pending application is for authority to provide Weststar space for ASN's relay of the programs of WGN-TV Chicago, WOR-TV New York and KTTV(TV) Los Angeles, as well as for the transmission of movies for a pay television service to five earth stations in New Mexico and California and one in Anchorage, Alaska, that will feed cable systems. Pending also is Western Union's request for special temporary authority to provide service while the application is being considered.

Mr. McDonald noted in his letter that Chairman Ferris, in his speeches, has held that the consumer is of paramount importance in the regulatory scheme, and called on him to "break the logjam, to eliminate the delay and to give the public its choice."

Common Carrier Bureau staff members say that although the kind of application Western Union has filed can normally be processed in as little as 30 days if it does not raise questions, the ASN proposal



**The science part.** Engineers get their due in the National Academy of Television Arts and Sciences' annual Emmy Awards. Presented earlier this month in New York (see story, page 59), top honors for technical achievement went to Renville McMann Jr. (l), president of Thomson-CSF Labs, and J. Kenneth Moore (c), vice president of the CBS Technology Center, for their joint efforts in the development of the Digital Noise Reducer for home receivers, and to John Ball (r), vice president of engineering of the Public Broadcasting Service, for PBS's satellite interconnection system.



raises a host of questions that has caused the staff to undertake a major research project.

"ASN has broken all the conventions in the book," said Richard Pullen, chief of the bureau's domestic facilities branch. "There's so much chutzpah in the proposal it almost takes your breath away."

Many of the questions have been raised by companies engaged in—or that hope to be engaged in—the business of satellite transmission of programs to cable television systems—Southern Satellite Systems Inc., Satellite Communications Service, United Video Inc. and American Microwave and Communications Inc. They have all applied for authority to use RCA's Americom Satcom satellite. (Southern is already using it to transmit the programs of WTCGTV Atlanta).

Their applications have been on file for up to a year, and they say the commission should not act on Western Union's application before it gets around to theirs.

One question the staff is struggling with involves exclusivity. Some of the pending applications propose satellite relay of WGN-TV. And United Video says that commission policy is to grant only one application to provide a particular video service in the same geographical area. And the Western Union application, Southern adds, has long since missed the cutoff date for filing a competing application.

Mr. McDonald, in his letter, calls that argument "ridiculous." But Mr. Pullen disagrees; he said it goes to the heart of long-standing commission policy. The commission in an effort to preserve spectrum, permits only one terrestrial common carrier in an area to transmit a particular program. Whether that monopoly privilege will be extended to

satellite service is yet to be determined.

But the principal question appears to be what kind of entity ASN is.

Southern Satellite, Satellite Communications and United Video contend that, like them, ASN is a "resale common carrier" and, therefore, cannot provide service without receiving commission authorization. Southern says ASN is "reselling a communications service for profit." They also say that, if ASN is not a common carrier, it and the cable systems it serves would not be exempt from the copyright laws.

ASN, however, maintains it is not a common carrier and does not intend to operate as one. It says it will decide on an

individual basis whether to deal with a particular cable television system, and adds it will act as an "agent" for its cable system "affiliates" which will pay a fee that will be negotiated. Western Union, which will be paid for the use of its transponder, ASN says, will be the only carrier involved.

To the Common Carrier Bureau staff, the ASN proposal seems designed to avoid commission regulation. Clearly, the staff does not know how to characterize it. But, Mr. Pullen said, the Western Union application cannot be accepted for filing while such questions are unanswered. "We don't know if Western Union has a legitimate customer until we know what kind of entity ASN is," he said.

## Eyes of technical world focus on London

"New techniques, systems and developments in sound and television broadcasting" is how the seventh International Broadcasting Convention is described by its sponsors. The bi-annual equipment exposition at London's Wembley Conference Centre is expected to attract about 3,000 delegates from more than 50 countries and close to 100 exhibitors when it opens today (Sept. 25) for four days.

Leading the list of technical papers and sessions is the two-part opener that fills the first day—"Microprocessors and Minicomputers in Broadcasting," papers on such applications as the microprocessor in video editing and in synchronizing audio and video tapes.

Tuesday begins with a session on point-to-point transmission and looks at the uses of digital coding and fiber optics, among others. Two concurrent Tuesday

sessions are scheduled for the afternoon—"Video signal origination and processing" and "Transmitters and transposers." The former features papers on lens and camera design while the latter looks at transmitter design techniques.

Digital recording, both audio and video should be a well-attended session on Wednesday with discussions on design and tape consumption in addition to more conventional video recording procedures.

Transmitting antenna design, especially for FM and VHF, will be included in a Wednesday session as will discussions on satellite equipment and methods being studied in various parts of the world.

Thursday will feature papers on teletext systems, stereo and quadrasonic sound systems, future radio receiver designs and new broadcasting systems including digital broadcasting test results.

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

Company	Period/Ended	Current and change				Per Share	Year earlier		
		Revenues	% Change	Net Income	% Change		Revenues	Net Income	Per Share
Acton.....	6 mo. 6/30	\$51,030,000	+133.6	\$2,214,000	+0.2	\$ 92	\$21,841,000	\$2,210,000	\$ 80
CBS.....	6 mo. 8/30	1,495,562,000	+14.2	93,075,000	+5.8	3.36	1,309,323,000	87,946,000	3.11
Outlet.....	6 mo. 7/31	129,671,000	+69.9	1,773,000	+38.9	.54	76,321,000	1,276,000	.49
Rahall Communications.....	Year 6/30	12,392,000	+14.6	1,251,000	+6.6	.99	10,812,000	1,173,000	.92
Tektronix.....	12 wk. 8/19	158,850,000	+31.9	14,164,000	+18.4	.79	120,412,000	11,958,000	.67
Tele-Communications.....	6 mo. 6/30	30,116,000	+18.1	2,632,000	+244.5	.45	25,509,000	764,000	.11

## Finance

**Blair dismisses direct mail executives.** John Blair & Co., station representation company with graphics and other interests, has told Securities and Exchange Commission it has dismissed president and one other employe of its John Blair Mail Marketing Inc. subsidiary "for cause." Dismissals came, Blair said, after investigation by its auditors and outside law firm showed that certain employes made or condoned improper payments, apparently to "certain customers' employes." Blair said its audit committee had not yet determined full amount of questionable payments but that it estimates about \$50,000 was involved with

one customer and "lesser amounts" with two others. Report did not identify dismissed employes. Blair's 1977 annual report listed Robert H. Jurick as president of John Blair Mail Marketing, direct-mail service. It is Blair's smallest subsidiary and operated at loss in 1977.

**O&M offering.** Ogilvy & Mather International has filed registration statement with Securities & Exchange Commission relating to proposed combination offering of 450,000 shares of stock. Co-managers of underwriting syndicate, which expects to make offering late this month, are First Boston Corp. and Merrill Lynch, Pierce, Fenner & Smith.

**DDB split.** Doyle Dane Bernbach International has announced three-for-two stock

split in form of 50% stock dividend, payable Oct. 13 to holders of record on Sept. 18. Board of directors also declared cash dividend with respect to second quarter of 1978 of 26 cents per split share. Prior to split annual rate of dividend was \$1.28 per share; new dividend, on comparable basis, would represent annual rate of \$1.56 per pre-split share.

**More for MCA.** MCA Corp. declared five-for-four stock split and 30-cent quarterly dividend on shares outstanding before split, with new shares payable Oct. 24 to holders of record on Sept. 20 and dividend to be paid on Oct. 10 to stock of record on Sept. 20. Trend toward stock splits at communications oriented firms has been accelerating (BROADCASTING, Aug. 21, 28).

# The Broadcasting Playlist Sep 25

## Contemporary

Last This week	This week	Title (1) Artist	Label
1	1	<i>Boogie Oogie Oogie</i> □ A Taste of Money	Capitol
3	2	<i>Three Times a Lady</i> □ Commodores	Motown
8	3	<i>Summer Nights</i> □ John Travolta/Olivia Newton-John	RSO
5	4	<i>Hopelessly Devoted to You</i> □ Olivia Newton-John	RSO
2	5	<i>Grease</i> □ Frankie Valli	RSO
4	6	<i>Hot Blooded</i> □ Foreigner	Atlantic
13	7	<i>Don't Look Back</i> □ Boston	Epic
14	8	<i>Reminiscing</i> □ Little River Band	Harvest
11	9	<i>Hot Child in the City</i> □ Nick Gilder	Chrysalis
15	10	<i>Kiss You All Over</i> □ Exile	Warner Bros.
7	11	<i>Love Will Find a Way</i> □ Pablo Cruise	A&M
10	12	<i>Shame</i> □ Evelyn "Champagne" King	RCA
12	13	<i>Fool If You Think It's Over</i> □ Chris Rea	United Artists
18	14	<i>You and I</i> □ Rick James	Gordy
21	15	<i>You Needed Me</i> □ Anne Murray	Capitol
19	16	<i>Whenever I Call You "Friend"</i> □ Kenny Loggins	Columbia
24	17	<i>Right Down the Line</i> □ Gerry Rafferty	United Artists
9	18	<i>An Everlasting Love</i> □ Andy Gibb	RSO
20	19	<i>Get Off</i> □ Foxy	TK
38	20	<i>Got to Have Loving</i> □ Don Ray	Polydor
27	21	<i>Hollywood Nights</i> □ Bob Seger	Capitol
6	22	<i>Miss You</i> □ Rolling Stones	Rolling Stones
25	23	<i>Magnet and Steel</i> □ Walter Egan	Columbia
26	24	<i>Who Are You</i> □ Who	MCA
17	25	<i>Got to Get You Into Life</i> □ Earth, Wind and Fire	Columbia
35	26	<i>You Never Done It Like That</i> □ Captain and Tennille	A&M
23	27	<i>Life's Been Good</i> □ Joe Walsh	Asylum
30	28	<i>Beast of Burden</i> □ Rolling Stones	Rolling Stones
28	29	<i>Double Vision</i> □ Foreigner	Atlantic
43	30	<i>MacArthur Park</i> □ Donna Summer	Casablanca
29	31	<i>How Much I Feel</i> □ Ambrosia	Warner Bros.
31	32	<i>Back in the U.S.A.</i> □ Linda Ronstadt	Asylum
37	33	<i>Josie</i> □ Steely Dan	ABC
49	34	<i>Macho Man</i> □ Village People	Casablanca
41	35	<i>It's a Laugh</i> □ Daryl Hall & John Oates	RCA
16	36	<i>Last Dance</i> □ Donna Summer	Casablanca
-	37	<i>Ready to Take a Chance Again</i> □ Barry Manilow	Arista
39	38	<i>Love is in the Air</i> □ John Paul Young	Scotti Bros.
48	39	<i>Talking in You Sleep</i> □ Crystal Gayle	United Artists
34	40	<i>Paradise by the Dashboard Light</i> □ Meatloaf	Epic
44	41	<i>She's Always a Woman</i> □ Billy Joel	Columbia
42	42	<i>Took the Last Train</i> □ David Gates	Elektra
40	43	<i>Just What I Needed</i> □ The Cars	Elektra
-	44	<i>I Love the Nightlife</i> □ Alicia Bridges	Polydor
-	45	<i>I Just Wanna Stop</i> □ Gino Vannelli	A&M
45	46	<i>Come Together</i> □ Aerosmith	Columbia
33	47	<i>Close the Door</i> □ Teddy Pendergrass	Phila. Intl.
36	48	<i>Oh Darling</i> □ Robin Gibb	RSO
-	49	<i>Holding On</i> □ LTD	A&M
22	50	<i>Copacabana</i> □ Barry Manilow	Arista

## Playback

**Prime movers.** Crystal Gayle is once again proving her versatility as both a country and contemporary artist with *Talking in Your Sleep* (United Artists), which bolts to 39 this week. Rip Avina of KDZA(AM) Pueblo, Colo., says "it will be as big as *Don't It Make My Brown Eyes Blue*." Alicia Bridges's *I Love the Nightlife* (Polydor) is finally gaining momentum as it bolts to 44 this week. Back in June, Tracy Mitchell of KJR(AM) Seattle touted Ms. Bridges's "distinctive voice" (BROADCASTING, June 26), and now other stations—WXLO(FM) New York, KLIF(AM) San Francisco, WPGC-AM-FM Washington and WZGC(FM) Atlanta, among them—have discovered it as well. *Got to Have Loving* (Polydor) by Don Ray jumps 18 places this week (to 20). Mike Scalzi of WBLI(FM) Patchogue, N.Y., says the disco song "has wide appeal. It's listenable as well as danceable." **Holly rollers.** The Beach Boys are out with their first single in quite some time. It's a remake of the old Buddy Holly song, *Peggy Sue* (Warner Bros.). Stu Bryer of WICH(AM) Norwich, Conn., says "it's breaking out in Connecticut. It's a substantial hit for the Beach Boys. Especially because of the movie ["The Buddy Holly Story"], there is renewed interest in Buddy Holly [but] the Beach Boys offer a fresh interpretation: It's Buddy Holly with 'the Beach Boy style.'" Leo Sayer is also getting attention with his rendition of Mr. Holly's *Raining in My Heart* (Warner Bros.) from his new album, *Leo Sayer*. Terry Danner of KGW(AM) Portland, Ore., says "it's very, very country. In fact, it will probably cross over. It's quite a new direction for him." **Coming.** Another single from Pablo Cruise's *Worlds Away* (A&M) album, *Don't Wanna Live Without It*, just misses "Playlist" at 52. Mr. Avina says "it's one of the choice cuts on the album."

## Country

Last This week	This week	Title (1) Artist	Label
6	1	<i>If the World Ran Out of Love</i> □ Brown & Cornelius	RCA
2	2	<i>Heartbreaker</i> □ Dolly Parton	RCA
14	3	<i>It's Been a Great Afternoon</i> □ Merle Haggard	MCA
1	4	<i>Who Am I to Say</i> □ Statler Bros.	Mercury
3	5	<i>I've Always Been Crazy</i> □ Waylon Jennings	Columbia
4	6	<i>Hello Mexico</i> □ Johnny Duncan	Columbia
-	7	<i>Let's Take the Long Way Around the World</i> □ R. Millsap	RCA
9	8	<i>Boogie Grass Band</i> □ Conway Twitty	MCA
11	9	<i>With Love</i> □ Rex Allen	Warner Bros.
18	10	<i>Hopelessly Devoted to You</i> □ Olivia Newton-John	RSO
12	11	<i>Penny Arcade</i> □ Cristy Lane	LS
5	12	<i>Womanhood</i> □ Tammy Wynette	Epic
15	13	<i>Talking in Your Sleep</i> □ Crystal Gayle	United Artists
13	14	<i>Let's Shake Hands</i> □ Kenny O'Dell	Capricorn
17	15	<i>Rake and Ramblin' Man</i> □ Don Williams	ABC
16	16	<i>If You've Got Ten Minutes</i> □ Joe Stampley	Epic
8	17	<i>Blue Skies</i> □ Willie Nelson	Columbia
19	18	<i>Rose Colored Glasses</i> □ John Conlee	ABC
7	19	<i>Tear Time</i> □ Dave & Sugar	RCA
24	20	<i>You Needed Me</i> □ Anne Murray	Capitol
20	21	<i>Beautiful Woman</i> □ Charlie Rich	Epic
10	22	<i>Love Me With All of Your Heart</i> □ J. Rodriguez	Mercury
-	23	<i>Old Flames</i> □ Joe Sun	Ovation
-	24	<i>Ain't No California</i> □ Mel Tillis	MCA
25	25	<i>Caribbean</i> □ Sonny James	Columbia

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

**Leonard Mirelson**, general manager of WJIT(AM) New York, named VP of WJIT and co-owned WKTU-FM there.

**Richard A. Ferguson**, general manager, WEZN(FM) Bridgeport, Conn., and VP of licensee there, Robert L. Williams Broadcasting, elected president of company which becomes Park City Communications. **Steven Marx**, VP-general manager of Park City's WFTQ(AM)-WAAF(FM) Worcester, Mass., named VP-treasurer of company. **Janice English**, assistant to president of company, named director of administration.

**Mark G. Schwartz**, VP-general manager, KTKT(AM) Tucson, Ariz., appointed senior VP of licensee, Arizona Lotus Corp. Additional responsibilities will include supervision of KRUX(AM) Phoenix as well as KTKT.

**Michael R. Civiletti**, general sales manager, WEEP-AM-FM Pittsburgh, appointed VP-general manager of WIXZ(AM) there.

**Ron Grisham**, general manager, KFXD-AM-FM Nampa, Idaho, elected to board of directors of licensee, Idaho Broadcasting Co., and executive VP.

**Ron Kirby**, general manager, KSWO(AM) Lawton, Okla., assumes additional duties as general manager of co-owned KRHD-AM-FM Duncan, Okla.

**Richard G. Carter**, announcer and weekend weather reporter, WDTN(TV) Dayton, Ohio, named operations manager.

**Rudy Frank**, assistant to general manager, WEL(AM) New Haven, Conn., named assistant to president of Broad Street Communications Corp. and subsidiary, Insilco Broadcast Group,



**Florida's first.** The National Academy of Television Arts and Sciences, Miami chapter, has honored Mitchell Wolfson (l), chairman of the board and president of Wometco Enterprises, with its Governor's Award for his "pioneering spirit." Wometco owns WTVJ(TV) there, which was the first television station in Florida to go on the air, nearly 30 years ago. Robert A. Behrens (r), chapter president, presented Mr. Wolfson with the award.

of which WELI is part.

**Diane Newburn**, graduate, Ball State University, Muncie, Ind., joins noncommercial WNIT-TV South Bend, Ind., as staff director.

**Tom Moran**, operations manager, KYND(FM) Houston, named director of beautiful music operations for licensee, Southern Broadcasting Co., responsible for three stations. He will continue to base in Houston.

## Broadcast Advertising

**James Corlieri**, VP and creative supervisor, J. Walter Thompson, New York, named senior VP-Detroit division. **Robert F. Donnellan**, art director/TV producer, and **Bob Phillips**, copy supervisor, J. Walter Thompson, New York, named VP's-Detroit division.

**Hal Riney**, senior VP and managing director, Ogilvy & Mather, San Francisco, and **Jerome Pickolz**, senior VP and treasurer, O&M in New York, appointed members of council of directors, Ogilvy & Mather. **Diane Courtnay**, account supervisor in New York office, named VP.

**T. Kirk Parrish**, group director, business development, Gillette, New York, joins SSC&B Advertising, New York, as executive VP and member of board.

**James T. Smith** member of board and executive VP, Sumner Inc., Atlanta marketing, advertising and public relations agency, named president.

**Phillip D. Shalala**, from Hunter Publishing Co., Chicago, joins Shaffer/MacGill & Associates Advertising and Public Relations there as executive VP.

**Michael F. Zaremba**, account supervisor, Leo Burnett, Chicago, joins Needham, Harper & Steers, Chicago, as account director.

**Philip W. Brushaber**, associate media director, J. Walter Thompson, Chicago, joins Hofer, Dieterich & Brown, San Francisco, in same capacity.

**Thomas W. Schafer**, management supervisor, Tatham-Laird & Kudner, Chicago, given additional duties as director of new business and public relations. **Ronald F. Berli**, account executive, Campbell-Ewald, Detroit, joins TLK in Chicago in same capacity. Joining creative department there are: **Albert Fask**, executive art director, Marvin Frank Advertising, Chicago, named art director; **Andrew Landorf**, copywriter from N.W. Ayer there, joins TLK in same capacity; **David White**, from Bender, Browning, Dolby, Melzer Advertising, Chicago, also joins TLK as copywriter, and **George Filipetti**, creative director, Abelson-Frankel, Chicago, named director of collateral services.

**Benjamin Motola**, art director, Benton & Bowles, New York, joins DKG Advertising, New York, in same capacity. **Ellen Azorin**, senior copywriter, Waterman Getz Neidelman, New York, joins DKG there in same capacity.

**Ronald E. Francisco**, advertising director of Aamco Transmissions in Bridgeport, Pa., named VP and media director at Mel Richman Inc., marketing communications agency in Bala-Cynwyd, Pa.

**Frank McNally**, salesman, Savalli/Gates, New York, named Eastern sales manager.

**Ann McDonald**, temporary assistant art director, Foote, Cone & Belding/Honig, San Francisco, named junior art director.

**Jay Coien**, TV sales research analyst, Katz Television Continental Silver team, Katz Agency, New York, named team research manager, Katz Television Continental Bronze team. **Gregg Robinson**, Katz TV computer service group, appointed TV sales research analyst, Katz TV Continental Silver team. **Lisa Schoenbeck**, researcher, Field Communications, New York, joins Katz Agency, American Blue team as research analyst.

Restructuring and expansions at Harrington, Righter & Parsons, TV station representation firm: **Frank Morello**, VP and New York Blue sales manager; **Pete Foster**, VP and New York Gold sales manager, and **Carl Weinstein**, VP and New York Green sales manager, named VP's and group managers for their respective

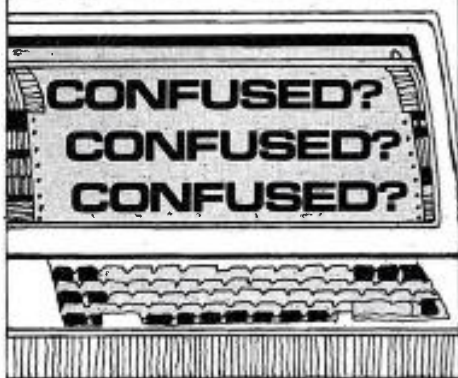
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teams. Under them, New York team sales managers are added: **Fred Ward**, Blue; **Mike Schwartz**, Gold, and **Les Abrams**, Green. **Cary Jones**, account executive, Los Angeles office, becomes Chicago Blue sales manager and is succeeded in Los Angeles by **Ron Green**. **John Radovich** and **Whitney Golt**, former HRP sales trainees, join New York Blue and Green teams respectively as account executives, and **Lou Amalfitano**, another HRP trainee, joins HRP's Dallas office as account executive.

**Jim Spillotis**, from Torbet-Lasker, New York, joins Jack Masla & Co. there as senior salesman.



Herman

**Dave Herman**, account executive, Blair Television, New York, named manager of Blair Television market division's CBS sales team there. **John R. Slosar**, graduate of Blair Television's sales associate training program, named account executive at Blair's Cleveland office.

**Linda Lyke**, account executive, WLS(AM) Chicago, joins Blair Radio's Chicago office in same capacity.

**Dick Kvale**, account executive, RKO Television Representatives, Chicago, named regional sales manager, based in Chicago.

**Aaron M. Cohen**, VP, program administration, NBC-TV, New York, named VP, national sales.

**David Poltrack**, director of marketing services, CBS Television Stations division, New York, named director of marketing to oversee division's new marketing department.

**Robert P. Schroeder**, account executive, CBS Radio, named Midwest sales manager, Chicago, replacing **John E. Erickson Jr.**, who retires.

**Elizabeth Randall**, manager, advertising and promotion, East Coast, specials and daytime programs, CBS Entertainment, New York, named director, print advertising and promotion, CBS Entertainment, Los Angeles.

**Robert G. McGann**, account executive, Telerep, Chicago, joins WCCO-TV Minneapolis-St. Paul as national sales manager.

**Jack Healy**, national sales manager, XETRA-AM-FM Tijuana, Mexico (San Diego), appointed general sales manager, succeeding **Ernie Kovacs** (see "Programing").

**Money men.** Gene R. Anderson of Forward Communications, Wausau, Wis., president of Broadcast Financial Management Association and of BCA-Credit Information Inc., BFM's wholly owned subsidiary, was named chairman of both organizations in elections at BFM's 18th annual conference last week in Las Vegas.

Joseph J. McCabe, KPLR-TV St. Louis, was elected president of BFM; Ronald J. Doerfler of Capital Cities Communications, New York, was named VP; William J. Key, WHBO-AM-TV Memphis, was elected secretary and Glen Banks, KTAR-TV Phoenix, was elected treasurer. Five new BFM directors were elected: Hugh Del Regno, KTTV(TV) Los Angeles; Loren E. Lucke, WCCO-AM-FM-TV Minneapolis; Joseph E. Seaver, KRON-TV San Francisco; George Wichterman, WTVT(TV) Tampa-St. Petersburg, Fla., and Dustine Davidson, KPTV(TV) Portland, Ore.

Alan Lajtay, ABC, New York, was elected president of BCA-Credit Information; V. William Montuori, Harrington, Richter & Parsons, New York, was named VP; Marvin Schragar, John Blair & Co., New York, was named secretary, and Joseph Staab, CBS, New York, was named treasurer. Two new BCA board members were chosen: Robert Vosberg, KTVT(TV) Fort Worth, and Ted Weiss, Peters, Griffin, Woodward, New York. In addition, Robert E. McAuliffe, executive director of BFM, was re-elected executive VP of BCA, and Robert G. Stone was re-elected BCA VP, administration, New York.

**Michael Ferrel**, account executive, WGMS-AM-FM Washington, named sales manager.

**Browning Lloyd**, operations manager, KKIK(AM) Waco, Tex., joins KQID(FM) Alexandria, La., as sales manager.

**Melinda Barnett**, account executive, D'Arcy-MacManus & Masius, Detroit, named retail sales coordinator for WKBD-TV there.

**Michael Goelz**, manager and systems supervisor, KSTW(TV) Tacoma, Wash., named director of commercial operations for KTTV(TV) Los Angeles.

**Gary Brandt**, owner of Legend Broadcast Representatives, joins WJKW-TV Cleveland as account executive.

**Regina Williams**, from Ozite Corp., Charlotte, N.C., joins WBT(TV) there as account executive.

**Pam Daggett**, account executive, H-R Stone, New York, joins WJJD(AM)-WJEZ(FM) Chicago in same capacity.

**Louise Heifetz**, retail sales manager, KFAC-AM-FM Los Angeles, joins WEEI-FM Boston as account executive.

**Ranny Dean**, media director for two retail stores, San Francisco, joins KSFO(AM) there as account executive.

**Chris Abood**, weekend news desk assistant, WKYC-TV Cleveland, joins WABQ(AM) there as account executive.

**Donald W. DeSmit**, sales executive, WKZO-TV Kalamazoo, Mich., retires after 30 years with Fetzer stations, licensee of WKZO-TV. **Jerry Raffel**, promotion manager there, named national sales account executive.

**Bob Kirby**, reporter-anchor, WBAP(AM) Dallas, joins sales department of KGNO-AM-FM Dodge City, Kan.

## Programing

**Kathryn Cass**, director of pay television for United Artists, New York, appointed VP of Telemation Program Services there.

**Ernie Kovacs**, general sales manager, XETRA-AM-FM Tijuana, Mexico, (San Diego) named general manager of co-owned Noble Syndications there.

**Lawrence L. Pont**, independent producer, joins WLS-TV Chicago as producer of documen-

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aries. **Robb Weller**, host of program for Warner Cable's Qube, two-way cable system in Columbus, Ohio, joins WLS-TV as co-host of *AM Chicago*.



Masket

**Edward S. Masket**, senior VP in charge of administration. Columbia Pictures Television, Burbank, Calif., named executive VP-administration.

**Edward M. Anderson**, assistant general manager, program operations, Warner Cable's Qube division, Columbus, Ohio, named VP, program

operations. **Dr. Gerry Jordan**, consultant, Board of Cooperative Educational Services, Yorktown Heights, N.Y., named to newly created post of director of educational development for Qube.

**Edward Gilbert**, assistant general counsel, Children's Television Workshop, New York, joins ITC Entertainment there as general counsel.

**Ellie Dylan**, former drive-time disk jockey WNBC(AM) New York, named host, *YOU*, WABC-TV New York's weekly newsmagazine.

**Meryl Comer**, hostess and producer of interview program, WMAR-TV Baltimore, joins WCVB-TV Boston as co-hostess of daily talk and variety program. **Michael Young**, host of program for Warner Cable's Qube, system in Columbus, Ohio, named location host for *Good Day* show on WCVB-TV.

**Gerry Dodd**, production manager, noncommercial WNIT-TV South Bend, Ind., named program director. **Thomas B. Hevel**, senior director there, succeeds Mr. Dodd. **Michael K. Bridgeman**, promotion producer, noncommercial WNED-TV Buffalo, N.Y., named promotion director. **Dr. Mescal Evler**, teacher and consultant to Indiana Department of Public Instruction, named learning services director for WNIT-TV.

**Lester Strong**, manager of children's programs for ABC's East Coast operation, joins WBTW(TV) Charlotte, N.C., as community affairs director and program development specialist.

**Chuck McKay**, air personality, KBOM(AM) Bismarck, N.D., named program director.

**Bud Thomas**, sales representative, KDKB(AM) Mesa, Ariz., appointed program director.

**Dick Bartley**, from WBBM-FM Chicago, joins WFYR(FM) there as assistant program director and air personality. **John Wetherbee**, from WKRC(AM) Cincinnati, joins WFYR as music and research director.

## News and Public Affairs

**Earl Ubell**, producer, special broadcast unit, NBC News, New York, named health and science editor, WCBS-TV New York.

**Betsy Goff**, contract attorney, ABC Sports, New York, appointed assistant general attorney, ABC News, New York.

**Matthew Schwartz**, anchor-producer, WUTR(TV) Utica, N.Y., named news director. **Gary Kennerknecht**, reporter, WTLB-AM-FM

there, joins WUTR as reporter and co-anchor.

**John Prescott**, reporter-photographer-producer, KMTV(TV) Omaha, named assistant news director-assignments.

**Richard Lippincott**, reporter, WRNJ(AM) Hackettstown, N.J., named news director. **Bruce Farber**, graduate, Hofstra University, Hempstead, N.Y., joins WRNJ as reporter.

**Patrick Stout**, chief radio news editor, WBBF-AM-FM-TV Rock Island, Ill., appointed news director for noncommercial KOSU-FM Stillwater, Okla.

**Jim Hale**, anchor, WJKW-TV Cleveland, and **Melanle Roberts**, anchor, WTVQ-TV Lexington, Ky., join KOTV(TV) Tulsa, Okla., as co-anchors of evening news. **Doug Dodd**, evening news anchor there, named host of morning public affairs program.

Appointments, KSL-TV Salt Lake City: **Dennis May**, reporter-producer-anchor, KREM-TV Spokane, Wash., joins KSL-TV in same capacity; **Bruce Lindsay**, reporter-anchor, KABC-TV Los Angeles joins KSL-TV in same capacity; **Patricia Hovis**, producer, KOVR(TV) Stockton, Calif., named reporter-anchor; **George Stephenson**, producer-reporter-anchor, noncommercial WMHT(TV) Schenectady, N.Y., named producer, and **Ron Eisenbarth**, photographer, KIRO-TV Seattle, named newsfilm-ENG cameraman.

**Adrienne Baughns**, co-host of noon news program, WFSB-TV Hartford, Conn., named co-anchor of 6 p.m. news.

**Ray Metoyer**, weekend anchor and reporter, WOWT(TV) Omaha, named urban affairs reporter.

**Michele Smith**, from WCAU-TV Philadelphia, named reporter, WDTN(TV) Dayton, Ohio.

**Brenda J. Summers**, from WBBB(AM) Burlington, N.C., joins WBTW(TV) Charlotte, N.C., as reporter.



**Four score and Fidler**. A fixture on the NBC and CBS radio networks in the thirties with his Hollywood commentary, Jimmie Fidler found new fields to conquer in later years. For the past 20 years he has been a distributor of Ampex professional audio systems, a milestone that the company observed by presenting him with a commemorative plaque at a luncheon in Redwood City, Calif. It took place just two days after the former broadcaster-columnist's 80th birthday, and Donald V. Kleffman (r), vice president-general manager of the Ampex audio-video systems division, made the presentation.

**Deborah Domine**, reporter, WMEE(AM)-WMEF(FM) Fort Wayne, Ind., joins WSBT-AM-TV South Bend, Ind., in same capacity.

**Gene Silver**, news director, KIEM-TV Eureka, Calif., joins KTVL(TV) Medford, Ore., as field reporter and noon news and talk show co-host.

**Kate McGrath**, anchor, WPOP(AM) Hartford, Conn., joins WEEI(AM) Boston as reporter-anchor.

## Promotion and PR

**Lew Schatzer**, producer-director, KTTV(TV) Los Angeles, named director of promotion and creative services.

**Martha Blackall**, executive secretary, WEEI(AM) Boston, appointed publicity coordinator.

**Paul J. Klick**, promotion assistant, KDNL-TV St. Louis, named promotion manager, KMEG(TV) Sioux City, Iowa.

**Michael K. Bridgeman**, promotion producer, noncommercial WNED-TV South Bend, Ind., named promotion director.

**Shaw Messner**, promotion director, WROR(FM) Boston, joins WCOZ(FM) there as promotion coordinator.

**Roger Scott**, writer-producer, ABC News, Los Angeles, joins ICPR, public relations firm there, as VP of broadcast operations.

## Cable

Appointments, Six Star Cablevision, Englewood Cliffs, N.J.: **Stuart Harris**, VP-secretary, elected president; **Harold Berman**, VP-operations, named executive VP; **Michael Gardner**, assistant engineer, Kankakee TV-Cable, Kankakee, Ill., joins Six Star as VP-director of engineering, and **John Wiley**, assistant controller, Burns International Securities Services, Briercliff Manor, N.Y., joins Six Star as controller.

**Robert Hosfeldt**, VP-general manager of KNTV(TV) San Jose, Calif., named executive VP-general manager of Gill Cable TV, former owner of KNTV.

**Michael Seeger**, senior operations supervisor, ABC News, New York, joins Showtime Entertainment, pay television subsidiary of Viacom, New York, as manager of operations. **Bradley Johnson**, independent production assistant, joins Showtime as production coordinator.

**John Kerr**, in charge of local origination advertising sales, UA-Columbia Cablevision, Oakland, N.J., named advertising sales manager.

## Equipment and Engineering

**Ernest W. Pappenfus**, general manager of Vega division of Cetec Corp., El Monte, Calif., appointed division president.

**Wayne P. McKellar**, manager of industrial engineering, GTE Lenkurt, San Carlos, Calif., named production manager.

**Alan J. Cook**, manager of industrial relations, RCA Missile and Surface Radar, elected VP of industrial relations for RCA American Communications, Piscataway, N.J.

**Robert A. Holub**, corporate credit manager,

Ampex Corp., Redwood City, Calif., named assistant treasurer.

**Leonard G. Cebol**, manager of sales training and development, Belden Corp., Richmond, Ind., named field sales manager based in Houston. **John Lund**, in sales development for Belden in Los Angeles, succeeds Mr. Cebol. **Willard J. Willmot**, supervisor of field sales force in six Ohio River Valley states, based at Belden's headquarters in Richmond, named field sales manager based in Irvine, Calif. He succeeds **Harold Hofman** who retires after 42 years with company.

**Merton L. Knold**, Midwest regional manager, Microwave Associates, Kansas City, Mo., joins Lenco Inc., electronics division, as Midwestern regional sales manager, based in Atchison, Kan.

**Win Korabell**, manager of operations, KCOPTV Los Angeles, named director of engineering.

**A. Paul Townsend**, on technical staff of WBTV(TV) Charlotte, N.C., named technical maintenance supervisor.

## Allied Fields

**Toni Smith**, account executive, Nielsen Television Index, New York, elected VP. **Robert J. Taragan**, group manager in data application department there, named service executive. **Robert S. Nohe**, from Broadcast Advertisers Reports there, joins Nielsen Station Index as

client service executive.

**Rick Weiser**, music publisher, ABC Records and Weiser Music, Los Angeles, named director, SESAC, West Coast division, Los Angeles.

**Yrjo Lansipuro**, managing editor of Television News of YLE, Finnish Broadcasting Co., Helsinki, named representative of European Broadcasting Union, New York.

## Deaths



Dobin

**Paul Dobin**, 60, managing partner of Washington communications law firm, Cohn & Marks, died Sept. 20 of heart attack. Mr. Dobin joined firm in 1952 from FCC's Broadcast Bureau where he had been chief of Rules and Standards. In latter capacity he led staff work in television allocations plan still in effect; BROADCASTING's Feb. 11, 1952, "Profile" said that "If anyone is to be considered the architect of the nationwide TV allocation system . . . it is Paul Dobin." Survivors include his wife, Edith; a son, Kenneth, and a daughter, Phyllis Maurer.

**John Winnaman**, 42, VP and general manager,

KLOS(FM) Los Angeles, died Sept. 16 in Culver City, Calif. hospital of apparent aneurysm. Mr. Winnaman had collapsed during softball game between KLOS and co-owned KABC(AM) Los Angeles. Mr. Winnaman is survived by his wife, Jane; two children, Bradley and Melissa; his parents, and brother.

**Richard J. Butterfield**, 54, former general manager of KOIN-AM-FM-TV Portland, Ore., died Sept. 9 while playing golf in Neskowin, Ore. He was manager of stations from 1973 until earlier this year when stations were sold and new management was brought in. Mr. Butterfield began his communications career 30 years ago and worked for CBS-TV in New York. Survivors include his wife, Virginia, four daughters and one son.

**Charles S. Boren**, 71, retired vice chairman of Association of Motion Picture and Television Producers, died Sept. 10 of cancer at his Los Angeles home. Survivors include his wife, Noreen Gearin, and two children.

**Jim Pincock**, 64, technician, KNX-AM-FM Los Angeles, died Sept. 5 after long illness. He had worked for station 36 years. Survivors include his wife, Beth, and one daughter.

**Myrtle Damerel**, 90, who portrayed Myrt in long-running CBS radio show during 1930's, *Myrt and Marge*, died Sept. 18 in Kansas City, Mo., hospital. Marge was played by her daughter, Donna, who died in 1941.

# For the Record

As compiled by BROADCASTING based on filings, authorizations, petitions and other actions announced by the FCC during the period Sept. 11 through Sept. 15.

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.

## Facilities Changes

### FM applications

- KWKK Dardanelle, Ark.—Seeks CP to install new trans.; install new ant.; change TPO; ERP: 3kw and HAAT: 260'. Ann. Sept. 18.
- KCAC Walnut Ridge, Ark.—Seeks CP to install new ant.; make changes in ant. system (increase height). Ann. Sept. 18.
- \*KUSC Los Angeles—Seeks CP to make changes in ant. system (decrease height); change TPO. Ann. Sept. 18.

- KBEE-FM Modesto, Calif.—Seeks CP to change transmission line; replace existing guyed tower with a self-supporting tower of the same height. Ann. Sept. 18.
- KZOZ San Luis Obispo, Calif.—Seeks CP to change ERP: 30kw and HAAT: 1200'; change transmission line. Ann. Sept. 18.
- KRUZ Santa Barbara, Calif.—Seeks CP to change type trans.; ant.; make changes in ant. system. Ann. Sept. 18.
- WPCH Atlanta—Seeks CP to install new aux. ant. at TL; to be operated on: 94.9 mhz. No. 235; ERP: 9.522 kw; HAAT: 500'. Ann. Sept. 18.
- WVMG-FM Cochran, Ga.—Seeks CP to install new trans.; change TPO; ERP: 3kw and HAAT: 300'. Ann. Sept. 18.
- WLYF Miami—Seeks CP to install new trans., install new ant.; change TPO. Ann. Sept. 18.
- \*WMNF Tampa, Fla.—Seeks mod. of CP to specify SL at: 305 S. Boulevard, Tampa, Fla.; change trans.; change ant.; change TPO; ERP: 100kw and HAAT: 440'. Ann. Sept. 18.
- KAYL-FM Storm Lake, Iowa—Seeks CP to change ERP: 87kw (H), 51kw (V) and change type trans. Ann. Sept. 18.
- WVIK Rock Island, Ill.—Seeks mod. of CP to change freq. from 88.5 mhz. No. 203 to 90.1 mhz. No. 211; change TL; change type ant.; make changes in ant. system (decrease height); change TPO; ERP: 85w and HAAT: 496.5'. Ann. Sept. 13.
- WMDH New Castle, Ind.—Seeks CP to change trans.; make changes in ant. system (increase height); change ERP: 50kw and HAAT: 500'. Ann. Sept. 11.
- WAMX Ashland, Ky.—Seeks CP to change TL; install new ant.; make changes in ant. system (increase

height); change TPO; ERP: 30.8 kw and HAAT: 462'. Ann. Sept. 18.

- WKCB-FM Hindman, Ky.—Seeks CP to make changes in ant. system (increase height); install additional transmission line and change TPO. Ann. Sept. 18.
- WHOP-FM Hopkinsville, Ky.—Seeks CP to change type trans.; ant.; make changes in ant. system (increase height); change ERP: 100kw and HAAT: 293'. Ann. Sept. 13.
- KFIX-FM Liberty, Mo.—Seeks CP to install new aux. trans. and aux. ant. at aux. TL: 901-923 Main, Kansas City, Mo.; to be operated on: 106.5 mhz. No. 293; ERP: 3kw (H&V); HAAT: 493' (H&V). Ann. Sept. 18.
- KWWR-FM Mexico, Mo.—Seeks CP to install new trans.; install new ant.; change TPO and ERP: 100kw (H&V). Ann. Sept. 18.
- KLIN-FM Lincoln, Neb.—Seeks CP to install new ant.; change TPO. Ann. Sept. 18.
- \*WJSL Houghton, N.Y.—Seeks mod. of CP to change ant.; make changes in ant. system (increase height); change transmission line. Ann. Sept. 18.
- WEZG North Syracuse, N.Y.—Seeks CP to change TL to: 989 James St., Syracuse, N.Y.; install new trans.; install new ant.; make changes in ant. system (increase height); change TPO and HAAT: 236' (H&V). Ann. Sept. 18.
- \*WCPE Raleigh, N.C.—Seeks mod. of CP to change TPO and ERP: 33.3 kw. Ann. Sept. 18.
- \*WBJB-FM Lincroft, N.J.—Seeks CP to make changes in ant. system (increase height); change HAAT: 100'. Ann. Sept. 18.
- WWWW Cleveland, Ohio—Seeks CP to install new aux. trans. at TL; to be operated on: 105.7 mhz. No.

# Summary of Broadcasting

## FCC tabulations as of June 30, 1978

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,495	4	26	4,526	43	4,568
Commercial FM	2,976	1	69	3,047	120	3,166
Educational FM	920	0	36	959	74	1,030
Total Radio	8,391	5	131	8,532	237	8,764
Commercial TV	723	1	2	726	56	782
VHF	513	1	2	516	7	523
UHF	210	0	0	210	49	259
Educational TV	244	3	13	260	7	267
VHF	93	1	8	102	4	106
UHF	151	2	5	158	3	161
Total TV	967	4	15	986	63	1,049
FM Translators	216	0	0	216	79	295
TV Translators	3,521	0	0	3,521	429	3,950
UHF	1,113	0	0	1,113	243	1,356
VHF	2,408	0	0	2,408	186	2,594

\*Special temporary authorization

\*\*Includes off-air licenses

289; ERP: 15.7 kw (H&V); HAAT: 900' (H&V). Ann. Sept. 18.

■ WYFM Sharon, Pa.—Seeks CP to change transmission line; change TPO and HAAT: 455' (H&V). Ann. Sept. 18.

■ \*WRTU San Juan, P.R.—Seeks CP to install new aux. trans. at main TL; to be operated on: 89.7 mhz. No. 209; ERP: 13 kw (H&V) and HAAT: 800' (H&V). Ann. Sept. 18.

■ WSM Red Bank, Tenn.—Seeks mod. of CP to change ant.; make changes in ant. system (increase height); change TPO and HAAT: 300' (H&V). Ann. Sept. 18.

■ \*KTXF-FM Lubbock, Tex.—Seeks mod. of CP to change TL and SL; change ant.; make changes in ant. system (increase height); change ERP: 18.52kw (H&V) and HAAT: 408' (H&V). Ann. Sept. 18.

■ \*WNSB Norfolk, Va.—Seeks mod. of CP to change TL; make changes in ant. system (increase height); change HAAT: 153.5' Ann. Sept. 18.

■ WSGM Staunton, Va.—Seeks CP to install new ant.; change TPO; ERP: 2.34 kw (H&V). Ann. Sept. 18.

■ \*WVPN Charleston, W.Va.—Seeks mod. of CP to change trans.; change ant. Ann. Sept. 18.

■ WMFM Menomonie, Wis.—Seeks CP to change TL: 1.8 mi. ESE of city, Menomonie, Wis.; SL: 444 Broadway, Menomonie, Wis.; change type ant.; change ant. system (increase height); change ERP: 1.32 kw and HAAT: 431'. Ann. Sept. 11.

### AM actions

■ WMLB West Hartford, Conn.—Granted mod. of license covering change of name of licensee from 1550 Country Radio Inc. to 1550 Radio Inc. Action Aug. 24.

■ WFPG Atlantic City, N.J.—Granted mod. of license to change SL to 5010A Wellington Ave., Ventnor, N.J. (outside city limits) and waived Rule 73.30(a). Action Aug. 24.

■ KTLQ Tahlequah, Okla.—Granted license covering permit for changes. Action Aug. 16.

■ WPEN Philadelphia—Granted mod. of license to operate trans. by remote control from 2212 Walnut St., Philadelphia, while using directional ant. Action Aug. 24.

■ WPRP Ponce, P.R.—Granted license covering permit for aux. trans. day and alt. main night. Action Aug. 16.

■ WMCT Mountain City, Tenn.—Granted CP to increase power to 1 kw; remote control permitted. Action Aug. 8.

■ WAPL Appleton, Wis.—Granted mod. of license covering change of SL to Paynes Point Rd., Neenah and waiver of Rule 73.210(a). Action Aug. 24.

### Extensions

■ The Broadcast Bureau has granted following stations mod. of CP for extension of completion date to dates shown.

■ KWK St. Louis, Mo. Feb. 23, 1979. Action Aug. 24.

■ KLCN Blytheville, Ark. Feb. 23, 1979. Action Aug. 24.

■ WGIR Manchester N.H. Feb. 23, 1979. Action Aug. 24.

■ KACJ Greenwood, Ark. Feb. 23, 1979. Action Aug. 24.

■ WVCH Chester, Pa. Dec. 1. Action Aug. 24.

■ KGRB West Covina, Calif. Dec. 31. Action Aug. 24.

■ WYIS Phoenixville, Pa. Feb. 23, 1979. Aug. 24.

■ WCOV Montgomery, Ala. Dec. 1. Action Aug. 29.

■ WDCF Dade City, Fla. Feb. 23, 1979. Action Aug. 29.

■ WSAR Fall River, Mass. Feb. 24, 1979. Action Aug. 29.

■ WTVR Richmond, Va. Feb. 23, 1979. Action Aug. 29.

### FM actions

■ KHAY Ventura, Calif.—Granted license covering changes for aux. trans.; ERP: 19.0 kw; ant. height: 1210 ft. Action Aug. 7.

■ WLUV-FM Loves Park, Ill.—Granted CP to replace expired permit for changes and waived Rule 1.534(b). Action Aug. 28.

■ WWHC Hartford City, Ind.—Granted CP to replace expired permit for changes. Action Aug. 28.

■ KEYN-FM Wichita, Kan.—Granted license covering changes; ERP: 95 kw; ant. height: 860 ft. Action Aug. 7.

■ WDEA-FM Ellsworth, Me.—Granted subsidiary communications authorization on subcarrier frequencies of 41 kHz and 67 kHz. Action Aug. 15.

■ WKTR Millinocket, Me.—Granted license covering new station; ERP: 3 kw; ant. height: 190 ft. Action Aug. 24.

■ \*WUPL Presque Isle, Me.—Granted license covering changes. Action Aug. 7.

■ \*WBMT Boxford, Mass.—Granted license covering new station; ERP: 710 w; ant. height: minus 19 ft. Action Aug. 24.

■ WIQH Concord, Mass.—Granted license covering changes. Action Aug. 7.

■ WLYN Lynn, Mass.—Granted license covering changes; ERP: 3 kw; ant. height: 170 ft. Action Aug. 24.

■ WHPE-FM High Point, N.C.—Granted CP to replace expired permit for changes. Action Aug. 28.

■ WCNL-FM Newport, N.H.—Granted license covering changes; ERP: 2.8 kw; ant. height: 51 ft. Action Aug. 7.

■ \*WGLS-FM Glassboro, N.J.—Granted license covering changes; ERP: 440 w; ant. height: 82 ft. Action Aug. 24.

■ \*WCDB Albany, N.Y.—Granted license covering new station. Action Aug. 24.

■ \*KLCC Eugene, Ore.—Granted license covering changes. Action Aug. 16.

■ \*WGAE Girard, Pa.—Granted CP to replace expired permit for new station and waived Rule 1.534(b). Action Aug. 28.

■ WZTA Tamaqua, Pa.—Granted license covering changes; ERP: 1 kw; ant. height: 480 ft. Action Aug. 7.

■ WEDA, Grove City, Pa.—Granted license covering changes. Action Aug. 16.

■ \*WRIU, Kingston, R.I.—Granted license covering changes. Action Aug. 16.

■ WKTA McKenzie, Tenn.—Granted license covering changes; ERP: 100 kw; ant. height: 480 ft. Action Aug. 16.

■ KUOE El Paso, Tex.—Granted license covering new station; ERP: 88 kw; ant. height: 1390 ft. Action Aug. 24.

■ KVIL-FM Highland Park-Dallas, Tex.—Granted license covering changes for aux. trans; ERP: 25 kw; ant. height: 1570 ft. Action Aug. 7.

■ WFMR Milwaukee, Wis.—Granted mod. of license to change name from Koss Broadcasting Corp. to WFMR Inc. Action Aug. 8.

■ \*WSUW Whitewater, Wis.—Granted license covering changes; ERP: 1.3 kw; ant. height: 180 ft. Action Aug. 24.

### Extensions

■ The Broadcast Bureau has granted following stations mod. of CP for extension of completion date to dates shown.

■ \*WOCG Huntsville, Ala. Dec. 1. Action Aug. 29.

■ \*WRMB Boynton Beach, Fla. May 1, 1979. Action Aug. 29.

■ WQXQ Daytona Beach, Fla. Feb. 24, 1979. Action Aug. 29.

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- WBKF MacClenny, Fla. Feb. 23, 1979. Action Aug. 29.
- KLMR-FM Lemar, Colo. Feb. 24, 1979. Action Aug. 29.
- \*KWBI Morrison, Colo. Feb. 24, 1979. Action Aug. 29.
- KPRM-FM Park Rapids, Minn. Oct. 1. Action Aug. 29.
- \*WKCR-FM New York. Feb. 23, 1979. Action Aug. 29.
- \*WPTG Lancaster, Pa. Feb. 24, 1979. Action Aug. 29.
- KAKI Benton, Ark. Feb. 23, 1979. Action Aug. 28.
- KLRP Emporia, Kan. Dec. 1. Action Aug. 28.
- WFCB Chillicothe, Ohio. Feb. 23, 1979. Action Aug. 28.
- WMNF Tampa Fla. Jan. 4, 1979. Action Aug. 8.
- WNCX Naples Fla. Feb. 1, 1979. Action Aug. 8.

### TV actions

- KIVI Nampa, Idaho—Granted mod. of license covering change of name of licensee from Futura Communications to Futura Titanium Corp. Action Aug. 22.
- KPVI Pocatello, Idaho—Granted mod. of license covering change of name from Futura Communications to Futura Titanium Corp. Action Aug. 22.
- KSTV Stephenville, Tex.—Granted CP to increase power to 500w; change type trans. Action Aug. 15.
- KTCATV-KTCI-TV St. Paul, Minn.—Granted mod. of licenses covering change of name of licensee from Twin City Area Educational Television Corp. to Twin Cities Public Television Inc. Action Aug. 22.

### Extensions

- The Broadcast Bureau has granted following stations mod. of CP for extension of completion date to dates shown.

- WOCA-TV Ocala, Fla. Dec. 21. Action June 21.
- \*WNET Newark, N.J. Aug. 16, 1979. Action Aug. 16.
- \*WOR-TV New York. Feb. 16, 1979. Action Aug. 16.
- KLRU-TV Austin, Tex. Feb. 25, 1979. Action Aug. 25.

## Cable

### Certification actions

- The following operators of CATV systems have been granted certificates of compliance. Action Aug. 18.
- Coastal Cable TV Inc., for Chincoteague, Va. (CAC-09926); TV Extension Corp., for Zerbe, Pa. (CAC-10427); Sabetha Seneca Cable TV Inc., for Seneca and Sabetha, Kan. (CAC-11470, 11469); Coaxial Associates of Florida Ltd., for Wauchula and Hardee, Fla. (CAC-11615, 11794); UA-Columbia Cablevision, for Saddlebrook and Westwood, N.J. (CAC-12730-1); L-W Communications Systems Inc., Marble Falls, Granite Shoals, Kingsland, Llano and Burnet, Tex. (CAC-12733-8); American Television of Midwest City Inc., for Midwest City, Okla. (CAC-12739); Valley Video Cable Co. Inc., for Derry, Palmyra, Hummelstown, North Londonderry, South Londonderry and South Anneville, Pa. (CAC-11489-94); Greater Chicopee Cablevision Inc., for Chicopee, Mass. (CAC-121188); Suburban Cable TV Co. Inc., for Upper Pottsgrove, Pa. (CAC-12343); UA-Columbia Cablevision, for River Edge, N.J. (CAC-12579); Lumberjack Cable Inc., for North Tonawanda, N.Y. (CAC-12863); Telvue Cable Alabama, for Hoover and Southwest Jefferson, Ala. (CAC-12867-68); Danville Cablevision Co., for Danville and Pitsylvania, Va. (CAC-12922-23); Warner Cable of Kosciusko County, for Warsaw, Ind. (CAC-12930); Vuecom Inc., for Grand Forks AFB and Emerado, N.D. (CAC-12937-8); Telecable of Overland Park Inc., for Overland Park, Fairway, Leawood, Lenexa, Merriam, Mission, Prairie Village, Roeland Park and Shawnee, Kan. (CAC-12939-47); Tele Media Co. of Western Ohio, for Greenville, Ohio (CAC-12950); Tele Media Co. of Van Wert, for Van Wert, Ohio (CAC-12951); Tele Media of Williams County Inc., for Bryan, Pulaski and West Unity, Ohio (CAC-12952-5); Western Wisconsin Communications, for Independence, Blair, Taylor, Strum, Eleva, Osseo, Galesville, Trempealeau and Etrick, Wis. (CAC-13008-16); San Juan Cable TV Inc. of Wyoming, for Saratoga, Hanna and Elmo, Wyo. (CAC-13036-38); Sammons Communications Inc., for Vidalia and Natchez, Miss. (CAC-13083-4); Cross Country Cable, Piscataway, Manville, Raritan and Somerville, N.J. (CAC-13161-4); Kleer Kable Co., for Waynesburg and Franklin, Pa. (CAC-08890, 13082); Sedona-Oak Creek TV and Cable Co. Inc., for Sedona and Oak Creek Canyon, Ariz. (CAC-09202-3); Community TCI of Ohio Inc., for Steubenville, Ohio (CAC-10754); Temple Cable Vision, for Temple, Tex. (CAC-11441); Chief Cablevision Inc. Cherokee, Iowa (CAC-12556); American Television and Communications Corp., for Clinton, Miss. (CAC-12744); Marvin Parvino, for Daingerfield, Lone Star, Hughes Springs and Naples, Tex. (CAC-12850-3); Frostburg Cable Television Inc., for Allegany, Md. (CAC-12898); Good Vue CATV Inc., for Spring Valley, Clarkstown and Ramapo, N.Y. (CAC-12913-5); Blatt Bros. TV Cable Corp., for Greenville, Hempfield and West Salem, Pa. (CAC-12955-7); Lake Charlevoix Cable TV Co. Inc., for Otsego Lake, Mich. (CAC-12977); Vidor Cablevision Inc., for Vidor Tex. (CAC-12981); Bridge City Cablevision Inc., for Bridge City, Tex. (CAC-12982); Foley and Associates Inc., for Silver Lakes, Calif. (CAC-13026); Clay Video Inc., for Clay, Fla. (CAC-13039); Multi-Channel TV Cable Co. of Mansfield, for Lucas, Ohio (CAC-13040); Clearview of Clinton Inc., for Clinton Miss. (CAC-13044); Continental Cablevision of Miami Valley Inc., for Miami, and Randolph, Ohio (CAC-13045, 13067); Continental Cablevision of Michigan Inc., for Grand Ledge, Mich. (CAC-13061); Heritage Communications, for Clear Lake, Iowa (CAC-13066); Shasta Cable TV, for McCloud, Calif. (CAC-13081); South Gwinnett Cable TV Inc., Snellville and Gwinnett, Ga. (CAC-13088-9); Champaign Cablevision Co. Inc., for Urbana, Ohio (CAC-13090); Coaxial Communications of Minerva Park Inc., for Minerva Park, Ohio (CAC-13146); Clearview Cable TV, for Swainsboro, Ga. (CAC-13152); UA-Columbia Cablevision of Westchester Inc., for Eastchester, N.Y. (CAC-13165);

## Call letters

### Applications

Call	Sought by
<b>New FM's</b>	
KCIC	Pear Park Baptist Schools, Grand Junction, Colo.
KBZN	Northern Sun Corporation, Bozeman, Mont.
<b>New TV</b>	
WJFT-TV	Southwest Broadcasting Inc., Albany, Ga.
<b>New AM</b>	
WLTM	Mountain Broadcasting Co., Franklin, N.C.
<b>Existing FM's</b>	
KMVC	KSAX Burley, Idaho
WOVR	WESO-FM Southbridge, Mass.
WTYX	WKXI Jackson, Miss.
WBCO	WBCO-FM Bucyrus, Ohio
KFRX	KFOR-FM Lincoln, Neb.
KFBO	KFBC-FM Cheyenne, Wyo.
<b>Existing AM's</b>	
KDJO	KDKB Mesa, Ariz.
WOIK	WCMG Jacksonville, Fla.
WPLP	WFSO Pnellas Park, Fla.
KQXV	KRCBCouncil Bluffs, Iowa
WXPO	WBIR Knoxville, Tenn.
KRLU	KDAV Lubbock, Tex.

### Grants

Call	Assigned to
<b>New AM</b>	
KAYR	Crawford County Communications Inc., Van Buren, Ark.
<b>New FM's</b>	
KDQN-FM	Radio DeQueen, DeQueen, Ark.
KSPB	Robert Louis Stevenson School, Pebble Beach, Calif.
WGBO	Creative Broadcasting Ltd., Galesburg, Ill.
WOKH	Neison County Broadcasting Co. Inc., Bardstown, Ky.
WCKR	Patricus Enterprises Inc., Hornell, N.Y.
<b>Existing AM's</b>	
WDGS	WREY New Albany, Ind.
WLDM	WDEW Westfield, Mass.
WRRD	WLOL Minneapolis
<b>Existing FM's</b>	
KHYE	KHSJ-FM HemeL Calif.
KCBS-FM	KEAR San Francisco
KMPX	KCBS-FM San Francisco
KEAR	KMPX San Francisco
KTYD	KTYD-FM Santa Barbara, Calif.
WSDO	WGLO Fort Lauderdale, Fla.
WVOC	WRBL Columbus, Ga.
WLOL	WLOL-FM Minneapolis
WOKX	WKOK-FM Sunbury, Pa.
WAIM-FM	WCAC Anderson, S.C.
KALO	KIEL Beaumont, Tex.
KRDF-FM	KBMF-FM Spearman, Tex.
WHRO-FM	WTGM Norfolk, Va.
<b>Existing TV's</b>	
WAFF	WYUR Huntsville, Ala.
KESQ-TV	KPLM-TV Palm Springs, Calif.
WTSP-TV	WLCY Largo, Fla.
WPCB-TV	WPFO-TV Greensburg, Pa.
WPTT-TV	WPCB-TV Pittsburgh

Boone Cablevision Inc., for Boone, Iowa (CAC-13166); Cable-Com General Inc., for Idabel, Okla. (CAC-13176); Bay Minette Cablevision Inc., for Bay Minette, Ala. (CAC-13194); Fairhope Cablevision Inc., for Fairhope, Ala. (CAC-13195); Elba Cablevision Inc., for Elba, Ala. (CAC-13196); Brundidge Cablevision Inc., for Brundidge, Ala. (CAC-13197); Broward County Cable Inc., for Fort Lauderdale, Fla. (CAC-13258).

Please send

## Broadcasting

The newswEEKly of broadcasting and allied arts

Name \_\_\_\_\_

Company \_\_\_\_\_

Business Address  
 Home Address

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

Type of Business \_\_\_\_\_

Title/Position \_\_\_\_\_

Are you in cable TV operations  Yes  No

Signature (required) \_\_\_\_\_

3 years \$90  2 years \$65  1 year \$35  
 (Canadian and international subscribers add \$12/year.)  
 1978 Cable Sourcebook \$20.00  
 (If payment with order: \$15.00)  
 1978 Yearbook \$37.50  
 (If payment with order: \$32.50)  
 Payment enclosed  Bill me  
 Across the Dial \$3  
 (Price includes postage and handling. Prepaid orders only.)

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# Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

## RADIO

### HELP WANTED MANAGEMENT

**General Sales Manager** position awaits right person! Heavy experience, retail and ad agencies. Not a desk job, but solid growth career position with major broadcasting company. \$2,000 a month draw, commission, overrides, bonuses, profit sharing, benefits. Person selected will make \$\$\$\$ on AM and FM. Box M-29.

**Need Operations Manager.** Award winning Indiana AM/FM. Heavy on news, sports, farm and talk. Contact Vern Kasper, 317-659-3338.

**G.M./G.S.M.** broadcast trained to administer staff and manage sales force of newly acquired biweekly newspaper. Print experience is not essential. Paper has established account list and 30,000 circulation. We need an aggressive, inventive advertising pro with administrative abilities to complement our No. 1 contemporary FM. Outstanding salary and commission arrangement. Send resume to George Scantland, Box 524, Marion, OH 43302.

**Need for strong sales executive** in highly successful East Coast AM-FM operation. Must love to sell, know how to lead and motivate. Excellent compensation program for performance, long-range equity possibilities, top management opportunities. Don't bring desk, bring desire. Box M-179.

**Ownership is Yours** without any cash investment...to person selected as on the street selling Manager for Number One AM-FM medium market N.E. operation. Here's a real opportunity to move up for salesperson, Sales Manager, or Manager. Box M-190.

**Manager/Sales,** New FM only station in city of 40,000 trade area, plus near by Stockton/Modesto, Calif. markets. Send resume Broadcasting Box M-196.

**Cracker Jack** radio station manager for KZAM AM & FM, Seattle market. 100,000 watts FM and fulltime AM. Established AOR station in a sound market. One of the finest places to live in the U.S. Prefer experienced manager. Good salary with profit incentive. Write with full experience details to D.A. White, 3625 Roblar, Santa Ynez, CA 93460. EOE. M/F

### HELP WANTED SALES

**Learn to sell** at a professional Midwest radio station. Continuous sales training. Box M-68.

**Salesmanager with desire** for management, stock in near future. Some cash needed. Fast growing market, North Carolina. Box M-104.

**Sales Manager** for Chicagoland AM Experienced, with present earnings over \$25,000. Box M-125.

**Salesperson/Announcer** - Not enough time to see all potential clients creates opening in leading Southeastern medium market. No nonsense, hardworking, driving operation. That's how we became the leader. Fit in? Good news delivery for short airshift. Box M-149.

**Become Sales Manager** of WQNZ FM, 100KW TM consulted Stereo Rock. We need a winner who wants to live in beautiful Natchez, 21/2 hours from fabulous New Orleans. Send your resume with sales history to Alan Perkins, TM Programming, 1349 Regal Row, Dallas 75247, WQNZ is EOE/M-F

**Experienced salesperson** - morning personality for top-rated small market station in central Nebraska. Salary plus top commissions. Excellent opportunity for right person. Call Bill or Jack at 308-995-4020 weekdays.

**Account Executive:** WDAK/WEIZ now accepting applications for a position as Account Executive. If you possess solid radio sales credentials, aren't afraid of hard work, like money and want to work for a professionally operated giant of a radio station, send resume, to: Bernie Barker, General Manager, WDAK, PO Box 1640, Columbus, Ga. 31902.

**Good Colorado Regional AM Station** needs a good sales person. Brand new 100,000 watt FM sister station debuts in weeks so lots going on. Send full resume to Manager, Box 890, Lamar, Co. 81052. E.O.E.

**KSO Des Moines** has immediate opening for experienced aggressive salesperson. Great company, new facilities. Generous benefits and pay. Resume to Sales Manager, KSO, Des Moines, IA 50317. EOE.

**Wanted:** Hardworking, versatile sales manager for aggressive, stable small market AM-FM station in Mid-South. New facilities. Must be aggressive; experienced; with sales ideas and promotions that work. Prefer RAB trained person to carry own account list (\$87,000-90,000) and offer leadership to sales department, Regional business knowhow a must. Heavy in Public Relations and community involvement, with management potential. Can start now or by January 1, 1979. Prefer family person. Salary first year should range from low to mid 20's. Send complete resume to Box M-172.

**Sales Manager** - Strong individual with the desire to advance - opening due to promotion within company - apply immediately - send resume to Bernie Brobst, c/o WOHI RADIO, East Liverpool, OH 43920. Good references and experience a must.

**Wanted: Experienced Radio Salesperson** for fast growing Beautiful Music FM station. \$\$\$\$ and the opportunity to advance are in San Diego. Send resume to FM 104, 625 Broadway, Suite 1200, San Diego, CA 92101. Attention: Ross Allie.

**Join the Disco Explosion** in El Paso. Full time AM plus Class four FM sold in combo. Pros can live in the Sunny Southwest and make great money. Call General Sales Manager - Jim Davis, 915-532-4979.

**New Mexico needs** enthusiastic, dedicated broadcasters. Send resume to NMBA, 790-9D Tramway Lane NE, Albuquerque, NM 87122. 505-299-6908. NMBA - Clearinghouse for all member stations.

**Lincoln Nebraska, KLMS** needs another effective salesperson to complement fully accredited sales staff. Join diversified corporation with expanding, computerized broadcast division. Management future realistic. Profit sharing, new facilities 1979, one of America's finest communities... excellent radio market. \$18,000 plus to start. Proper qualifications equals more. Future income commensurate with abilities. Require experience (small market welcome)... basic product knowledge, sincerity, desire to excel necessary. EOE. Warner Bantz, GSM, 402-489-9341. Send resume, references.

**Kansas Information Network,** new statewide news service, needs radio salesperson to fill position with great potential. Broadcast sales experience and ability to make excellent written presentations necessary. Position will involve travel approximately one-third of time. Write or call Frank Gunn, KAKE Radio, Box 1240, Wichita, KS 67201 (316-943-4221). An EOE.

**California's Monterey Peninsula.** New and expanding operation making first major addition to sales staff. Grow with us. Great opportunity for right broadcaster with local sales experience. Resume to Roger Powers, PO, Box KOCN, Pacific Grove, CA 93950.

**Account executive** is assuming Sales Manager's duties at one of our sister stations. We're looking for a replacement who is aggressive and competitive, with broadcast sales experience. We offer a protected account list which should assure \$15,000 the first year; auto expense allowance; company paid hospitalization insurance and retirement. Call Ron Maines at 517-631-1490 and tell me what you offer.

**WYSE - E.O.E.** New ownership! Needs experienced salespeople! Avoid the snow! Resume PO, Box 335 Inverness, FL 32650.

### HELP WANTED ANNOUNCERS

**Minimum Two Years** experience in Rock, Upper Midwest. Box K-125.

**Announcer for medium size Pennsylvania market.** Requires heavy commercial experience for 5,000 watt fulltime adult station. WCOJ, 215-384-2100. An Affirmative Action/EOE.

**Wanted, Evening Announcer** for Adult/Contemporary format. Mature voice with production commercial capability a must. An Equal Opportunity Employer. Reply Box M-83.

**Experienced with creative skills** in air work and commercial production; good voice and air personality. Should have potential to work in programming and other areas. FCC First Class license required. EOE. Send resume to Box M-113.

**Experienced Talk Show Host** for Chicagoland AM. Box M-148.

**Nighttime** - Top 40 at night at this leader in Southeast medium market. You must be good, be able to handle incoming remotes, and willing to work hard. Box M-153.

**Washington, D.C. Suburban** Contemporary has an immediate opening (evenings). Must have first phone and some experience. Growing station looking for someone on their way up. Call Randy Swingle 703-368-3108 before 3 PM. EOE.

**Announcer/News person** for New Jersey AM & FM. Versatile person to gather local news and able to do mature, personable air show for beautiful music format. Third endorsed. Commercial experience necessary. Send tape, resume and salary requirements to WHTG AM/FM, 1129 Hope Road, Asbury Park, NJ 07712.

**10,000 Watt modern C & W FM** needs top announcer, good reader w/prod. experience. Good pay, benefits, college community. Best hunting & fishing area. Contact Mgr. KKKZ, Ruston 105 Park Ave, Ruston, LA. 71270, 318-255-5000. E.O.E.

**WBQO AM/FM, Augusta, Georgia,** is expanding its air staff. Looking for witty and dynamic personality for voice-track automation, late night live FM and production work. Contemporary format. Excellent working conditions and benefits. Send non-returnable tape and resume to Harley Drew, Box 2066, 30903. E.O.E.

**Morning Announcer** for top rated adult contemporary FM in fast growing upper Midwest medium market. Heavy personality required - tape and resume to Dave Montgomery, Y-93 Radio, Box 1738, Bismarck, ND 58501. EOE.

**Wanted Jock** for late afternoon shift. Must be strong on production. Send audition tape to Radio Station WYTI, Box 430, Rocky Mount, VA 24151... An Equal Opportunity Employer.

**Contemporary AM** in College town needs solid Morning airperson with experience. Good working conditions pay & benefits. Top hunting & fishing area. Contact Mgr KRUS, PO, Box 430, Ruston, LA 71270, 318-255-3530. E.O.E.

**Mid-West Country Format** looking for morning personality to become part of a great staff. Excellent production, knowledge of farm area preferred. Working together as a team to promote Station and Sound required. Open to ideas. Box M-195.

**One of New York State's great radio stations** needs a personable, witty, morning personality. Ability to entertain more vital than long years of experience. Immediate opening. Box M-204.

**Copy and production personnel** needed for our expanding 100 kw beautiful music FM covering Raleigh-Durham, the nation's 42nd ADI, and home of three major universities. All new facilities. Prefer interest in creating spots from writing to finished product. Conversational delivery. Copy and/or production samples to Steve Hibbard, WYYD, Box 12526, Raleigh, NC 27605.

**Need Professional Personalities** to work MOR-Talk format in one of Indiana's fastest growing areas. Send tape, resume, and salary objectives to: O. J. Jackson, WAKE, PO, Box 149, Valparaiso, IN 46383.

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**HELP WANTED ANNOUNCERS  
CONTINUED**

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**FM Rocker** has immediate openings for newperson, full & part-time jocks. Tapes, resume. Tom Kennedy, WSEA, Georgetown, DE 19947 or call 302-856-7355.

**America's No. 1 Secondary** needs Production Pro for prime airshift. Good bucks for right talent. Rush tape and resume to Jim Roberts, WDIF, Box 524, Marion, OH 43302.

**KTWO Radio, a 50 KW** clear, seeks a morning entertainer. Minimum five year's experience. Salary and benefits superb. No phone calls. Send tape and complete resume to: Bruce King, KTWO Radio, Box 2720, Casper, WY 82602.

**Modern Country Powerhouse** is seeking a strong-morning entertainer with excellent production skills. \$250 for 5 day, 40 hour week, plus other benefits. Call Rick Carson, WAAX Radio, 205-543-9229.

**P/T exp. commercial radio** broadcasters to direct inexperienced announcers doing weekly radio shows. NYC, Phila area residents only. 212-279-2360. 215-665-8744.

**50,000 watt Stereo** station on beautiful Cape Cod needs full-time announcer. Applicants must have a professional sound with excellent reading ability. Good commercial production ability to interview for public affairs program, sports and special events. Good pay and benefits. Call Jim Connors 617-548-3102.

**WTLC-FM/Indianapolis** accepting applications for future on air positions. Applicants must have at least one years experience on air large or medium market. Send tape and resume to Ass't Manager, WTLC, 2126 N. Meridian, Indianapolis, IN 46202. EOE/ME

**Immediate Opening.** Small market Ohio Adult Contemporary looking for 1st and 3rd class tickets for morning and night air shifts. Good pay. Top station in market. Send tapes and/or phone John Coe, WCSM, Box 492, Celina, OH 45822. 419-586-5134.

**Radio Announcer II.** Applicants must have a Standard High School Diploma and two years Radio Station Announcing experience. A third class endorsed FCC License is also essential. Applicants should have a good working knowledge of Classical Music and excellent announcing skills. Salary \$9,584. Applications Deadline 10/13/78. Send resume to USF Personnel Services, 4202 Fowler Avenue, Tampa, FL 33620. The University of South Florida is an Affirmative Action Equal Opportunity Employer.

**Top 40 Contemporary** AM-in fastest growing market in Texas-looking for an experienced all around pro for air shift. Must be able to handle production work. Contact Lou Saint, KTEM Radio, Box 1230, Temple, TX 76501. 817-773-5252. Equal Opportunity Employer.

**Wanted Immediately**-5000 watt Northern Arizona AM. Looking for bright announcer who is hard working and willing to learn. Attitude more important than experience. KDJI: Max 602-524-3994.

**Religious station...** needs born again, experienced announcer with production ability. Third phone endorsed. Send air-check-resume to Mike Wilson, Program Manager, WNDA Radio 2407 9th Avenue, Huntsville, AL 35805 or call 205-534-2433 for more information. WNDA-an EOE station.

**Beautiful new facilities** and equipment in quiet non-hassel community. Top rated AM station looking for mature, hard working announcer for music board, lots of production and some Television work. Tapes and resume's to Marty Melia, Box 569, Goodland, KS 67735. Or call 913-899-2309.

**Morning personality** for adult contemporary-information format. Strong voice, good production skills and talk show experience required. Tape and resume to WERA, 120 West 7th Street, Plainfield, NJ 07060. An Equal Opportunity Employer.

**Wanted:** A top flight professional for morning drive in a progressive college town of 15,000. Must be able to conduct interviews and assist with a two-person morning program. Prefer a conversational delivery and good production ability is essential. No phone calls accepted. Send non-returnable tape and resume to: Mike Ransdell, Box 727, Rolla, MO 65401.

**Enjoy radio at its best!** Northeast Indiana AM-FM Stereo with announcer-owner needs experienced announcer for twenty air hours and work as production manager and/or assist news director. Working conditions excellent with flex-time, forty hour week, fully paid insurance, good salary, performance bonus, modern facilities, excellent small community in recreation area. Resume, tape, Fred Manahan, WAWK, Box 37, Kendallville, IN 46755. 219-347-2400.

**Fulltime announcer.** Established station. Experience in production, on-air and news reporting required. Good salary plus fringes. Send tape and resume to J. D. Hogan, WLPO, PO Box 215, La Salle, IL 61301. An Equal Opportunity Employer, M/F

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**HELP WANTED TECHNICAL**

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**Radio Chief Engineer,** good audio and transmitter worker. Excellent conditions, salary, and fringes, at West Coasts oldest station. Send resume' to KMED, PO. Box 1440, Medford, OR 97501, or call 503-773-1440.

**Wanted, excellent chief engineer,** no announcing. Must have experience in AM two tower directional and FM automation. Salary open. Position in Rocky Mountain West. We have excellent working conditions and benefits and new equipment. Right person is now Chief Engineer, or second person ready to move up. Send resume and complete background to Box M-114.

**Chief**-Class IV AM in Southeast medium market. Planning transmitter site move and remodeling of studios. You will do installation, make equipment recommendations, etc. Beautiful area, we are the leading station. Depending on qualifications. \$12-15K. Box M-126.

**Northern New Mexico AM/FM** Stations at foot of Sangre de Cristo Mountains-Toas, Espanola, Sante Fe area. Exceptional opportunity for young, creative. 1st phone interested in growing in radio engineering. Production and air-shift also. Resume to Jim Hoffman: KDCE/Q-102, Box 970, Santa Fe 87501. 505-753-2201.

**Experienced CE Needed** for our full facility AM-FM in Natchez, Miss. Excellent equipment and good working conditions. Beautiful small city 2 1/2 hours from New Orleans. Send your technical resume with references to: Alan Perkins, TM Programming, Dallas 75247.

**Chief Engineer.** First Media Corp. is looking for a thoroughly experienced chief engineer for KAYK, Provo/Salt Lake City, Utah. Experience with AM DA's, high power FM, STL's, RPU's and contemporary audio. Competitive salary and excellent opportunity for advancement in our rapidly expanding group. Resume's to M. K. Smith, Director of Engineering, First Media Corp., PO. Box 8550, Washington DC 20027. No calls please.

**Chief Engineer,** a take-charge, self-starter First Phone, for one of finest equipped small-market stations anywhere. Non-DA AM/Class B FM. Start at \$225 per week, plus complete fringes. Send full information immediately, to John C. Morgan, WFVA AM/FM, Fredericksburg, VA 22401. Equal Opportunity Employer.

**Immediate Opening**-Chief Engineer for 5Kw Directional AM. Announcing, opportunity for other talents. Religious Format. Equal Opportunity Employer. Rush resume, references to Chuck Sherman, GM, WPMH, P. O. Box 1010, Portsmouth, VA 23705.

**Chief Engineer** with Automation experience for FM in Norfolk, Virginia. Send resume-Mr. Walter Brickhouse, 1010 Park Avenue, Norfolk, VA 23504.

**South Florida AM-FM** has opening for Chief Engineer capable of wiring new studio building and maintaining audio and 20KW-FM and 1KW-AM Transmitters. Send resume and salary requirement to Hudson Millar, WIRA-WOVV, Ft. Pierce, Equal Opportunity Employer.

**Need fully qualified,** take charge engineer for a fulltime station. E.O.E. KMO Radio, PO. Box 1277, Tacoma, WA 98401.

**Persnickety Engineer** for automated, quality-oriented. Contemporary Class C in Beaumont, Texas. We believe in winning, professionalism and no petty hassles. K-106. 713-769-2852.

**Chief Engineer.** Immediate opening. Major group broadcaster seeks Chief with Thorough knowledge of 50 KW, AM Daytime Directional and Full Power FM. Send resume to General Manager, WRCP/WNSI, 2043 Locust Street, Philadelphia, PA 19103 (215-564-2300). Equal Opportunity Employer.

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**HELP WANTED NEWS**

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**News Director;** Immediate opening at aggressive News station. Must have journalism background and news gathering experience plus an authoritative delivery. Tape, resume and personal interview required. Dual AM and 50,000 watt FM. Contact G.M., WGOM/WMRI, Marion, IN 46952. 317-664-7396.

**Anchor-reporter** to handle morning drive news in Southeastern Top 50 market. Must be super-strong on air. Prefer two or more years experience in radio news. Starting salary range \$180-230 weekly. Great benefits. Equal Opportunity Employer. Send resume and tape to Mike Edwards, WRAL FM, N.C. News Network, PO. Box 17000, Raleigh, NC 27609.

**News Director.** Immediate opening at WNLK/Q96 Norwalk, Connecticut. Dynamic suburban market just 40 miles from NYC. We're looking for an experienced broadcast journalist with broad interests, strong organizational and leadership abilities, and an excellent on-air sound. Send tape, resume and salary requirements to Mike Hanson, General Manager, WNLK/Q96, PO. Box 1350, Norwalk, CT 06852. EOE.

**News person** with good delivery. Must be able to gather and write local news. Tape and resume to KNZA, Box 104, Hiawatha, KS 66434. E.O.E.

**WKLO, Louisville,** looking for morning anchor. Present individual has accepted a similar position with WSB, Atlanta. Searching for someone who can make a mobile, not too attentive radio audience pay attention. A combination of voice and creative story telling. Tapes and resumes including salary requirements to Jess Peterson, News Director, WKLO, 307 West Walnut, Louisville, KY 40202 EOE.

**News Professional,** must have good pipes and good head. for No. 1 rated AM, and No. 1 rated FM. Our PD. was just named PD. of the year by Billboard. George Baumann WLKE-WGGQ, Waupun, WI 53963. 1-414-324-4441.

**News Director** needed immediately. Strong local news background essential. Good opportunity for dedicated journalist with authoritative delivery. Excellent salary. Send tape and resume to Joe London, WMOH, Hamilton, OH 45011. Equal Opportunity Employer.

**News Broadcaster** and Reporter. An excellent opportunity available for a qualified person at Kansas' leading AM-FM radio station. Send resume' and tape to KFDI Radio, Box 1402, Wichita, KS 67201. Only qualified and experienced need apply. KFDI is an equal opportunity employer.

**E.O.E. Dominant news voice** in state wants experienced enterprising Reporter who can shoot and edit SOF and ENG and experienced SOF/ENG Cameraperson/Editor who can report. Each must be fast moving and able to turn out two to three stories a day. If you need training do not apply. Salary \$187.50. Send resume, references and cassette to: Jerry Levin, News Director, WBRC-TV, PO Box No. 6, Birmingham, AL 35201.

**Wanted: Sports Announcer,** Mississippi State University baseball and women's basketball, high school football and basketball. Includes full-time salesperson or board shift. Joe Phillips, WSSO, Starkville, MS 39759. Phone 323-1230.

**News Editor-Reporter** for WHA Radio. Primary duties will be preparing and presenting newscasts, providing coverage of public policy issues of interest to a state audience. Major duties include: preparing and presenting newscasts of varying length through the day; contacting newsmakers for audio cuts in newscasts and extended news reports; conducting interviews with citizens and officials on state concerns. Bachelor's degree and one year's experience in broadcast journalism. Ability to edit tape, write for broadcast, and deliver material on the air. Salary based on annual rate of \$11,256. Application deadline October 2, 1978. Write for application and details to: Jack W. Mitchell, Station Manager WHA Radio, 821 University Avenue, Madison, WI 53706. An equal opportunity employer.

# THE EASY WAY TO ADVANCE YOUR CAREER IN BROADCASTING!

## IMMEDIATE OPENINGS NOW

If you've been struggling to get a better job, you know how tough the competition can be. Sometimes you'll be competing with hundreds of qualified applicants for a single opening!

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(a partial list)

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- Directors
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- Music Directors
- News Reporters & Directors
- Production (Radio or TV)
- Program Directors
- Public Affairs
- Public Relations Consultants
- Sales Executives
- Sports Play-by-Play
- Talk Show Hosts
- Videotape Editors
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- Where and how to apply
- What to say during the interview
- And much, much more...

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"How to Get Into Broadcasting" is packed with everything you need to know...about FCC licenses...reference sources...salaries...as well as practical tips on "getting in the back door" in the exciting world of Radio and TV. And it's just as valuable whether or not you have experience or formal training.

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Job Leads carries a wide variety of classified openings...from big-salary jobs for executives and on-air talent...to trainee jobs with more modest salaries. There's a real need for your talent and natural abilities—even if you lack extensive experience.

Each lead that we publish is the result of real digging by our staff. We contact employers day in and day out...uncovering the important jobs. Many of these jobs will never be listed anywhere else. But beware. The good jobs are filled quickly—sometimes in a day or two.

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Here's what your subscription will do for you:

- Inform you of hundreds of openings, including the key jobs in your area of interest.
- Let you list your availability in our famous "Situations Wanted" section ABSOLUTELY FREE. (This bonus alone is worth more than the full subscription price!)
- Rush you weekly newsletter issues by First Class mail...guaranteeing your leads are fresh, ripe for picking.
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What do you want from your career? More money? Prestige? A chance to show what you can do?

Picture yourself in a new career environment, preparing to take the challenge—to prove you have what it takes. Job Leads will put you in the picture.

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Let Job Leads work for you. It's already working for media pros everywhere:

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"...Thus far, I have been very satisfied with the service you have provided me with...."

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"...Most impressive...."

—M.L., London, England

(Documentation on file in our editorial offices at Hollywood & Vine, Hollywood, California.)

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**HELP WANTED NEWS  
CONTINUED**

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**5 Thousand Watt EOE** in a fast-growing Wyoming city is looking for a News Reporter for its two-person news department. Experience, dedication to accurate news coverage, with Midwest or Mountain region background desired. Resume and tape to David King ND, KIML Radio Gillette, WY Box 1009 82716, or call 1-307-682-4747.

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**HELP WANTED PROGRAMING,  
PRODUCTION, OTHERS**

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**Operations director** for leading AM-FM in vital upper Midwest market. AM is "full service" personality adult contemp with strong emphasis on news, sports, and information. FM is automated with TM's "Stereo Rock" You will supervise announcers, promotions, production, music, etc. as well as pull an AM shift. This responsible take charge position demands a high degree of detail orientation and follow through; a minimum of five years of strongly related, progressive experience is required. Floaters, "stars", and problem types need not apply. Career broadcasters desiring to settle in a highly desirable community are invited to investigate this to-be-created position. EOE. Rush resume with references, letter of application with salary expectations, and a brief statement of your programming philosophy. Box M-115.

**Need Operations Manager.** Award winning Indiana AM/FM. Heavy on news, sports, farm and talk. Contact Vern Kasper, 317-659-3338.

**Operations Director** needed by one of Northern California's top beautiful music stations. Must have mature voice and copywriting experience and ability to motivate others. Send detailed resume and audition tape to: Gordon Zlot, KZST, Box 2755, Sanja Rosa, CA 95405. EOE.

**New Contemporary FM** on East Coast seeking an experienced PD. Must have good pipes and creative in production. Start \$200 week. Rush tapes & resume—"Manager" 4014 Wilshire Blvd. Wilmington, NC 28403.

**Are you ready** to program a contemporary AM in the fastest growing market in Texas? We're looking for a man or woman who is organized, promotion minded and a leader. Good on-air voice and production work necessary. Send tape and resume now to George Franz, General Manager, Box 1230, Temple, TX 76501. Equal Opportunity Employer.

**Production Director** for top rated FM in upper Midwest medium market. Must be creative copywriter and strong in production. Tape and resume to Dave Montgomery, KYYY Radio, Box 1738, Bismarck, ND 58501. E.O.E.

**One of the Top Ten Black Stations** in the Midwest has a growth opportunity for a Program Director. Applicants should either have their college degree or five years radio experience. Ability to motivate creative people a must plus good administrative skills. Send tape and resume to General Manager, Box 697, Indianapolis, IN 46206. EOE/MF.

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**SITUATIONS WANTED  
MANAGEMENT**

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**General Manager/General Sales Manager,** available immediately. Major Market track record and references. Will look at any offer that makes sense. Box M-106.

**General Manager/Sales Manager** 12 years Major & Medium Market experience. Strong R.A.B., Sales & Personnel Management. Promotionally creative, profit minded, aggressive. Call 414-734-2838.

**Aggressive . . . 13 years** experience in all areas of radio. Female. B.A. in communications/journalism. 6 years in programming/production/management—medium market station. Good knowledge F.C.C. rules—able to handle staff. Seek growth position. Willing to work hard to make money for you. Prefer Southern location—East or West—all locations considered. Box M-161.

**GM/SM 22 years** broadcast pro. Multiphased solid sales, programming sleeves up engineer. If your sales team isn't a pack of hungry tigers maybe you need a motivator. 18K base. Invest? Box M-189.

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**It will begin** with upgrading your product to the best in the market, and end with the same for your bottom line. Well-organized, knowledgeable, reliable and currently employed. Looking for medium market position. Box M-192.

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**SITUATIONS WANTED  
SALES**

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**5 years in radio—4 in sales.** Looking to become part of a good management team as sales manager. Can sell, work well with people, do copy and production. Small market preferred. Box M-176.

**Suburban Radio** was a successful start, now it's time for a bigger challenge. If you need Solutions write Box M-202.

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**SITUATIONS WANTED  
ANNOUNCERS**

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**Air Personality—3rd Endorsed,** expertly trained. Can relocate anywhere immediately! Tape and resume available upon request. Call Paul Scott at 312-824-0676. Between 2—midnight (cst) or write : 677 Lyman, DesPlaines, IL 60016.

**Recent College Graduate—Endorsed. MOR/AOR/ Easy Listening.** Good production. Immediate relocation. Former Assignment Editor. Charles Conner, 59-15 Woodbine Street, Brooklyn, NY 11227.

**DJ . . . promotions,** public relations, 5 months experience. Tom Sisti 201-943-5816 days.

**Looking for Someone** creative, hard working and reliable. Third Endorsed and will relocate anywhere immediately. Tape and resume available upon request. Call 312-388-3040 or write Jim Mulvaney, 12832 May, Chicago, IL 60643.

**Knowledgeable in all music formats.** Three years experience, PD/MD good news & production. Stable and dependable. Seeking Announcer or Announcer/MD position. Will relocate. Box M-119.

**Chief engineer** with good announcing and news delivery. First phone, excellent references. Prefer long-term position at small to medium station in Southeast. Box M-131.

**Broadcast School Grad,** 3rd Endorsed, looking for first job. Phone weekdays 716-834-4457.

**Announcer:** Good reader. Skilled with writing, editing, production. Several years major-market softrock and beautiful music; satellite market m-o-r/newstalk. Seeking quality operation with opportunity for management. Craig Lundquist 415-332-9100.

**Ambitious broadcast graduate** 3rd looking for first break in radio on A.O.R. station. I'm energetic and reliable. Tape and resume on request. Call anytime 312-562-5956 or write: Dimitrios Alexander, 1401 High Ridge Pkwy, Westchester, IL 60153.

**Two, bright-voiced,** Jesus freaks, sick of secular radio, want to move to Contemporary Christian format. Six and seven years experience. Present format sale? We'll program fresh approach! 915-268-4238.

**Have talent,** will travel 3rd Endorsed married air personality seeks employment at Small or Medium Market Station. Creative, responsible and cooperative. Tape and resume available. Call 312-434-3768 or write Carl Reynolds, 5657 S. Morgan, Chicago IL 60621.

**Honest, Reliable, Energetic,** air personality. Hard working, 3rd endorsed. Tape & resume available upon request. Phone 312-985-5530 after 4 PM. Mon-Thur. 815-365-4037, weekends or write Leo O'Donnell, Box 97, Reddick, IL 60961.

**Educated Black female,** 3rd Endorsed, seeks work in Chicago or Milwaukee. Gina Scruggs, 312-929-0705, days.

**After 8 1/2 years** in the business, I'm looking for a step up. I have a 1st phone and like to entertain. If you're in a medium to major market West of the Mississippi and can start at \$900 a month, I'm interested. Box M-165.

**Take a chance on me—**Personality DJ w/4 years experience, 3rd endorsed. Looking for medium market opportunities, Top 40. Tape available on request. I'm the one that you want. Box M-168.

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**Look here!** Young disk jockey needs employment, third phone, limited experience, ready and willing. Try me. No automation. Box M-169.

**Experienced Broadcaster;** offering professional broadcasting services to a great American station like yours. Box M-171.

**Seeking Major Market AOR** Announcing position or Medium Market AOR Program Director position. Talented, professional, intelligent. Details or AOR programming philosophies come first, followed by a tape and resume. Box M-177.

**Personality plus experience—**warm, conversational style. 8 years experience. Seeking medium market position. Box M-198.

**Female DJ/Copywriter** Some experience. 3rd endorsed. Production a specialty, superlative voice quality, fun personality, good news delivery, very capable writer. Will commute. For tape, reference Call Martine Wood 415-834-1124. Write 3009 Harrison, Oakland, CA 94611.

**A cast of thousands** plus an experienced and seasoned talk show host can be a bonus for many stations during the evening hours. Call Bruce King at 216-732-8383.

**Male—age 20—** 3rd Endorsed—expertly trained seeking first break in radio. Available immediately will relocate anywhere. Tape and resume upon request. Call 312-776-8054 between 9 am-2 p.m. or write Dennis Bajek, 5343 So. Talman, Chicago IL 60632.

**Third Endorsed.** Good pipes. Will relocate. Tape and resume available. Call Mike Mitchell, 212-287-4928.

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**SITUATIONS WANTED  
TECHNICAL**

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**Chief Engr.** 30 yrs. AM FM DA installations a specialty. Western states. Box M-6.

**Chief engineer** with good announcing and news delivery. First phone, excellent references. Prefer long-term position at small to medium station in Southeast. Box M-152.

**C.E., 25 years,** automation, proofs, AM to 50,000 watts, DA, FM to 100,000 watts, constructed 5 stations, experienced construction, maintenance. South or West. 505-863-4528.

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**SITUATIONS WANTED NEWS**

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**Newsman:** Experience in middle, major markets and wire services. B. A. Communication and Government. ND experience too. Call, write Morgan Lyons 817-756-5647, 1709 South 1st, Waco, TX 76706.

**I'm Compent and experienced.** Four years major market all-news editor, writer, sports producer, PBR. I can help you in many ways. Box M-95.

**Willing to work hard.** UNC Graduate, BA Broadcast Journalism. Stringer experience. Will relocate for first break. For tape and resume contact Charles Freiman, 1404 Hillwood Court, Charlotte, NC 28210, 704-525-1477.

**News Pro.** Former WOKY and WEMP ND. Motivator. Innovator. Air work, writing excellent. Top 50 market. Bob Betts 414-771-0786 or 321-2200.

**Wanted Medium to Large** market news operation. Willing to pay with hard work and enthusiasm. 14 years experience Radio-TV. Box M-160.

**Experienced newscaster/reporter** seeking larger market. Top writing/news gathering skills. Excellent references, solid radio news background. Box M-174.

**Experienced sportscaster** and/or newsman—play by play all sports—replies any market. Box M-184.

**Sports, News, Hard work!** I know them all. Upper Mid-West, give this recent college grad a chance. You won't be disappointed. Box M-191.

**P-b-p football,** basketball, baseball, hockey. Also First Phone & News. Box M-203.

**Experienced sportscaster.** Baseball, football & basketball. Prefer minor league baseball. Will consider all offers. Will relocate anywhere. Also 3 years jockeying experience. Terry McGuire, Briarwood E2, Staunton, VA 24401, 703-886-1947.

## SITUATIONS WANTED NEWS CONTINUED

**Do you know me?** I don't do credit card ads but I do know what news is. I write well and have a degree and a 3rd endorsed. Call Tony Beahan at 201-891-2018. Write 331 Village Pl, Wyckoff, NJ 07481.

**Experienced announcer**—newsman—sportscaster looking for home in Southeast. College/high school football, basketball and/or professional baseball play-by-play, board, production. Tape, resume available. Paul Carden, Box K, Jasper, GA 30143, 404-692-6496.

## SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

**If you believe** the keys to a successful Program Director is (1) Ability to motivate an air staff, (2) good knowledge of promotion, then I'd like to be your next PD. Excellent knowledge of music, seven years in all facets of Radio. Know how to organize. Medium or Small market. Don Cohen, 802-862-4395.

**Beautiful Music management,** talent team. Program Director, Production Director, Engineer with Schulke, Bonneville experience. Seeking to improve your B-M numbers. Contact Gary or Jim; 419-693-9261, 882-5404.

**California Programming Executive,** On top of present market. Eager for challenge, major growth potential. Ready to build another winner! Box M-194.

**Program-Traffic Professional Broadcaster** with 22 years experience as Announcer-Traffic Manager-Program Director in Radio and Television wishes to relocate. Experienced with BIAS computer. 3rd endorsed. 205-232-7866, Box M-197.

**Top creative radio ad Writer and Producer.** Seeks First rate station or ad agency. Top notch, serious inquiries only. Box M-200.

**Morning Drive PD** in metro area ready to move up. Four years full time & looking for a creative outlet. Willing to relocate. Call Evenings EDT 313-388-5738.

**Ten year professional program director** trained in passive research and all phases of all programing and management. Major market experience looking for medium or large market contemporary or adult station. All replies confidential. 304-748-0564 Joe.

**Programming,** presently in TOP 50 market, experience in both Country, Top 40, aware of FCC rules & regulations, strong on community involvement, sales ability & good production—looking for organization that treats people like people—717-234-5836.

**Program Director** will deliver mass 18-34 and double your billing. First Phone. 9 years Radio, P.D., M.D., talent, production. Plus sales, PR. and marketing. All areas considered, West Coast preferred. 702-588-6143 anytime, Ron Kay.

## TELEVISION

### HELP WANTED MANAGEMENT

**General Manager/Sales Manager.** Unusual opportunity for experienced executive for new TV station located in major Northeast suburban market. Attractive salary, incentive, benefits. Send complete resume including salary history and references to Box M-116. All replies strictly confidential.

**Promotion Manager.** A real challenge for someone with experience as an Assistant Promotion Manager, ready to move up to run their own show. Group owned UHF station in N.E. market needs a bright, aggressive, co-operative individual to take over. Excellent opportunities. Send resume and samples of your work. An equal opportunity employer. Box M-154.

**Position Available.** Position Title: Director of Development. Responsibilities: Fund raising, including membership, special fund drives, underwriting. Requirements: Applicant must have a Bachelor's degree and a proven record of responsibility and achievement in this position. Application Deadline: Applications must be received on or before October 6, 1978. Apply to: Assistant Station Manager, WYES-TV 916 Navarre Avenue, New Orleans, LA 70124. WYES-TV is an equal opportunity employer.

**TV Manager/Broadcasting Instructor:** Vincennes University Junior College is seeking candidates for this teaching and administrative position who must begin employment January 2, 1979. Previous work experience in Broadcasting required; administrative experience helpful. Masters in broadcasting with emphasis in television desirable; bachelors degree with emphasis in television acceptable. Responsibilities include teaching and, as manager, supervision of the day to day operations of the university station, WVUT-TV, ascertainment, and student advising. Must have the capability of preparing students to function as TV station employees through teaching practical application of program design and station operations. Academic rank and salary will be commensurate with the credentials of the candidate. Applications including official college transcripts, placement dossiers, and three letters of recommendations should be mailed by October 31, 1978, to Jack Eads, Public Service Division Chairman, Vincennes University, Vincennes, IN 47591. The University reserves the right to retain all applications and accompanying credentials. Vincennes University is an Affirmative Action/Equal Opportunity employer.

### HELP WANTED SALES

**General Sales Manager:** Must have national and local sales experience with proven record of achievement in both areas. Minimum of eight years experience. Send resume to General Manager, WJAR-TV, 176 Weybosset Street, Providence, RI 02903. Deadline for applications on or before October 8. WJAR-TV is an Equal Opportunity Employer.

### HELP WANTED TECHNICAL

**Videotape Maintenance Engineer** for quad VTR's and other related equipment for post production and duplication house. Prefer FCC 1st and at least one year's experience. Call collect 313-971-3600, or send resume to Robert Stapleton, NET Television, 2715 Packard, Ann Arbor, MI 48104.

**New First Phones!** You've got your license, now get paid while you learn the business. Opening for control room operator. Harold Wright, WVIR-TV, Charlottesville, VA. 804-977-7082.

**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. Send complete resume, salary history and references to Box M-122. All replies strictly confidential.

**Wanted: Television Broadcast Engineer** for FM and UHF TV transmitter maintenance in sun belt. First phone and experience with RCA TTU-110-B and microwave equipment essential. Equal Opportunity Employer. Forward complete resume, references, and salary requirements to Engineering Director, Box M-142.

**Maintenance and Operation Engineer,** KUED. Training or military experience in electronics, FCC 1st Class license required. Maintains all studio, remote, operational broadcast and production equipment. Sets up and operates major remote technical facilities. Troubleshoots, tests, locates problems and repairs equipment malfunctions. 3-4 years maintenance experience preferred. If interested contact: Katherlyne Muir, 801-581-5951, University of Utah, Personnel Department, 101 Annex Building, Salt Lake City, UT 84112. Equal Opportunity Employer m/f.

**A major Detroit TV station** has openings for two Assistant Chief Engineers. Prefer applicants with 4-6 years experience at a major market station dealing with studio, videotape, remote and transmitter operations and maintenance; 2 years experience with Electronic News Gathering; 1st Class FCC Radiotelephone License and a minimum of 2 years technical school in electronics. The Assistant Chief Engineer, Engineering Department, will be responsible for supervision of studio and transmitter personnel, coordinating technical facilities with programming department, and assisting the chief engineer with budget preparation and department operations. The Assistant Chief Engineer, ENG, News Department, will be responsible for the supervision and maintenance of ENG equipment, supervision of daily ENG operations and assist the news director in the preparation of the annual operating budget. Reply to Box 400, Detroit, MI 48231. We are an Equal Opportunity Employer.

**TV Engineer:** Experience in VTR operation, on air and production switching, transmitter operation. First Class License. Western Colorado vacationland. Send resume and salary requirements to: Al Ladage, Dir. of Eng. KREX-TV, PO. Box 789, Grand Junction, CO. 81501. 303-242-5000, An EOE/MF.

**Studio Engineer** who wishes to work with latest equipment. Knowledge of Logics and Digitals necessary. Analysis and hands on maintenance are part of this job. N.E. Station in pleasant, middle sized, college town. Send resume to Box M-167.

**Equal Opportunity Employer TV Station** seeking an individual, male or female, with 5 years combined experience in studio and transmitter engineering areas. Top Ten network affiliate, Group owned. Send resume to Box M-193.

**Syracuse University** needs a qualified Video Engineer to work evenings in the Newhouse Communication Center with Synapse Video Center's experimental and traditional television productions. The person must have an AAS in electronics or equivalent combination of education and experience in Broadcast Color Television studio maintenance procedures (emphasis on VTR's) and system troubleshooting. The annual salary is \$12,200. Syracuse University's liberal benefits include free tuition (12 credit hours a year) and an annual one month vacation. Send resumes before October 16, 1978, to: Ms. Kelly Rose, Syracuse University Personnel Dept., Skytop Offices, Syracuse, NY 13210. Syracuse University is an Equal Opportunity/Affirmative Action Employer.

**Transmitter Supervisor**—for new VHF satellite station in expanding state PTV network located near Eufaula, Oklahoma. Location is in heart of major lake and recreation area. 5 years transmitter experience desired and first phone required. Responsible for maintenance of RCA Type TT-30 FL transmitter and supervision of station and operating staff. Good salary and benefits. Send resume to: OETA, PO. Box 14190, Oklahoma City, OK 73113. Phone 405-848-8501. Equal Opportunity/Affirmative Action Employer.

**Immediate opening,** studio technician with emphasis on maintenance. First phone required. Send resume and salary requirements to Gene Gildow, WTEN/WCDC, 341 Northern Blvd., Albany, New York 12204, or call 518-436-4822. An Equal Opportunity Employer.

**Radio/TV Engineering Supervisor.** B.S. Degree from an accredited college with a major in Electrical Engineering or High School Diploma and four years experience in Radio and/or TV Electronics. First Class FCC License required. Salary \$11,275. Apply University of South Florida, Personnel Office, FAO-011, Tampa, FL 33620. Deadline for applications October 26, 1978. An Affirmative Action Equal Opportunity Employer.

**Television/Radio Tech III:** Under supervision, operates TV master control board, audio control board, projection machines, video set-ups adjusting studio color cameras, along with maintenance repairs on television equipment. Must have high school diploma, 1st Class FCC. Radio/Telephone License, plus either two years technical training in related electronics or three years broadcasting and/or television experience, including thorough knowledge FCC. Rules/Regulations. Apply Personnel Office, 16 Beardshear, Iowa State University, Ames, IA 50011 by September 29, 1978.

**Transmitter Engineer**—Southwest VHF station seeks aggressive Transmitter Engineer. FCC First Class License required. Experience desirable but will consider applicant with good electronic foundation. Equal Opportunity Employer. Send resume to Al Smith, PO. Box 1488, Lake Charles, LA 70601. Phone 318-439-9071.

**Experience to include VTR,** Camera, and Digital equipment. FCC First Class License preferred. Contact Rick Craddock, KKTU, Colorado Springs, CO 1-303-634-2844.

**Maintenance Supervisor** for KPBS-TV. Responsible for all studio equipment. Must be familiar with many helical formats, quad, color cameras, TBC's, ITFS, CCTV equipment. Supervisory experience and First Phone required. Salary \$17,088-\$20,580/year. Apply before 10/13/78 to Employment division, San Diego State University, San Diego CA 92182. An Equal Opportunity/Affirmative Action/Title IX Employer.

## HELP WANTED TECHNICAL CONTINUED

**Immediate opening** for Radio/TV Engineer in Mississippi Cooperative Extension Service TV Production Studio. Must have a first class FCC license and at least one year of experience in commercial or educational TV. Production maintenance engineering experience is a must. Knowledge of ENG recorders and cameras, Quad recorders, switchers, and digital time base correctors is required. Contact Milburn Gardner, P.O. Box 5446, Mississippi State, MS 39762, or 601-325-3462. An Equal Opportunity Employer.

## HELP WANTED NEWS

**Weather:** We are looking for a strong weather personality for our 6 & 11 p.m. newscast. Must have substantial weather background and on air experience. We need a pro with a proven track record. This is not a beginners position. Send tape and resume to Allen Jones, News Director, WTVD, P.O. Box 2009, Durham, NC 27702. E.O.E.

**Wanted—News Director** for smaller network affiliate in Pacific Northwest. Have strong news commitment and are No. 1 in market. Looking for TV reporter with anchor experience ready to run own department. Needs film experience. EOE. Send resume, not tape, to Box M-82.

**News Director** for small Mid-South VHF network affiliate. Must be able to organize and direct 8 member staff. Newspaper editing preferred. ENG knowledge helpful. Great challenge matched with good pay. Equal Opportunity Employer. Box M-93.

**Anchor—Midwest** Net affiliate—strong talent who can write, report but most of all communicate. We're committed to news and to winning. Equal Opportunity Employer. Box M-107.

**Sports**—Strong, creative field work. Some air. Good sports market, Midwest. If you qualify you'll be our No. 2 person. Equal Opportunity Employer. Box M-120.

**News Director:** Experienced administrator to lead staff of 10. Ability to shoot film and do air work desirable. Send resume and salary requirements to Clyde Payne, WBKO-TV, P.O. Box 1198, Bowling Green, KY 42101.

**Photographer** We are looking for an experienced television news photographer capable of handling both ENG and film. Person must be experienced in all phases of news photography and editing. Send video cassette with samples of field work and resume to: News Director, P.O. Box 2009, Durham, NC 27702. A Capital Cities Station. E.O.E.

**Reporter/Cameraperson** with anchor potential. Some ENG editing. Would like at least 1 (one) year experience in TV. Journalism degree preferred. Send resume, tapes and references to Hans Krause, News Director, WRDW-TV, Drawer 1212, Augusta, GA. 30903. WRDW is an Equal Opportunity-Affirmative Action Employer.

**Reporter-Photographer** Energetic and alert Experience and/or education Benefits Equal Opportunity Employer. Send video-cassette and resume to Art Angelo, VP, KPLC-TV, Box 1488, Lake Charles, LA. 70601. No phone calls.

**Weekend Anchor-Producer/Reporter** for station with strong news commitment including live ENG. Experience necessary. Runs newscast on weekends. Send complete resume, tape, salary requirements to: News Director, WMTV, Madison, WI 53711. We're an Equal Opportunity Employer.

**Co-Anchor Reporter.** Position involves co-anchor of midday magazine newscast plus general reporting and feature work. Prior anchor experience helpful. Journalism degree preferred. ENG background requisite. Send resume, tapes and references to Hans Krause, News Director WRDW-TV, Drawer 1212, Augusta, GA 30903. WRDW is an Equal Opportunity Affirmative Action Employer.

**ENG Editor/Photographer**—Top 10 market network affiliate seeks an electronic journalist with a minimum of 3 years shooting/editing news stories and series experience. Ability to operate RCA, Ikgami cameras, and Sony editing gear desired. First phone, live feed, and a degree in journalism are real pluses. For prompt consideration, please forward confidential resume with salary history and expectations to Box M-105. An Equal Opportunity Employer M/F/H/Vets.

**Weekend TV Anchor/Reporter/Producer** wanted for expanding News operation in medium-sized market. Must have a B.A. in Journalism, 5 years current commercial Television News experience, complete knowledge and understanding of state of the art news gathering and news production, plus anchor ability. Salary commensurate with experience. Send complete resume to Box M-159, by October 5, 1978. E.O.E.

**TV News Director** for major market, group-owned Sun Belt station. Must be creative and energetic professional with strong administrative experience. Authority to determine and administer budgets, guide reporters, producers, photographers, anchor people through their daily work. Should be able to insure well balanced coverage of news events and views. Salary commensurate with experience. An Equal Opportunity Employer. Send resume and salary requirements to Box M-186.

**Experienced Newsfilm Photographer.** One year solid film and edit background. South Florida major market station. Equal opportunity employer. Box M-199.

**Two Meteorologists Wanted:** Must be Meteorologist with the AMS seal or the ability to obtain same. Must be capable of professional presentation for local news shows and for consultation work in private weather Corp. operated by TV station. We currently have clear radar, NAFAX, GOES, RAWARD, NOAA, and "A" circuits. Immediate openings. Send resume and salary requirements to John Spain, News Director, WBRZ-TV, P.O. Box 2906, Baton Rouge, LA 70821, 504-387-2222. An EEO Employer.

**TV Weather**—Escape the hum-drum. Get into an exciting weather market. We're looking for a weatherperson with TV weather show experience and in addition, be a TV reporter on environmental stories. Contact George Noory, News Director, KMSP-TV, 612-925-3300. EOE.

**TV News Reporter**—Major market station looking for hustling reporter who has 'live' ENG experience. Contact Georgy Noory, News Director, KMSP-TV, 612-925-3300. EOE.

**Experienced TV reporter** who loves digging and exclusive stories. Also produce and anchor weekends. Tape and resume only, no phone calls, to Don Rockwell, News Director KITV, 1290 Ala Moana, Honolulu, HI 96814.

**Radio-TV News Reporter** wanted for PBS/NPR affiliate. Responsibilities: assist News Director in all phases of TV/FM news operation; co-anchor daily TV newscast; manage student reporters; teach one 3-hour course (news writing) per semester. BA required. Broadcast news experience preferred. Salary \$10,700. Send resume and references to: James Smith, News Director, KAMU-TV/FM, Texas A&M University, College Station, TX 77843. An EEO, AA employer.

**Aggressive Reporter.** Responsible for 2-3 film stories daily. Anchor possibilities. No weekends. Tape and resume should be sent to Matthew Schwartz, News Director, WUTR-TV20 (ABC) P.O. Box 20, Utica, NY 13503 No Phone Calls. M/F, E.O.E.

**Reporter/Anchor Wanted:** Reporter needed to work night shift updating news and covering late assignments for 10:00 PM. newscast. Possible anchor work in the future. Must be college graduate with two years experience in television. Send resume and salary requirements to John Spain, News Director, WBRZ-TV, P.O. Box 2906, Baton Rouge, LA 70821, 504-387-2222. An EEO Employer.

## HELP WANTED PROGRAMING, PRODUCTION, OTHERS

**General Production/Announcer** (Jackson, Michigan) Wanted... a general television studio production person, with a minimum of six months announcing experience. Equal Opportunity Employer. Send resume to Personnel, WILX-TV, P.O. Box 30380, Lansing, MI 48909.

**Commercial Writer-Producer** needed for medium market Midwest net affiliate. You furnish the ideas, creativity, writing ability and film and studio know-how—we furnish the full-fax new studio. Rush resume, writing samples and 3/4" video cassette or 2" VTR to: Ken Lotka, Operations Manager, WICD-TV, 250 Country Fair Drive, Champaign, IL 61820. An E.O.E. employer. No phone calls, please.

**Promotion Director**—Group-owned network-affiliated VHF in top 100 market seeking experienced and creative individual to head three-person Promotion Department. Production experience in radio and print a requirement. Excellent salary and benefits. An Equal Opportunity Employer. Send resume to Broadcasting, Box M-181.

**Public Affairs Producer.** On air host and produce nightly segments on newscasts. 2 years broadcast experience. \$9,000 - \$10,500. EEO/M-F/AA. Send resume to Margie Laskoski, WSKG Public Television, Box 97, Endwell, NY 13760.

**Graphic Artist**—Immediate opening. Responsible for on-air art work, ads, brochures, set design, layout of program guide, slides, posters, order and maintain supplies for department. Two years experience required. Salary \$9,000. EEO/M-F/AA. Send Resume to Margie Laskoski, WSKG Public Television, Box 97, Endwell, NY 13760.

**Television Producer/Director**—25th Market. We are looking for a professional producer with strong experience in commercial and program production. Send resume and tape to Personnel Manager, WCPO-TV, 500 Central Avenue, Cincinnati, OH 45202. An Equal Opportunity Employer.

**Assistant Producer - Director** needed for Spanish Program. At least three years of previous experience in producing and directing television programs. Salary open. Applications deadline, October 2. Submit resume to Personnel Office, NJPTV, 1573 Parkside Ave., Trenton, NJ 08638.

**Producer** WTTG, (Washington, D.C. No. 1 Independent) is looking for an experienced News Producer with thorough knowledge of all production techniques, film and ENG, strong writing skills; personal experience with news preparation; must be creative and self motivated. Good managerial skills a must. Please send resume and salary requirements to WTTG, 5151 Wisconsin Avenue, N.W., Washington, DC 20016. No phone calls, please. Equal Opportunity Employer M/F

**Producer/Host** for PTV station. Responsible for development, writing and hosting of public affairs programs. Participates in program conception. Requires BA in broadcasting/related field and one year television experience as producer/reporter. Closing date: October 6. Send resume to Bill Campbell, WSWP-TV, P.O. Box AH, Beckley, WV 25801.

**General Assignment Reporter** with minimum one year's experience required. Send resume to WSM-TV News Director, Box 100, Nashville, TN 37202. An Equal Opportunity Employer.

**Senior Associate Producer** Heavy background in Broadcast Journalism; prior experience on production staff of news strip show essential; top writing skills, innovative. Must be willing and able to carry full responsibilities of nightly newscast when necessary. Send resume and salary requirements to WTTG, 5151 Wisconsin Avenue, N.W., Washington, DC 20016. No phone calls please. Equal Opportunity Employer, M/F

**Producer - Director** For Eastern Public Broadcasting Television Station. BA degree in communications with at least two years experience with a production house or similar tele-communications facility. Salary open. Send resumes to NJPTV, Personnel Office, 1573 Parkside Ave., Trenton, NJ 08638.

**Operations/Traffic Manager** for Top 10 Market Television Station. An excellent opportunity for a strong administrator with heavy broadcasting experience in a very competitive market. Position is very demanding with total responsibility of Operations department. A minimum of five years experience is preferred in addition to managerial skills. Please send all inquiries/resumes to: P.O. Box 9638, Washington, DC 20016. Equal Opportunity Employer.

**Promotion Manager:** We are looking for a creative person, well-groomed in the on-air promotion, with full understanding of concepts and other media. Send resumes to Walter Norfleet, WTVD, P.O. Box 2009, Durham, NC 27702 E.O.E.

**Production Manager** creative and experienced in all aspects of TV production. Producing/directing background essential. Should know lighting and studio camera technique and be able to administer a complete production department. Right person will have sights set on higher programming management position. An equal opportunity employer. Contact Cal Bollwinkel 916-441-2345, if qualified, for interview.



## SITUATIONS WANTED MANAGEMENT

**General Manager/General Sales Manager**, available immediately. Major Market track record and references. Will look at any offer that makes sense. Box M-106.

**Successful GM** in small, competitive market looking for growth opportunity in medium or larger market. A real pro that gets the job done. Box M-143.

**General Manager** with outstanding credentials! Television 22 years; Radio 12 years; Management 18 years. Thoroughly experienced all aspects: ownership, administration, sales, programming, film-buying, news, promotion, community involvement, etc. Quality leader in industry. Very competitive! Produced spectacular sales and profits, plus prestige. Achieved revitalization/rapid turnarounds. Can produce outstanding ratings, sales, profits and prestige! Box M-164.

## SITUATIONS WANTED NEWS

**Award-Winning, Experienced** newsman wants new challenge. Looking for reporting position with station seriously committed to news. Box M-70.

**Female Meteorologist**. Four years. AMS. Number One. Innovative with personality. Credibility. Box M-101.

**Award-Winning Documentary** writer-producer on-air talent, seeks challenging position in documentary unit in major market. Female, four years experience, outstanding background, references. Box M-123.

**Newspaper reporter, 27**, seeks opportunity in Electronic News Gathering. Box M-129.

**Award-Winning Reporter** seeks challenging position in major market. Four years experience, outstanding credentials. Box M-147.

**Award-Winning, Experienced** newsman wants new challenge. Looking for reporting position with station seriously committed to news. Box M-70.

**Topnotch Meteorologist**, Bachelors in Meteorology, 25 years experience forecasting, briefing preparation and weather presentation. Desires position as TV Meteorologist with a station that is fully equipped, including radar. 904-456-4268. Pat Pickett, 2013 Broyhill Lane, Pensacola, FL 32506.

**College grad with news** interest seeks first TV job anywhere in USA. Market size immaterial. Single, 28, BA communications, currently radio jock. Devoted, energetic, willing to learn. Satisfaction guaranteed. Robert Headland, 384 Sixth St., Beaver, PA 15009 412-775-8862.

## SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

**TV Producer/Director**. Graduate Intern from highly respected university broadcasting program seeks position in television production. Experienced in all phases of production, including writing, producing, and directing. Looking for a break in the New York area. Young, but bright ... ambitious ... with lots of experience. Excellent references. Box M-136.

**Director of Public Affairs** show and Newscasts seeking job in Production-Directing or Producing. Also experience in on air switching and editing of video tape. First Phone with endorsement. Contact Box M-138.

**Television Production**. 25+ yrs. television production & related A/V production exp. Studio/remote. Eqpt. operation thru Mgmt. Commercial/Army/Navy/Air Force. Entertainment/education/information/instruction. Please reply to: Jack Petersen, 2103 Ridgmar Blvd. No. 126, Ft. Worth, TX 76116, 817-738-0969.

**Energetic experienced** producer-director seeks position as Production Manager in medium sized market or producer-director in top 20. Looking for growth potential. Box M-187.

**I Have Done** everything in TV Production and broadcast sales. If you need a hard, versatile worker with experience, write Box M-205.

## ALLIED FIELDS

### HELP WANTED SALES

**Rapidly Growing California** Electronics Firm needs polished, ambitious, sales rep with television capital equipment background to handle Northeastern region sales. Will consider related industries. Immediate opening; compensation open. Please send resume in confidence to Box M-112.

### HELP WANTED TECHNICAL

**Video tape engineers**, maintenance engineers and video operators needed for expanding Washington, D.C. video tape production house. Experience only apply. Box M-140.

**Television Maintenance Engineer** for a growing Midwest production house. 2-3 years experience in maintenance of mini-cams, 3/4" VTR's, TBC's, switchers, etc. First phone, tech school. State salary requirements. Send resume to Dennis Hart, Production Director, The Media Group, Ltd., 406 Waters Bldg., Grand Rapids, MI 49503 or call 616-774-8338.

**San Francisco Consulting Engineering** Firm specializing in AM-FM-TV broadcasting, CATV, and microwave systems needs competent, personable, self-assured associate. Engineering degree essential, M.S. preferred, Ph.D. welcome. Systems design, FCC applications, forensic engineering, some field work and travel. RE. registration essential but may be obtained later. Salary commensurate with qualifications and experience. Future share of ownership possible. Enjoy the benefits of a small specialized professional firm with an established nation-wide practice. Entry level engineering positions also available. All replies confidential. Send resume to Hammett & Edison, Inc., Box 68, International Airport, San Francisco, CA 94128.

**Service Engineers**—Due to increased demand, one of the world's leading manufacturers distributors of highly advanced TV equipment including KCK cameras and BCN videotape equipment has immediate openings in the Los Angeles area. To qualify for these challenging growth opportunities in our FERNSEH division, you must have a minimum of 3 years successful experience in the broadcasting industry. A BS degree or equivalent, camera and VTR experience are pluses. In return, we offer an excellent fringe benefit package. Send your resume with earnings history in confidence to: Fred Bundesmann, National Sales Manager, Robert Bosch Corp., 279 Midland Ave., Saddle Brook, NJ 07662. An Equal Opportunity Employer.

**Immediate Opening**—Need 1st Class FCC Engineer to maintain new full color television studio and stereo FM radio station. Must be familiar with Hitachi studio and mini-cameras, JVC, IVC and Sony ENG equipment as well as character generator, special effects, telecine and audio equipment. Experience preferred but will consider knowledgeable licensed beginner. Application deadline is October 31. Contact the Dean of Instruction, Central Wyoming College, Riverton, WY 82501, or call 307-856-9291. EOE/M/F

### HELP WANTED INSTRUCTION

**Broadcast Instructor**. Knowledge, announcing, copy writing, programming, equipment maintenance. Resume to Trans American, 115 6th St. Wausau, WI.

**Associate or Full Professor**, Radio-Television; strong record of productivity in research/creative activity, Ph.D. in Radio-Television or closely allied field, with four or more years of broadcast experience in public and/or commercial broadcasting preferred. Interest in Aesthetics, artistic approach to broadcasting, and basic knowledge of production and equipment. Teach beginning courses in broadcast analysis and criticism, advanced courses in social impact and theory, graduate seminars in public telecommunications. Salary competitive. Letter of application, credentials, names of references by Nov 1st to Charles T. Lynch, Dept. of Radio-Television, Southern Illinois University, Carbondale, IL 62901. Position begins January 15, 1979. Women and minorities actively encouraged to apply.

## HELP WANTED PROGRAMING, PRODUCTION, OTHERS

**Media Production Director** for art museum/cultural center. Need experienced and creative individual to plan/produce/direct video, film, slide-tape projects for variety of uses, including broadcast. Minimum 3 years experience in all aspects of electronic media (including shooting and editing), and some knowledge of fine art. Modest salary, but challenging, varied experience. Send resume to Personnel Director, Indianapolis Museum of Art, 1200 W. 38th St., Indpls., IN 46208.

### 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.

**Two 2" Hi-Band Quad VTR's**, KXMB-TV Box 1617, Bismarck, ND 58501. John Krence C.E. 701-223-9197.

**Channel 12 needs** used TV transmitter. Prefers 10KW. Call Amadeo Nazario 809-833-1200, telex 385-4414, Box AQ, Mayaguez, PR 00708.

### FOR SALE EQUIPMENT

**5" Air Heliex** 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.

**One of nation's** most complete Schafer Automation Systems. Good operating condition. Ten racks, random access carousel cart system, digital time clock, time selector panel, 4 spot locaters with four Ampex tape decks, McCarta cart machine, 2 TRU-8 makeup units, Ampex AG-350 with Schafer TRU-8 makeup unit, slow speed Schafer logger, Mosley relay control panel, time machine with 2 Ampex decks, Schafer brain and subbrain with sequence selector panel, 4 rack-mounted Ampex decks. Under certain circumstances, there is enough equipment to automate two stations. \$2,000 down. \$424.95 per month for 60 months. 615-756-7635.

**AM Transmitters** (used) 50 kw, 5 kw, 1 kw, 250 w. Communication Systems, Inc., Drawer C. Cape Girardeau, MO 63701, 314-334-6097.

**FM Transmitters** (used) 20 kw, 15 kw, 10 kw, 7.5 kw, 5 kw, 1 kw. Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701, 314-334-6097.

**For Sale: IVC 7000P** Color Camera with CCU, Canon 12-120 mm lens w/Auto Zoom, 150' camera cable, cases included. For information, call or write: Louisiana Marketing, 901 Lakeshore Drive, Lake Charles, LA 70601 318-439-3624.

**Remote Control, Moseley** TRC-15AW, 15 telemetering and control channels, single audio line required, like new, with manual. R. B. Bell, 918-647-2288.

**Ampex Audio Recorders:** 9 AG440 mono in console \$1,750; 1 600 mono portable \$550; 1 300 2-track completely rebuilt electronics w/solid state preamp \$1,100. All in excellent condition. Contact Rod Hall: 213-577-5400.

**AM and FM Transmitters**—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

**ITC PDII Cartridge** recorder/reproducer like new, used only 2 hours by recording studio-\$600. Box 713, Green Bay, WI 54305.

**Never used 5K FM** Transmitter, and stereo exciter. Still in carton at factory. Both for \$14,000. Call 203-235-5747.

**New Revox A-77's** in stock! 2-track stereo, rack mount. \$1000 each, cash with order. Call Dwight Herbert, IGM Midwest, 312-822-0919. Subject to prior sale.

### COMEDY

**"Free" D. J. Catalog!** Comedy, Wild Tracks, Production, FCC Tests, more! Command, Box 26348-B, San Francisco 94126.

**Free sample** of radio's most popular humor service! O'LINERS, 366-C West Bullard, Fresno, California 93704.

## COMEDY CONTINUED

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

**Not Comedy—Total personality service for Top 40, MOR, AOR.** Sample: GALAXY, Box 98024-B, Atlanta, GA 30359 (phone 404-231-9884).

**Free two month trial subscription!** Write: Bionic Boffos, Box 457, Capitola, CA 95010.

## MISCELLANEOUS

**Prizes! Prizes! Prizes!** National brands for promotions, contests, programming. No barter or trade ... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

**Have a client** who needs a jingle? Custom jingles in one week. Philadelphia Music Works, Box 947 Bryn Mawr, Pa. 19010. 215-525-9873.

## INSTRUCTION

**1st class FCC**, 6 wks., \$450 or money back guarantee. VA appvd. Nat'l Inst. Communications, 111488 Oxnard St., N. Hollywood CA 91606.

**OMEGA STATE INSTITUTE** training for FCC First Class licenses, color Tv production, announcing and radio production. Effective placement assistance, too. 237 East Grand, Chicago, 312-321-9400.

**Free booklets** on job assistance. 1st Class FCC license and D.J.-Newscaster training. A.T.S. 152 W. 42nd St. N.Y.C. Phone 212-221-3700. Vets benefits.

**1978 "Tests-Answers"** for FCC First Class License Plus—"Self-Study Ability Test". Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348-B, San Francisco, 94126.

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

**REI 61 N. Pineapple Ave.**, Sarasota, FL. 33577, 813-955-6922.

**REI 2402 Tidewater Trail**, Fredericksburg, VA. 22401.

**First Class FCC License** in six weeks. Our unique course was designed for its effectiveness by Bill Elkins himself. If you want training second to none, contact Elkins Radio License School, 332 Braniff Tower, P.O. Box 45765, Dallas, TX 75245. 214-352-3242.

## RADIO

### Help Wanted Management

#### RADIO STATION MANAGER

Excellent opportunity for experienced Radio Station Manager to direct AM/FM combination separately programmed. Must have proven record in all phases. These group-owned stations enjoy excellent reputations in a good New York State market. Top benefits including pension in this career position. Complete resume and salary history first letter. Write Box M-109. An Equal Opportunity Employer.

## Help Wanted Management Continued

# Network Regional Managers Station Relations

*Immediate opportunity for well motivated seasoned managers or self starters ready for management, to join our expanding Station Relations Department.*

### Primary responsibilities will be to:

- .Develop and maintain liaison between Mutual Network and its affiliates
- .Sell and negotiate new affiliations
- .Sell syndicated type programming
- .Supervise program clearances and affiliation contract compliance

Candidates must possess a sound knowledge of all areas of radio management and sales, as well as superior writing skills. They must be adept at influencing and motivating station personnel.

Additional requirements include a degree in any communications field, or equivalent work experience, plus five years management or sales experience.

For immediate confidential consideration send resume, plus a cover letter specifying salary requirements and tell us how your background and accomplishments relate to our needs:

Frank J. Murphy, Vice President/  
Station Relations,  
1755 South Jefferson Davis Hwy.,  
Arlington, VA 22202.

No phone calls please. An equal opportunity employer M/F.



mutual broadcasting system

## Help Wanted Announcers

### FLORIDA (WEST COAST) CLASSY M-O-R

If you're a warm, mature-sounding, communicating pro and, if you love the sunshine, please send tape and resume to: G.P.O. Box 2072, New York, 10001.

## Help Wanted News

### Large Small Market Operation Looking for News Director

Must be ambitious, gather, prepare and deliver. Heavy on Local News. Call for appointment.

(503) 882-8833  
Nellie Smith

## Help Wanted Programing, Production, Others

### COPY WRITER - WPRO-AM Providence, Rhode Island

Copy, continuity co-ordinator and production person. Emphasis on client spec' tapes, original production and copy for local advertisers. Agency experience helpful.

Send spec' tapes, examples of copy or creative work to Paul Goldstein, WPRO, 1502 Wampanoag Trail, East Providence, RI 02915.

A Capital Cities Station  
An Equal Opportunity Employer

## Help Wanted Sales

### ACCOUNT EXECUTIVE

WDAK/WEIZ now accepting applications for a position as Account Executive. If you possess solid radio sales credentials, aren't afraid of hard work, like money and want to work for a professionally operated giant of a radio station, send resume to: Bernie Barker, General Manager, WDAK, PO Box 1640, Columbus, GA 31902.

## Situations Wanted Management

### GENERAL MANAGER NORTHEAST

Highly successful track record—skilled in all facets of broadcasting. Creative sales planner, personnel motivator, FCC, community. Powerful sales background, nationally respected in operations mgt. Can build or sustain your station as a community and financial leader. Contact in confidence Box M-183.

### Vice President & General Manager

15 years experience—religious & foreign language programming. Present station sold. Investment opportunity considered. Box M-188.

## TELEVISION Help Wanted Programing, Production, Others

### Director of Operations

Independent station in top 50 is seeking someone with strong qualifications to assume full responsibility in developing expanding production and promotion activities.

An Equal Opportunity Employer  
Reply Box M-133.

**Help Wanted Programing,  
Production, Others  
Continued**

**Assistant  
Promotion Manager**

for TV-AM-FM in medium Midwestern market.

Somewhere out there is a Bright, Hardworking, Congenial innovator. Someone who has a solid hands-on background in creative radio or TV production. Who has experience in the effective use of the other media as well. Someone who writes vividly and can learn to translate complex ratings data into sales tools that sell. Someone who is worth more than the up-to \$15K we can offer, but will settle for that because the fringes, the operation, the people and the potential are great. In short, a Complete Person with a relevant degree or equivalent experience. If you're such a person, reply to Box M-173. EOE, M/F.

**ASSISTANT DIRECTOR  
OF ADVERTISING**

Salary: Mid-teens

WRTV, Indianapolis, a top 20 Market Network Affiliate, is looking for an experienced person to write and produce on-air promos and assist in other areas of advertising. The person who previously held this job did so well that he is now an advertising manager in an even larger market. Send resume and samples of your work to: Tim Hnedak, WRTV, 1330 N. Meridian, Indianapolis, Indiana 46202. Your samples will be returned. An Equal Opportunity Employer.



McGraw-Hill Broadcasting Company, Inc.

**Help Wanted News**

**TV Anchor Reporter**

Minimum 2 years anchor and reporting experience. Send tape and resume to: Mr. Bill Jobes, News Director, P.O. Box 11064, Richmond, Virginia 23230.

Equal Opportunity Employer

**ANCHOR NEEDED**

We're changing from a single anchor to a co-anchor format. You will work with male co-anchor but will be in the driver's seat. Six and ten o'clock half hour block, Monday through Friday. Assist in production ... occasional field work. Live ENG in an intensely competitive Midwest market. Send letter and resume to Box M-111. EEO Employer.

**Help Wanted News Continued**

**NEWS DIRECTOR  
AMERICA'S NO. 1 NEWS STATION**

Sun Belt affiliated station in one of America's fastest growing markets, 40-60 market range, seeks News Director to run large news department. Person must have proven ability to manage people and possess administrative capabilities. This is one of the best news jobs in the country, offering a high visibility. Current News Director headed for network O&O. Send resume to: Box M-185.

**Help Wanted Sales**

**SALES MANAGER  
TV Shows  
(Salary: \$30,000 Up)**

We are an independent producer and syndicator for a variety of television shows. Our programs are aired throughout the country.

The successful candidate must have professional association with national and local TV executives and also advertising agencies. Several years sales experience and ad agency contacts are a must. Offices are located in the Chicago area.

Send us a complete resume which must detail work experience.

Box M-163.

"An Equal Opportunity Employer"

**Help Wanted Technical**



**TECHNICAL  
SERVICES**

**Microwave/Satellite/CATV**

Our rapidly expanding pay-TV subsidiary, SHOWTIME, has need of technical representatives to service our affiliates nationwide.

**MICROWAVE and SATELLITE EARTH STATION** experience should include (1) survey, (2) system design, (3) equipment selection, (4) cost analysis, (5) installation.

**CATV System** experience should include (1) cassette operations, (2) security devices.

Exciting opportunity in a fast-paced organization; medium to heavy travel. Please send resume with salary requirements in confidence to Dept. M.

**VIACOM  
INTERNATIONAL INC.**

1211 Ave. of the Americas, New York, N.Y. 10036  
An Equal Opportunity Employer

**Help Wanted Technical  
Continued**

**CHIEF ENGINEER**

Due to expansion, group owner, Mid America Media, now taking applications for chief engineer (radio). Applicants should have strong knowledge of directional AM, automated FM, audio chain, solid state, digital electronics. Send resume in confidence to Joe Cunat, Vice President-Engineering, Mid America Media, Six Dearborn Square, Kankakee, IL 60901.

An Equal Opportunity Employer.

**TV TECHNICIAN**

Major Market Station needs person with 1st Class FCC License, technical education, and 2 years previous experience in all phases of Television engineering.

Salary in low 20s for individual with proper experience.

Send all information to:  
Jack Hastings  
WMAR-TV  
6400 York Road  
Baltimore, Maryland 21212.  
EOE/M/F

**Southwest  
Regional Sales  
Manager**

The Grass Valley Group, Inc. seeks a capable and creative individual to represent our products as District Sales Manager for the Southwestern United States.

Based in the Dallas, Texas area, this key position requires someone with an excellent technical background in broadcasting. Preference will be given to individuals with proven sales experience. Our compensation package includes excellent company benefits in addition to our sales and commission program.

Interested applicants please submit a resume in confidence to Val Marchus, Personnel Manger, The Grass Valley Group, Inc., P.O. Box 1114, Grass Valley, CA 95945. An Equal Opportunity Employer M/F.

**Grass Valley Group**  
A Tektronix Company

**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 Management**

**MANAGER**

250 mile, 12,000 and growing CATV system located in the Northeast. Excellent opportunity for individual with experience and potential. Send resume to Box M-175.

**AGENCY  
MEDIA PLANNING  
SUPERVISOR**

Our Minneapolis headquarters office is near \$100 million in billing and moving up fast.

Our growth has created an exceptional opportunity for a media pro who has built 7 and 8 figure plans for major packaged goods accounts. Heavy TV experience necessary.

Salary open and competitive with some of the best fringes in the agency business. A rare opportunity to combine a sophisticated career environment with living in a metropolitan area ranked among the leaders on just about every "quality of life" rating.

Write to: Bob Hood  
Campbell-Mithun, Inc.  
Northstar Center  
Minneapolis, MN 55402

CAMPBELL-MITHUN, INC.

Campbell-Mithun is an equal opportunity employer.

**Director  
Employee Relations**

Career opportunity available for a multi-talented professional who will be responsible for developing, implementing and administering a personnel program for a diversified communications company.

This multi-talented professional must have experience in compensation and benefits administration, employment, EEO and affirmative action activities. Minimum qualifications include bachelors degree and at least 4 years of demonstrated experience in specified functions.

We offer a stimulating work environment to the multi-talented professional, competitive salary and fringe benefits. Please reply to:

**Box M-201.**

An Equal Opportunity Employer M/F

**Situations Wanted News**

**1978 LAW GRAD**

early 30s, seeks career opportunity in news or legal affairs with network, O&O, or major broadcast group. Five years solid TV news experience with film and ENG. Also, Masters of Journalism, university teaching, academic honors, published. Excellent references. Box M-78.

**TALK  
OR  
MAGAZINE SHOW**

Wanted by former highly rated Radio Talk Host in Top 30 Market. Currently TV Anchor/Reporter in Medium Market. Box M-170.

**TOP ANCHOR**

- Record Ratings
- 9 Years Experience
- Live ENG
- Heavy Writing, Reporting, Production Skills

If you're looking for a pro and a proven winner this fall, write now! Box M-180.

**Situations Wanted Programing,  
Production, Others**

**Television Production Executive**

at major independent production company exploring possible move to New England for college teaching position and/or local tv work. Production experience in network, syndication, PBS, local; drama, variety, news; film, videotape; produced, developed, administered budgets from \$2,000 to \$2,000,000. Seeking good working environment and beautiful surroundings. Box M-166.

## Radio Programing

Captain Stubby  
and  
Charles Homer Bill  
**"Anybody Home?"**  
5 minute country humor  
Family Broadcasting Company  
5540 Harvey Avenue  
LaGrange, Illinois 60525  
312-246-3253

## For Sale Equipment

The **EMMY** award winning Thomson-CSF  
Digital Noise Reducer Model 9000, is  
available from stock through:

Landy Associates, Inc.  
1890 E. Marlton Pike  
Cherry Hill, N.J. 08003  
Phone 609/424-4660

## Wanted To Buy Stations

### Midwest broadcast group

looking for radio stations, North-Central,  
West and South. Prefer small & medium  
markets. Write, KBOM Radio, Box 1377,  
Bismarck, ND 58501.



**LUM and ABNER**  
5 - 15 MINUTE  
PROGRAMS WEEKLY  
Program Distributors  
410 South Main  
Jonesboro, Arkansas 72401  
Phone: 501-972-5884

## Free Film

**FREE FILMS? CALL**  
**MODERN TV**

The leading distributor. We have the most.  
PSA's & newscips too. Call regional offices.  
Or general offices: 2323 New Hyde Park Rd,  
New Hyde Park, NY 11040. (516) 437-6300.

## Business Opportunity

### ENG CREW

Fully equipped with TK-76 & 3/4" VTR Emmy  
award winning crew, available for free-lance  
bookings for Special Feature Stories, Commer-  
cials, Documentaries, Programs, Foreign  
News, Specials. Write Box M-182.

**Reach  
for a  
Star.**

**Bigname TV & Film Personalities  
Available For Personal Appearances  
(at openings, sales, celebrations,  
you-name it).**

Face it—people who wouldn't walk  
across the street to attend the opening  
of a new bank would drive miles to be  
there if a big film star was making an  
appearance.

Why are we telling you this? Because  
a radio station has much to gain by  
coming up with a Big Idea that turns a  
"nothing" occasion into something  
special... something the sponsor con-  
siders worth advertising.

The reason major league talent sel-  
dom appears at the local level is  
because retail advertisers just don't  
know how to go about lining up TV and  
Film Celebrities. But we do. That's all we  
do. For particulars, including a list of  
available stars, call or write.

**Pfeiffer, Anderson & Co.**  
Talent Arrangers: 8322 Beverly Blvd.,  
Hollywood, CA 90048 (213) 658-5052

## CUSTOMER CANCELLED ORDER WE ARE OVERSTOCKED

### Tektronix Demo Equipment:

- (1) 650 A1 picture monitor
- (1) 528 Waveform monitor
- (1) 1420 Vectorscope
- (1) 1410R Sinc & Test Signal  
Generator

### Also Have:

- (1) Sony DXC 1600 ENG  
Camera
- (1) Telemet Chroma Keyer
- (1) Shintron 370 Mark III  
Switcher
- (2) Cetec 12" Turntables with  
arm (new)

We sell the only TBC that can solve blanking problems today.

Call CRV Systems, Inc.  
1901 Madison Ave.  
Huntington, W.Va. 25704  
304-525-2633

## Public Notice

Invitation to submit proposal for  
the construction & operation of a  
cable television system

### VILLAGE OF SUFFERN STATE OF NEW YORK

The VILLAGE OF SUFFERN, in Rockland County, New York, invites applications for a cable television franchise. Applications shall be prepared and submitted in accordance with a "Request for Proposals" available from the undersigned. Applications will be accepted until 12 Noon on December 11, 1978, and all applications received will be available for public inspection during business hours of 8:00 A.M. to 4:00 P.M. at the Village of Suffern, Municipal Building, 44 Washington Avenue, Suffern, New York.

Virginia Menschner  
Village Clerk  
Villate of Suffern  
44 Washington Avenue  
Suffern, New York 10901

## ATTENTION: TV PRODUCTION DIRECTORS

### EXCESSIVE BLANKING WIDTHS A PROBLEM? (Public Notice FCC78-423)

DON'T THROW AWAY THAT VALUABLE VIDEO! WE CAN, USING  
DIGITAL VIDEO EXPANSION, RETURN YOUR VIDEO TO FCC  
SPECS. WE WILL DELIVER VIDEO STARTING ON LINE 19 AND 11.0  
MICRO SECONDS HORIZONTAL BLANKING. IMMEDIATE TURN-  
AROUND AVAILABLE!

FOR MORE INFORMATION CALL:

**CHARLES BALTIMORE**  
**(717) 823-3101**

**WBRE-TV**  
WILKES-BARRE, PA.

## For Sale Stations



### BLACK FORMAT AM

Power daytimer with fulltime in offing. Serves metro area with significant black population and buying power. Excellent opportunity for minority buyer. Priced at \$450K. For details contact Keith Horton, Jr. at Elmira office.

#### THE KEITH W. HORTON CO., INC.

Post Office Box 948 · Elmira, NY 14902 · (607) 733-7138

**BROKERS & CONSULTANTS TO THE COMMUNICATIONS INDUSTRY.**

#### Elmira Office

Keith W. Horton  
Dick Kozacko  
Keith Horton, Jr.  
Ken Chapin  
Bill Cook

#### New England

Robert I. Kimmel  
Box 270  
St. Albans, Vt. 05478  
(802) 524-5963 or  
(802) 524-3159

#### Southeast

Jerry (Chip) Chiodo  
601 Elkcam Circle  
Marco Island, Fla. 33937  
(813) 394-7579

NW	Small	Fulltime	\$100K	29%
NE	Small	AM	\$424K	\$123K
SE	Small	Profitable	\$160K	29%
SW	Metro	AM	\$325K	Terms
MW	Major	AM/FM	\$2.7MM	\$521K

Atlanta, Boston, Chicago,  
Dallas, Los Angeles



1835 Savoy Dr., N.E., Atlanta, Ga. 30341

### H.B. La Rue, Media Broker

RADIO · TV · CATV · APPRAISALS

#### West Coast:

44 Montgomery Street, 5th Floor-San Francisco, California 94104 415/673-4474

#### East Coast:

210 East 53rd Street, Suite 5D-New York, N.Y. 10022 212/288-0737

### LARSON/WALKER & COMPANY Brokers, Consultants & Appraisers

213/826-0385

Suite 214

11681 San

Vicente Blvd.

Los Angeles, CA. 90049

202/223-1553

Suite 417

1730 Rhode

Island Ave. N.W.

Washington, D.C. 20036

## AM/FM Opportunity

Dakota AM/FM opportunity available at 2 1/2 times gross. Small Market. \$550,000. 29 percent and terms. Reply Box M-96.

## HOLT CORPORATION

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

The Holt Corporation  
Box 111  
Bethlehem, PA 18016  
215-865-3775

Holt Corporation West  
Box 8205  
Dallas, TX 75205  
214-526-8081

## MEDIA BROKERS APPRAISERS

RICHARD A.

**SHAHEN** INC.  
435 NORTH MICHIGAN · CHICAGO 60611

312-467-0040



## BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or money order only.  
(Billing charge to stations and firms: \$1.00).

When placing an ad, indicate the EXACT category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, etc. If this information is omitted, we will determine the appropriate category according to the copy. No make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy. All copy must be clearly typed or printed.

Deadline is Monday for the following Monday's issue. Orders and/or cancellations must be submitted in writing. (No telephone orders and/or cancellations will be accepted).

Replies to ads with *Blind Box* numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using *Blind Box* numbers cannot request audio tapes, video tapes, transcriptions, films or VTR's to be forwarded to BROADCASTING *Blind Box* numbers. Audio tapes, video tapes, transcriptions, films and VTR's are not forwardable and are returned to the sender.

Rates: Classified listings (non-display) Help Wanted: 70c per word. \$10.00 weekly minimum. Situations Wanted: (personal ads) 40c per word. \$5.00 weekly minimum. All other classifications: 80c per word. \$10.00 weekly minimum. Blind Box numbers: \$2.00 per issue.

Rates: Classified display: Situations Wanted: (personal ads) \$30.00 per inch. All other classifications: \$60.00 per inch. For Sale Stations, Wanted To Buy Stations, Employment Services, Business Opportunities, and Public Notice advertising require display space. Agency Commission only on display space.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Word count: Include name and address. Name of city (Des Moines) or state (New York) counts as two words. Zip code or phone number including area code counts as one word. Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, etc. count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.

- Fulltimer in Kodiak Alaska covering 150 mile radius. Only commercial station in area. Billing \$10,000 per month on telephone-no salesmen. Low overhead, real estate. \$260,000. Terms.
- Fulltimer. City in Kentucky. Billing \$200,000. Good buy. \$500,000.
- AM/FM in New Hampshire. Real Estate. Profitable. \$460,000.
- Daytimer. Ethnic. SE North Carolina. \$160,000.
- Fulltimer in coastal Georgia. Good billing. \$550,000.
- Powerful daytimer. N. part of W.Va. Good billing. Super value \$560,000. Terms.
- Daytimer with 35 mile prime signal within 60 miles of N.C. Coast. Shopping Center population of 40,000. Good real estate. \$270,000. Terms.
- Fort Worth-Dallas area. Fantastic coverage. Billing \$500,000. Make offer.
- CP for Class "C". Now Class "A". Texas. Good buy. \$240,000.
- Cable TV operation in Indiana. A good buy. \$360,000.
- FM in greater Washington, DC area. Good Terms. Low price.
- N.C. Daytimer. Real estate. Growing market. \$400,000. Terms.
- FM in Central Pa. \$225,000. Terms.
- Daytimer Southern Kentucky. Only station in county. \$240,000.

All stations listed every week until sold. Let us list your station. Inquiries and details confidential.

**BUSINESS BROKER ASSOCIATES**  
615-756-7635 24 HOURS

# Stock Index

Stock symbol	Exch.	Closing Wed. Sept. 20	Closing Wed. Sept. 13	Net change in week	% change in week	High	Low	PIE ratio	Approx. shares out (000)	Total market capitalization (000)	
<b>Broadcasting</b>											
ABC	ARC	N	56 3/4	61 1/2	- 4 3/4	- 7.72	62	35 3/8	9	18,315	1,039,376
CAPITAL CITIES	CCB	N	41 3/8	46 5/8	- 5 1/4	- 11.26	75	41 3/8	7	14,230	588,766
CBS	CBS	N	57 1/4	62	- 4 3/4	- 7.66	64	43 7/8	9	28,100	1,608,725
COX	COX	N	46 3/4	49 1/8	- 2 3/8	- 4.83	49 1/8	25 1/2	12	6,637	310,279
GROSS TELECASTING	GGG	A	19 1/8	19 7/8	- 3/4	- 3.77	23 7/8	13 5/8	8	800	15,300
KINGSTIP COMMUN.*	KTVV	O	11 1/2	11 1/2			11 3/4	3 7/8	21	462	5,313
LIN	LINB	O	38	40 1/2	- 2 1/2	- 6.17	42 3/4	16 1/2	12	2,801	106,438
METROMEDIA	MET	N	64	71	- 7	- 9.85	71	25 1/4	13	4,815	308,160
MOONEY	MOON	O	4	3 3/4	+ 1/4	+ 6.66	5 1/2	1 7/8		425	1,700
RAHALL	RAHL	O	20 1/4	20 1/4			21 1/4	8 5/8	23	1,264	25,596
SCRIPPS-HOWARD	SCRP	O	51	50	+ 1	+ 2.00	52	30 1/2	11	2,589	132,039
STARR	SBG	M	13 1/2	13 1/2			13 1/2		13	1,512	20,412
STORER	SBK	N	31 1/8	34	- 2 7/8	- 8.45	34 7/8	19 3/8	10	4,884	152,014
TAFT	TFB	N	20 1/2	23 5/8	- 3 1/8	- 13.22	24 1/2	12 1/4	4	8,498	174,209
TOTAL									95,332	4,488,327	

## Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A	12 1/2	14 1/2	- 2	- 13.79	14 7/8	3 3/4	13	1,233	15,412
AMERICAN FAMILY	AFL	N	13 3/4	14 3/4	- 1	- 6.77	17 1/8	11 3/8	6	10,536	144,870
JOHN BLAIR	BJ	N	27 3/4	31 3/8	- 3 5/8	- 11.55	31 3/8	11 1/8	7	2,427	67,349
CHARTER CO.	CHR	N	6 1/4	7 1/8	- 7/8	- 12.28	8	3 7/8	7	17,573	109,831
CHRIS-CRAFT	CCN	N	10	10 1/8	- 1/8	- 1.23	11 3/8	4 1/2	24	4,413	44,130
COCA-COLA NEW YORK	KNY	N	8 1/8	8 1/4	- 1/8	- 1.51	9 1/4	7 3/4	12	17,641	143,333
COMBINED COMM.	CCA	N	32 5/8	35	- 2 3/8	- 6.78	45 1/8	19	15	10,551	344,226
COWLES	CWL	N	24 1/2	25	- 1/2	- 2.00	25 1/4	12 1/2	24	3,969	97,240
DUN & BRADSTREET	DNB	N	34 1/4	37	- 2 3/4	- 7.43	38	26 1/4	16	27,869	954,513
FAIRCHILD IND.	FEN	N	29 3/4	34	- 4 1/4	- 12.50	35 1/4	9 1/2	11	5,708	169,813
FUQUA	FQA	N	12 3/8	13 1/2	- 1 1/8	- 8.33	13 5/8	8	8	9,396	116,275
GANNETT CO.	GCI	N	47 1/4	48 1/2	- 1 1/4	- 2.57	49	32 3/4	18	22,430	1,059,817
GENERAL TIRE	GY	N	28 3/4	30 1/4	- 1 1/2	- 4.95	30 5/8	22 3/8	6	22,707	652,826
GLOBE BROADCASTING*	GLBTA	O	4 3/4	4 3/4			4 3/4	2 1/8		2,772	13,167
GRAY COMMUN.	D		21 1/2	22	- 1/2	- 2.27	24	8	8	475	10,212
HARTE-HANKS	HHN	N	43 3/8	46 1/2	- 3 1/8	- 6.72	48 3/4	26	15	9,080	393,845
JEFFERSON-PILOT	JP	N	32 1/2	34 1/2	- 2	- 5.79	34 1/2	26 5/8	10	23,224	754,780
MARVIN JOSEPHSON	MRVN	O	15 1/4	15 3/4	- 1/2	- 3.17	17 1/4	10 1/4	8	2,013	30,698
KANSAS STATE NET.	KSN	O	13	14 3/8	- 1 3/8	- 9.56	14 3/8	4 3/4	12	1,727	22,451
KNIGHT-RIDDER	KRN	N	53 5/8	53 5/8			54	37 3/4	14	16,399	879,396
LEE ENTERPRISES	LNT	N	36 3/4	36 1/8	+ 5/8	+ 1.73	38 1/2	22 1/4	14	4,895	179,891
LIBERTY	LC	N	31 3/4	33 7/8	- 2 1/8	- 6.27	33 7/8	18	8	6,762	214,693
MCGRAW-HILL	MHP	N	24 3/4	25 3/4	- 1	- 3.88	25 3/4	15 5/8	11	24,682	610,879
MEDIA GENERAL	MEG	A	22	22			23 1/8	13 5/8	12	7,451	163,922
MEREDITH	MOP	N	35 1/2	38 3/8	- 2 7/8	- 7.49	40 1/4	17 3/8	8	3,074	109,127
MULTIMEDIA	MMEO	O	27	27			28 1/4	16 1/4	14	6,624	178,848
NEW YORK TIMES CO.	NYKA	A	29 1/2	29 3/4	- 1/4	- .84	31 5/8	15 3/4	12	11,599	342,170
OUTLET CO.	OTU	N	30 3/4	32 7/8	- 2 1/8	- 6.46	32 7/8	16 5/8	8	2,445	75,183
POST CORP.	POST	O	35 1/4	37 1/4	- 2	- 5.36	38 3/4	16 1/4	10	867	30,561
REEVES TELECOM	RBT	A	3 3/4	3 5/8	+ 1/8	+ 3.44	3 3/4	1 3/4	54	2,388	8,955
ROLLINS	ROL	N	19 1/4	20 5/8	- 1 3/8	- 6.66	24 1/4	14 7/8	10	13,407	258,084
RUST CRAFT	RUS	A	27 7/8	28 1/4	- 3/8	- 1.32	28 1/2	8 1/2	17	2,297	64,028
SAN JUAN RACING	SJR	N	11 7/8	11 7/8			14 1/8	7 5/8	17	2,509	29,794
SCHERING-PLOUGH	SGP	N	33 1/8	35	- 1 7/8	- 5.35	44 3/4	26 3/8	10	53,703	1,778,911
SONDERLING	SOB	A	21 1/8	21 1/4	- 1/8	- .58	21 5/8	8 3/8	9	1,105	23,343
TECH OPERATIONS	TO	A	7 3/8	8 3/4	- 1 3/8	- 15.71	8 3/4	2 3/8	184	1,344	9,912
TIMES MIRROR CO.	TMC	N	33 1/4	35	- 1 3/4	- 5.00	35	20 3/4	11	34,911	1,157,465
TURNER COMM.*	T	J	12 1/2	12 1/2			12 1/2	5		3,800	47,500
WASHINGTON POST CO.	WPO	A	43	44 1/8	- 1 1/8	- 2.54	47 5/8	21 3/4	10	8,200	352,600
WOMETCO	WOM	N	16 1/2	18 1/4	- 1 3/4	- 9.58	18 1/4	10 7/8	10	9,554	157,641
TOTAL									413,660	11,817,691	

## Cablecasting

ACTON CORP.	ATN	A	13	13 1/2	- 1/2	- 3.70	13 5/8	3 1/8	11	2,421	31,473
AMECO*	ACO	J					1/2			1,200	
AMERICAN TV & COMM.	AMTV	O	48	50 1/2	- 2 1/2	- 4.95	52	19 3/4	21	4,016	192,768
ATHENA COMM.	O		5 1/2	3 1/2	+ 2	+ 57.14	5 1/2	1/8		2,125	11,687
BURNUP & SIMS	BSIM	O	5 3/8	5 5/8	- 1/4	- 4.44	6 1/8	3 1/8	24	8,381	45,047
CABLE INFO.*	O		1/4	1/4			1 1/2	1/4	1	663	165
COMCAST	O		11 3/4	14	- 2 1/4	- 16.07	14	3 3/4	16	1,583	18,600
COMMUN. PROPERTIES	COMU	O	15 1/4	15 1/8	+ 1/8	+ .82	15 1/4	3 5/8	19	5,018	76,524
ENTRON*	ENT	O	3 1/2	3 1/2			3 1/2	7/8	4	979	3,426
GENERAL INSTRUMENT	GRL	N	35 1/4	40	- 4 3/4	- 11.87	40	17 5/8	12	7,581	267,230
GENEVE CORP.	GENV	O	14 1/4	14 1/4			15 3/4	7 1/2	7	1,121	15,974
TELE-COMMUNICATIONS	TCOM	O	18 1/4	18	+ 1/4	+ 1.38	19	2 7/8	261	5,327	97,217
TELEPROMPTER	TP	N	11 7/8	13 7/8	- 2	- 14.41	14 1/4	6 3/4	22	16,926	200,996
TEXSCAN	TEXS	O	2 7/8	2 3/4	+ 1/8	+ 4.54	2 7/8	1 1/4	17	786	2,259
TIME INC.	TL	N	46 1/2	48 3/8	- 1 7/8	- 3.87	50	31 3/4	10	20,450	950,925
TOCOM	TOCM	O	11	11			11	2 1/4	23	894	9,834
UA-COLUMBIA CABLE	UACC	O	36 1/2	40 1/4	- 3 3/4	- 9.31	40 1/4	15 1/2	21	1,679	61,283
UNITED CABLE TV	UCTV	J	21	24	- 3	- 12.50	24	3 7/8	26	1,915	40,215
VIACOM	VIA	N	23 5/8	27 1/8	- 3 1/2	- 12.90	27 1/8	9 1/2	15	3,795	89,656
TOTAL									86,860	2,115,279	

Stock symbol	Exch.	Closing Wed. Sept. 20	Closing Wed. Sept. 13	Net change in week	% change in week	High	1978 Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)	
<b>Programming</b>											
COLUMBIA PICTURES	CPS	N	20 5/8	24 1/2	- 3 7/8	- 15.81	24 1/2	7 3/8	5	9,254	190,863
DISNEY	DIS	N	41	44 3/4	- 3 3/4	- 8.37	47 5/8	32 1/2	15	32,380	1,327,580
FILMWAYS	FHW	N	14 1/2	16 5/8	- 2 1/8	- 12.78	17	6 7/8	10	4,258	61,741
FOUR STAR*			1 1/4	1 1/4			1 1/4	1/2	13	666	832
GULF + WESTERN	GW	N	14 1/8	15 1/8	- 1	- 6.61	18 3/8	10 1/4	6	48,215	681,036
MCA	MCA	N	53	59 3/4	- 6 3/4	- 11.29	59 3/4	32	10	18,619	986,807
MGM	MGM	N	39	50 3/8	- 11 3/8	- 22.58	54	16	15	14,551	567,489
TRANSAMERICA	TA	N	18 3/8	18 3/4	- 3/8	- 2.00	19	13 1/4	7	66,781	1,227,100
20TH CENTURY-FOX	TF	N	35	36 1/4	- 1 1/4	- 3.44	39 3/8	10	4	7,907	276,745
VIDEO CORP. OF AMER		O	7 3/4	9 1/4	- 1 1/2	- 16.21	9 3/4	3 1/2	15	988	7,657
WARNER	WCI	N	48 1/4	53 1/8	- 4 7/8	- 9.17	56 7/8	25 3/4	9	14,458	697,598
WRATHER	WCO	A	12 3/4	13 1/2	- 3/4	- 5.55	13 1/2	4 1/2	32	2,303	29,363
TOTAL									220,380	6,054,811	

### Service

BBDO INC.	BBDO	O	36 1/4	38	- 1 3/4	- 4.60	38 3/4	22 1/2	9	2,513	91,096
COMSAT	CQ	N	40 3/4	43 7/8	- 3 1/8	- 7.12	48 3/4	28 3/4	13	10,000	407,500
DOYLE DANE BERNBACH	DOYL	O	18	21 1/2	- 3 1/2	- 16.27	31	16 3/4	5	1,776	31,968
FOOTE CONE & BELDING	FCB	N	21 7/8	22 1/8	- 1/4	- 1.12	23 1/8	14 3/4	8	2,538	55,518
GREY ADVERTISING	GREY	O	33	33			34	16 1/2	5	624	20,592
INTERPUBLIC GROUP	IPG	N	37	38	- 1	- 2.63	39 1/4	22 1/2	9	2,387	88,319
MCI COMMUNICATIONS	MCIC	O	4 3/4	5 3/4	- 1	- 17.39	5 3/4	7/8	48	20,159	95,755
MOVIELAS	MOV	A	3 1/2	2 3/4	+ 3/4	+ 27.27	3 1/2	1	21	1,414	4,949
MPO VIDEOTECHNICS	MPQ	A	5 3/4	6 3/8	- 5/8	- 9.80	6 3/8	4	7	520	2,990
A. C. NIELSEN	NIELB	O	25 7/8	27 3/8	- 1 1/2	- 5.47	29 1/2	18 7/8	12	10,832	280,278
OGILVY & MATHER	OGIL	O	23 1/4	24 1/4	- 1	- 4.12	26 1/2	23 1/4	4	3,610	83,932
TPC COMMUNICATIONS	TPCC	O	7 5/8	7 3/8	+ 1/4	+ 3.38	7 5/8	2 1/4		925	7,053
J. WALTER THOMPSON	JWT	N	32	32 1/8	- 1/8	- .38	32 7/8	15 1/8	9	2,649	84,768
WESTERN UNION	WU	N	18 5/8	20	- 1 3/8	- 6.87	21 1/4	15 3/4	8	15,177	282,671
TOTAL									75,124	1,537,389	

### Electronics/Manufacturing

AEL INDUSTRIES	AELBA	O	4 1/2	10 1/4	- 3/4	- 7.31	10 1/4	2 3/8	9	1,672	15,884
AMPEX	APX	N	16 3/8	18 3/8	- 2	- 10.88	19 1/4	7 3/8	14	10,928	178,946
ARVIN INDUSTRIES	ARV	N	17 1/4	17 1/8	+ 1/8	+ .72	22 1/2	14 1/2	4	5,959	102,792
CCA ELECTRONICS*	CCA	O	5/8	5/8			5/8	1/8	3	897	560
CETEC	CEC	A	5 3/8	5 5/8	- 1/4	- 4.44	5 5/8	1 3/4	14	2,127	11,432
COHU	COH	A	5	5 1/2	- 1/2	- 9.09	5 1/2	2 1/8	14	1,733	8,665
CONRAC	CAX	N	22	22 1/2	- 1/2	- 2.22	27 1/4	19 1/4	8	2,030	44,660
EASTMAN KODAK	EASKD	N	62 1/2	62 7/8	- 3/8	- .59	86 3/4	42	15	161,376	10,086,000
FARINON	FARN	O	13 3/4	15 3/4	- 2	- 12.69	16 1/2	8	14	4,754	65,367
GENERAL ELECTRIC	GE	N	52 1/8	54 3/8	- 2 1/4	- 4.13	56 5/8	44 1/2	11	184,581	9,621,284
HARRIS CORP.	HRS	N	67 1/8	72 1/4	- 5 1/8	- 7.09	72 1/4	28	17	12,455	836,041
HARVEL INDUSTRIES*	HARV	O	4 1/4	4 1/4			5 1/2	3 1/8	11	480	2,040
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	33 1/8	36 3/4	- 3 5/8	- 9.86	41 7/8	20 1/4	17	1,320	43,725
3M	MMM	N	59 1/4	63 3/4	- 4 1/2	- 7.05	64 3/4	43 1/2	15	115,265	6,829,451
MOTOROLA	MDT	N	46	50	- 4	- 9.00	56 7/8	34 1/4	13	28,544	1,313,024
N. AMERICAN PHILIPS	NPH	N	31 7/8	34 1/2	- 2 5/8	- 7.60	36	24 3/4	7	12,033	383,551
OAK INDUSTRIES	OAK	N	29 3/4	33 1/2	- 3 3/4	- 11.19	34 1/8	9 5/6	45	1,801	53,579
RCA	RCA	N	29 1/4	31 3/8	- 2 1/8	- 6.77	33 5/8	22 3/4	9	74,817	2,188,397
ROCKWELL INTL.	ROK	N	34 1/4	35 3/4	- 1 1/2	- 4.19	36 3/4	28 1/4	7	33,900	1,161,075
RSC INDUSTRIES	RSC	A	3 3/4	4	- 1/4	- 6.25	4	1 5/8	54	2,412	9,045
SCIENTIFIC-ATLANTA	SFA	A	31 7/8	33 5/8	- 1 3/4	- 5.20	34 1/4	16 3/4	17	2,429	77,424
SONY CORP.	SNE	N	8	7 3/4	+ 1/4	+ 3.22	10 3/8	7	14	172,500	1,380,000
TEKTRONIX	TEK	N	46 3/4	49 3/4	- 3	- 6.03	63 1/2	28 1/4	15	17,995	841,266
TELEMETION	TLMT	O	1 1/2	1 1/2			2 1/4	1/2	2	1,050	1,575
VALTEC	VTEC	O	3 3/4	11	- 1 1/4	- 11.36	12 3/4	6 1/2	26	4,200	40,950
VARIAN ASSOCIATES	VAR	N	19	20 1/2	- 1 1/2	- 7.31	21	14 3/4	12	6,838	129,922
WESTINGHOUSE	WX	N	21 3/4	22 5/8	- 7/8	- 3.86	24 1/2	16 1/4	7	86,582	1,863,158
ZENITH	ZE	N	16 3/8	17 5/8	- 1 1/4	- 7.09	28	11 3/8	22	18,818	308,144
TOTAL									972,197	37,623,021	
GRAND TOTAL									1,863,553	63,636,518	

Standard & Poor's 400 Industrials Average 112.70 118.78 -6.08

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 118.78 bid prices supplied by  
Loeb Rhoades Hornblower, Washington.

Yearly high-lows are drawn from trading days  
reported by *Broadcasting*. Actual figures  
may vary slightly.

\*Stock did not trade on Wednesday, closing  
price shown is last traded price.

\*\*No P/E ratio is computed, company  
registered net loss.

\*\*\*Stock split.

+Traded at less than 12.5 cents.

P/E ratios are based on earnings per-share  
figures for the last 12 months as published  
by Standard & Poor's Corp. or as obtained  
through *Broadcasting's* own research. Earnings  
figures are exclusive of extraordinary  
gains or losses.



## CBS Radio's Brescia knows whereof he speaks

When Dick Brescia meets with the CBS Radio network's affiliates at their biennial convention this week in Phoenix it'll be his first time as head man of the network, and he says he will try to use the occasion to the best advantage of both sides, network and stations. He wants to talk to the affiliates about —among other things— how CBS Radio can help them make more money, so he should get off to a good start.

"What I want to get across," he says "is that we are quite sensitive to what's on their minds. I want to use this convention as an opportunity to start a dialogue with the station managers and program people that will benefit all of us. We want to re-examine the relationship between network and stations and deal with issues that concern them."

Though he didn't want to tip his hand on details, so that affiliates can get them at first hand, the agenda calls for review of a new, "simplified" station-compensation system on the business side and plans for the introduction of more drama on the program side.

"We'll talk about how stations not only are able to sound better because of their relationship with the network but can be more profitable, too," Mr. Brescia said.

He ought to be able to talk the station men's language, because he started his career as one of them and later dealt full time with stations as a network affiliate relations director. But he didn't start out to be either a network or a station man.

He started out to be a dentist. That's the goal he had in mind back in his home town, Bridgeport, Conn. But when he got to the University of Connecticut the pre-med courses led him to decide that psychology would be interesting, and he majored in that.

"But all the way through school I was working on the college radio station," he says, "and about half way through my senior year I realized that what gave me the most pleasure was broadcasting. I decided to pursue a career that would really give me enjoyment—one that I'd have a lot of fun with."

So broadcasting it was. And at some cost in starting pay.

"After college I was offered a job in the advertising department of a chemical company at \$6,500 a year," he recalls. "That was pretty good bread in 1957. But I turned it down and took a \$15-a-week job with WDEW(AM) Westfield, Mass. My parents thought I needed a psychiatrist, but it was the only opening that would get me into broadcasting."

Like a lot of beginners before and since, Dick Brescia found himself doing many



Richard Michael Brescia—vice president, CBS Radio division, and general manager, CBS Radio network; b. April 24, 1935, Bridgeport, Conn.; BA, University of Connecticut, 1957; with WDEW(AM) Westfield, Mass., 1957-62 as sportscaster, DJ, later in sales and finally station manager; with Mutual Broadcasting System, New York, 1962-67, first as station relations manager, later as account executive; salesman, CBS Radio network, New York, 1967-70, then Eastern sales manager, 1970-74; vice president and general sales manager, 1974-1978; present post since June 16, 1978; m. Patsy Scotta Aug. 23, 1958; children—Bonnie, 19; Steve, 17, and Tina, 15.

things at WDEW. He was a sportscaster—which he had also been in college, and which for a while shared honors with dentistry and psychology as a career ideal, Mel Allen having been an early hero—and he was also a DJ and later program director.

"I also got dragged into sales," he says. "I hated it. I was *talent*, you know. But when I learned that you could also sell concepts and ideas, I became more interested."

He wound up as station manager.

After five years at WDEW, he had to make a choice. He was offered an on-air job at WTIC(AM) Hartford and a job on the business side at Mutual Broadcasting System. By then business had eclipsed the talent side in appeal and he joined Mutual as manager of station relations, based in New York.

"Odd as it sounds," he says, "the business side seemed more creative and stimulating than the talent side."

Three years later the man who originally was dragged kicking and screaming into sales transferred gladly from station relations into full-time selling as an MBS account executive.

Two years later, in 1967, he found a CBS Radio network opening that hadn't existed

when he first applied, and thus became a CBS salesman. His progress since has been steady: He was named Eastern sales manager for the network in 1970, vice president and general sales manager in 1974 and, when George Arkedis was getting ready to retire, was named last June to succeed him as vice president of the radio division and general manager of the network.

In his 11 years at CBS Radio, Mr. Brescia has seen a lot of changes, not only in the number of sales tools available and the sophistication with which they are used, but also in the size of network radio's advertising base.

"When I broke in here," he says, "network radio had a very narrow base of advertisers—the whole structure was almost like an inverted pyramid—and when broadcasting lost cigarette advertising the pyramid began to shake. One of the conditions I set for myself as a salesman—and for others when I moved into management—was to broaden that base.

"We had to look long range and still do, not just at the dollars that are on the table at the moment. And it's paid off. Salesmen have to be as good at developmental selling as at the negotiating type of selling. They have to apply creative thought to ways to use network radio."

After those tight earlier years, Mr. Brescia says, the seller's market that network radio has enjoyed the past three years "has taken some getting used to."

Mr. Brescia does a lot of traveling, is used to it—and likes it. "I like to deal with people on their own home turf," he explains. "They're much more comfortable there and share with you what's on their minds."

His management style, he says, is "to have everybody involved feel they are part of what's going on."

"One way I do this," he explains, "is to brain-pick—find out how other people think we can make things better, for instance—along the way I've used a lot of other people's ideas to make things better.

"I also try to promote the idea of getting joy and satisfaction out of doing a superior job. When people do, it becomes infectious. They take pride because they helped."

When he's not traveling, Dick Brescia puts in reasonably long office hours and takes work home. He arises at his home at Norwalk, Conn., a little before 6 a.m., catches his commuter train shortly after 7 and reaches his office about 8:30. After a day of it he leaves about 5:45 with his briefcase. In addition to the homework, his 90-minute door-to-door commutation time gives him an opportunity to make a sizable dent in the briefcase load on the train as he travels back and forth.

## Back to the drawing board

As the discussion on that subject at last week's convention of the National Radio Broadcasters Association demonstrated, there has been enough talk for a while about the rewrite of the Communications Act. The principal sponsor of the rewrite, Lionel Van Deerlin, has acknowledged that a rewrite of the rewrite is necessary. The suggestion here is that he and his associates get on with the job without further oratory and political exhortation. They have accumulated all the serious comment they need during the extensive hearings they have conducted. If prolonged, the discourse can only degenerate.

By now it must be evident to everyone that the first draft of the rewrite contained serious defects and contradictions, some of the more conspicuous having been described in this space. The question now is how to correct the defects and reconcile the contradictions. Just what kind of a broadcasting system do Mr. Van Deerlin and his staff members mean to create by their form of regulation?

The answer may have been contained in Mr. Van Deerlin's remarks to the radio broadcasters last week. If we read his message correctly, he feels safe with a system containing a plethora of small businesses but insecure with one where large sums of money change hands. To justify the deregulation of radio and the continued federal control of television, Mr. Van Deerlin noted that radio has eight times the stations in the television service, but television makes six times the profit that radio makes. He added, with apparent approval, that in terms of constant-value dollars, total radio profits in the last quarter-century had risen only slightly and that per-station profit had declined by half.

If the mom-and-pop station is Mr. Van Deerlin's ideal, his rewrite of the rewrite must be inspected carefully upon emergence. It will be especially interesting to look for a modification of the passage that would now instruct the new Communications Regulatory Commission to "assign electromagnetic frequency spectrum and distribute licenses so as to insure that each community in the United States, regardless of size, is provided with the maximum full-time local television and radio broadcasting services." As now written, that commands harsh restrictions on station power and artificial distribution of facilities without regard to marketplace demand. It means a crackerbarrel system of broadcasting.

But, as noted at the outset of this piece, the time has come for talk of other things while Mr. Van Deerlin returns to his study. For starters, he may wish to reread the first paragraph of the first rewrite which says the government will regulate communications only "to the extent that marketplace forces are deficient." If his revisions keep that fundamental concept in mind—as the first draft did not—he is certain to produce an improvement.

## Meanwhile, across town . . .

While attention has been fastened on the rewrite of the Communications Act, the chairman of the FCC and his coterie of advisers have been busily drafting new controls to apply under the existing act. The outline of the Charles D. Ferris plan may be discerned in the speech he delivered last week to the International Radio and Television Society and in his testimony of the week before during House Communications Subcommittee hearings on the rewrite.

It is clear that Mr. Ferris attaches high priority to the institution of governmental quotas for television news, public affairs, local

programming and children's programming. He would apply these quotas by requiring broadcasters to spend minimum percentages of their "over-all financial resources" on his favored program categories, as he suggested to the House subcommittee. And he left no doubt with the IRTS that he thinks television broadcasters can afford to indulge him.

In television programming, "commercial interests dominate," he told the IRTS. Deploring "the overriding concern for profits," Mr. Ferris denounced television for spending too little on news.

Mr. Ferris has not dealt publicly with the regulatory details he has in mind, but it seems obvious that there is a connection between his remarks of the past two weeks and reports of interest within his circle in the revision and public release of station financial reports that have hitherto been confidential ("Closed Circuit," July 10, Aug. 21). Tidying up the bureaucratic management of the financial reports would be a necessary preliminary to the application of program quotas related to them. It may be assumed that this part of the Ferris plan awaits only the arrival of a fourth vote for him on the commission.

At the same time that the Ferris program decrees new obligations for a television system that is regarded as bloated with excessive wealth, it is also devising ways to spread the wealth—not only in television but also in radio.

Mr. Ferris told the House subcommittee of procedures now under consideration to break down clear channels and thus "provide a far greater number of lower-power radio stations to serve local communities." He spoke of the FCC's support of a widening of the AM band to accommodate still more stations in radio. He referred to the commission's inquiry into the creation of more assignments for television translators and "low-power television stations as additional informational outlets for local communities." He hinted at other "technical measures" to increase broadcast outlets, a reference taken by some to include consideration of VHF drop-ins.

At the Capitol, Lionel Van Deerlin and associates may be at work on a future Communications Act. At the FCC, Mr. Ferris and associates are finding plenty of room for maneuver under the Communications Act of 1934.

## Seats of honor

The chairs used by Archie and Edith Bunker in *All In The Family* were enshrined last week in the Smithsonian Institution, among some of the nation's most cherished relics. The event reminds us that there is lasting merit to be found in any television season, no matter how transitory some programs and program forms.



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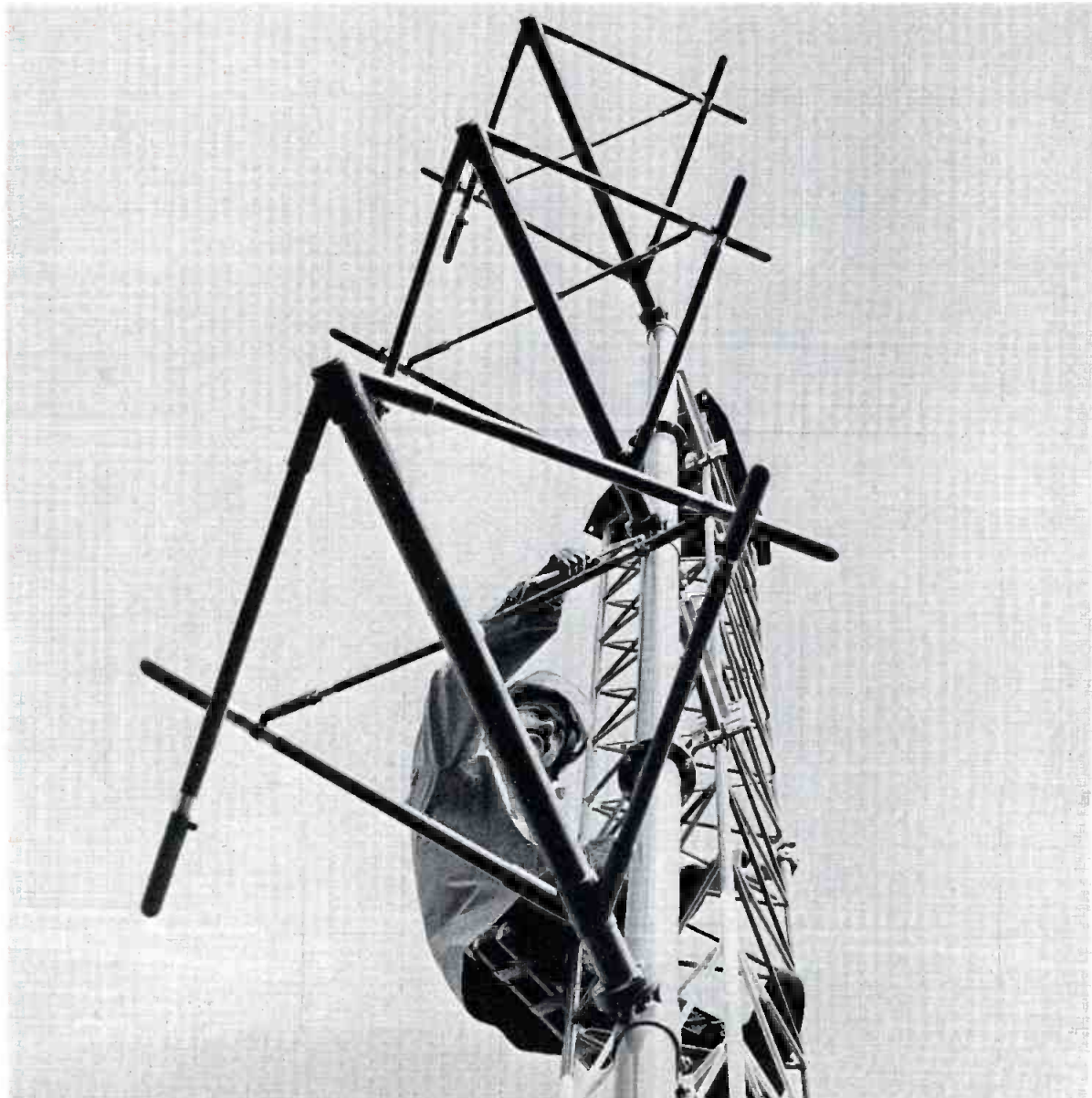
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