

Oct. 2, 1978

**New danger to broadcast licensees:  
Court challenges 'presumption' of renewal**

# Broadcasting Oct 2

The newsweekly of broadcasting and allied arts

Our 47th Year 1978

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**NEWSPAPER**

# WELCOME BACK, KOTTER

Now sold in markets  
representing more than 60% of all  
U.S. television homes

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Warner Bros. Television Distribution



A Warner Communications Company

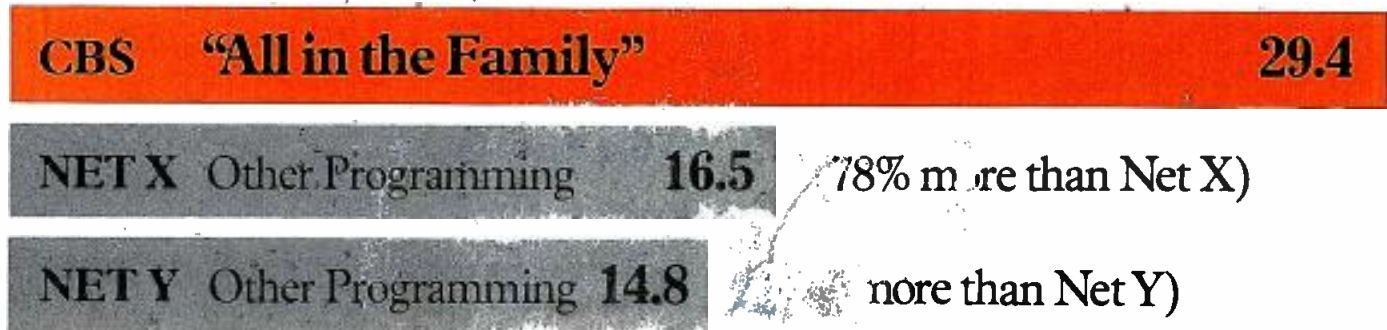
**“Edith,  
them other guys  
ain’t even close!”**



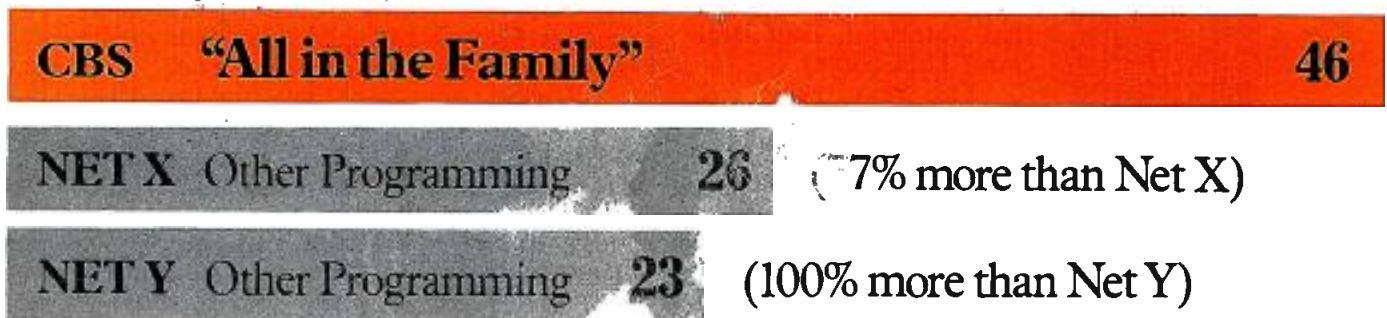


**“All in the Family”  
vs Prime-Time Network Competition,  
1971-78.**

**Average Rating**



**Average Share**



**With television's first family...  
length is strength!**

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



**“I thought our first book with TM was great. But now we’re beating our AM competition 4 to 1.”**

*—Don Bell, Program Director  
WSOC-FM, Charlotte*



*Don Bell,  
Program Director  
WSOC-AM/FM*

With sharp management and 100,000 watts, WSOC-FM had the potential to be a real winner. To realize that potential, Don Bell chose TM Country.

The results? A 7.2 metro share\* and a #2 TSA rating in adults 18+\*.

To find out how it was done, read on.

WSOC-FM has used TM Country since September of 1976. Before that, the station had been programming and taping its own country format.

Don Bell, WSOC Program Director, recommended TM Country because, in his words, “I was impressed that this was a format based on *hits*. After all, people listen to a contemporary radio station to hear popular music.”

#### **Get loyal, long-hour listeners**

But there’s more to TM Country than just good music. TM Country is a carefully constructed, smooth-flowing format. And TM Country lets you *control* your programming to keep your station’s sound consistent.

The combination of good music, smooth flow and tight control can get longer listening and a larger cumulative audience for your station. That’s what TM Country did for WSOC-FM.

But even a great format like TM Country can’t do its best without teamwork.

Here’s what Don Bell said about the service he’s gotten from TM Programming:

#### **Professional consultation**

“They’re willing to listen. And TM’s Country Consultant really knows his music. He’s done modern country on the air.”

Working together, they fine-tuned the format. “We changed the back-announced sweeps to a segue announce between two hits,” said Don. “That gives me eight hits per hour, evenly spaced.”

One of the results of this change has been an increase of over 230% in listening by men 18-34 since the Apr./May ’77 ARB.

What about your last book? If it wasn’t as good as it could have been, maybe TM Country can help. To find out, call TM Programming.

Call collect. Call right now. Ask for Ron Nickell, Vice President. The number is 214-634-8511.



**TM** TM Programming  
1349 Regal Row  
Dallas, Texas 75247



# The Week in Brief

**HUMPTY FALLS AGAIN** □ The FCC's renewal policy, as articulated in the WESH-TV case and its "clarification," are deposited back on the commission's doorstep by the D.C. appeals court with orders to take another look.

**PAGE 28.**

**FEELING THE WAY ON FEES** □ The FCC begins an inquiry into how to refund the \$60 million in fees the courts have ruled were illegally collected, and then how to get some money back—including a suggestion for spectrum fees or auctions. **PAGE 31.**

**SIGNS OF WEAKNESS** □ The new season is barely under way, but the early warning signs of cancellation are hanging over the heads of several shows. **PAGE 32.**

**TOO LITTLE MONEY, TOO MUCH GOVERNMENT** □ Public broadcasting troops parade before the Van Deerlin subcommittee to say the rewrite offers insufficient funding and the potential for federal meddling. **PAGE 37.**

**THE HARD LINE** □ Members of the Broadcast Financial Management Association indicate at their convention that they're willing to hang tough in trying to get per-use music licenses from ASCAP and BMI. **PAGE 40.**

**THE FATHER OF TWINS** □ A citizen group protests to the FCC that something's not quite right when a filing by an FCBA committee and a private company are nearly identical. **PAGE 47.**

**ROSENFELD REJOINDER** □ The CBS-TV network president compares the FTC's efforts against sugar advertising to the cigarette-ad ban. He points out that smoking is increasing among the young. **PAGE 50.**

**DATA FOR DOLLARS** □ TV executives at a Katz seminar hear retailers say that more and better numbers are the surest means to more investments in television by that segment of the advertiser world. **PAGE 50.**

**WHAT YOU CAN DO** □ Engineers tell the D.C. ad community that its cooperation is needed in coping with blanking interval problems. **PAGE 51.**

**BEING DRAMATIC** □ CBS Radio tells its affiliates, in convention at Phoenix, that it's starting up a new



**The push is on.** The accelerating movement to help minorities move into broadcasting ranks in a significant way was underscored last week while the National Association of Black Owned Broadcasters was holding its third annual ownership seminar in Washington. Pioneer group broadcaster Storer announced plans to put \$1 million in an SBA kitty to give leverage to financing minority station buys. **PAGES 32, 34.**

weeknight drama, *Sears Radio Theater*. Stations also hear of Olympic plans and added listener and advertiser incentives. **PAGE 52.**

**OLYMPIC EFFORT** □ NBC Radio, meanwhile, announces nearly 1,000 hours of programs on the 1980 games. **PAGE 54.**

**OK, MAYBE A LITTLE** □ Van Deerlin tells a cable meeting that the revision of rewrite may give CATV a few of the things it's seeking—some federal pre-emption of state regulation and a ban on telco crossownership. **PAGE 57.**

**GIANT STEP** □ The FCC certainly gave cable something it wanted last week: No longer will systems have to file certificates on compliance, just notification of start-up and addition of new signals. **PAGE 58.**

**DIGITAL MEDIUM** □ FCC looks into the possibility of using line 20 of the TV vertical blanking interval for transmission of program-related material. **PAGE 58.**

**25 YEARS ON THE RISE** □ Since the day in 1953 when William Genge came through the doors of Ketchum, MacLeod & Grove, the Pittsburgh agency's billings have grown from \$15 million to more than \$200 million. Half of that is in broadcasting, and the KM&G president explains why. **PAGE 81.**

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# WE SENT 60,000 PEOPLE DOWN THE RIVER SO ATLANTA WOULDN'T BE UP THE CREEK.

For years Atlanta has been one of the fastest-growing cities in the country.

Unfortunately, as Atlanta has grown, so have the problems that afflict big cities.

To keep heads cool, WQXI-AM and FM took advantage of the largest river in Georgia. The Chattahoochee.

For 10 years in a row, we've sent thousands of people rowing, paddling and splashing down this historic river in The Ramblin' Raft Race.

This year the largest, most successful outdoor radio promo-

tion in the world brought out almost half a million people of all ages and walks of life to picnic, sunbathe and cheer on the fearless rafters.

While our race lasts only one day, it has led to the Chattahoochee's becoming the most popular river in the world. Over two million people enjoy its recreational benefits every year.

We at WQXI hardly have ourselves to thank for this. The Chattahoochee existed long before we came along.

But we all need to go out of our way in an effort to make life as enjoyable as possible for others.

Indifference can lead to hatred. And too many people have drowned in that already.



**Jefferson Pilot Broadcasting**

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



# Closed Circuit<sup>®</sup>

Insider report: behind the scene, before the fact

## Ferris's choice

White House may be getting ready to name its candidate to replace Margita White on FCC. Word circulating in Washington last week was that Federal Bureau of Investigation background check had begun on Anne P. Jones, general counsel of Federal Home Loan Bank Board, who had been suggested for FCC post by FCC Chairman Charles D. Ferris, friend of Miss Jones since their student days at Boston College Law School ("Closed Circuit," June 12). However, sources caution that FBI check is not necessarily sure sign presidential decision has been made; sometimes, because checks take several weeks, they are begun before President signs off on final order. And White House is concerned about making nomination in time for Senate to vote to confirm before adjournment now scheduled for Oct. 14.

Despite FBI check of Miss Jones, new name surfaced in speculation last week—Diana Lady Dougan of Salt Lake City, who has been member of Corporation for Public Broadcasting board for last two years. White House go-between is understood to have asked her if she would be interested in FCC job. Answer reportedly was affirmative.

## End run

National spot TV representatives are up in arms over decision of J. Walter Thompson Co., New York, to place spot TV advertising of Joseph Schlitz Brewing Co., Milwaukee, directly with stations, thereby cutting off reps from commissions on expenditures of about \$10 million. Thompson, which performs all broadcast buying for Schlitz, maintains that its network of offices and strong computer capability enable it to buy more efficiently via direct station placement route. Station Representatives Association met with JWT officials but could not get agency to change mind.

## Lou Frey Esq.

Come January when new Congress begins, legion of Washington communications attorneys may get prominent new member. Lou Frey (R-Fla.), ranking minority member of House Communications Subcommittee and co-author of Communications Act rewrite, is entertaining offers he says are attractive. Mr. Frey, who says he lost about \$50,000 yearly as congressman, leaving him with net worth of just over \$100,000, would like to put communications expertise garnered from rewrite to work in marketplace.

He mentions international

communications as possible area of focus, but says he won't lose touch with broadcasting issues. He plans to keep up presence in rewrite, seeing himself in future role of intermediary between House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) and competing interests. Meantime, with no congressional campaign to distract him (he lost bid for Florida gubernatorial nomination), he plans to immerse himself in bill, saying he will have just as much input in second draft as he did in first.

## More programing

Though NBC officials aren't giving out details, their announced but undescribed new plan for reducing TV "clutter" is said to zero in on promotional material. In essence, all commercial time—network and station—would be limited to nine minutes per prime-time hour, and all promo material would be limited to average of 30 seconds per half hour. Thus commercial time would not be reduced, but, by NBC's public estimate, three-network total promo time would be cut by about 30 minutes per week (BROADCASTING, Sept. 25).

NBC's isn't only new clutter plan that National Association of Broadcasters TV code review board will have before it at meeting this week. ABC also has come in with new one, like NBC amending earlier version. ABC officials, too, are keeping details silent, but new proposal reportedly calls for reduction of promo time and removal of some existing exemptions in defining nonprogram time. As between ABC and NBC proposals, some insiders say biggest question left is how to count certain types of material used to fill when movies run short.

## Icebreaker?

Relations between House and networks are still chilly over issue of TV coverage of House proceedings, after House voted to control it itself. But committee headed by Representative Charles Rose (D-N.C.) to oversee new system is trying to chip away at ice. It wants networks' advice on producing network-quality coverage, hopes to get them to look at set-up in House chamber between House's adjournment and projected start-up of system late next January or February. Meeting is planned with network and public broadcasting representatives this week, but only to talk about how House feed will be distributed to broadcasters. Noncommercial WETA-TV Washington has agreed to go into chamber this week to advise on camera angles.

If networks play along, House advisers

can envision opportunities for them to take control of system—during President's state-of-the-union address, for instance, when they usually bring in their own equipment. There's reason to believe networks may one day gain full control, but movement in that direction will be taken in small steps. Mr. Rose says neither side fully understands other at this point. "Both of us need to work on our egos," he remarked.

## On the scene

National Association of Black Owned Broadcasters, whose meeting at NAB headquarters last week (see page 32) was latest evidence of increasing black presence in broadcast media, will become even more visible in Washington in future. It is planning to open office there, reasoning capital to be center of universe as far as its members' ambitions are concerned. Staff plans are not set, but association will be looking for executive—probably lawyer—with strong FCC and Capitol Hill contacts.

## Last man

TV miniseries may be losing their staunchest advocate—NBC-TV's executive vice president of programs, Paul Klein. It isn't that he doesn't still like long form as quality addition to program mix, it's just that he now says prices have gotten out of hand.

That's definitely switch, since Mr. Klein used to argue—against opinion of many others—that miniseries were no more costly than high-casualty series programing, considering dependable ratings averages they delivered, at least on first run. Now he says NBC pulled out of 10 hours' worth of miniseries commitments this year because inflation-hit producers couldn't bring them in at contracted rates. One producer went so far as to say NBC had "frozen" miniseries development. Mr. Klein's new boss, NBC President Fred Silverman, has always preferred series-oriented programing.

## Missionaries

FCC is undertaking new effort to bring public into its deliberations. Commission's Consumer Assistance Office next month will sponsor workshops in four cities around country. (Although plans are not definite, Boston, Atlanta, Los Angeles and Dallas or Houston were cities under consideration.) Principal participants from commission will be CAO's Belle B. O'Brien and Susan Greene, head of task force on children's television programing and advertising. Pending children's television's inquiry will be used as "case study" in workshops.

# Business Briefly

## Radio only

### Hardware Wholesalers Inc. □

Materials supplier plans 12-week radio flight starting this month. Dodge & Associates, South Bend, Ind., will schedule spots in 14 markets including Atlanta, Nashville and Omaha. Target: adults, 25 and over.

**Service Merchandise** □ Catalogue service sets seven-week radio drive beginning in mid-October. Les Hart Agency, Nashville, is planning spots in six markets including Atlanta and Chicago. Target: adults, 25-49.

**Bristol-Myers** □ Company starts six-week radio flight for Excedrin this week. Foote, Cone & Belding, New York, will buy spots in 14 markets including Baltimore, Detroit and Seattle. Target: women, 18-34.

**Elanco** □ Agrichemicals division features its Treflan product in four-week radio push starting this week. Creswell, Munsell, Schubert & Zirbel, Cedar Rapids, Iowa, will place spots in about 19 markets including Houston and Nashville. Target: farmers.

**Guild Wineries and Distilleries** □ Cribari wine gets three-week radio campaign beginning in mid-October. Dailey & Associates, San Francisco, will seek spots in eight markets including Cleveland, Los Angeles and Seattle. Target: men and women, 18-49.

### Recreational Equipment, Inc. □

Company plans one-week radio push beginning this month. Hinton & Steel, Seattle, will buy spots in Seattle, San Francisco and Portland, Ore. Target: adults, 18-34.

## TV only

**Straw Hat** □ Pizza restaurants schedule three-month TV campaign beginning next week. Hoefer, Dieterich & Brown, San Francisco, will arrange spots in 10 markets during day and early fringe time. Target: adults, 18-34.

**Sony** □ Company will spend record \$4 million on its Betamax home videotape recorder/player in broadcast and print campaign beginning this fall. Doyle Dane Bernbach, New York, will handle spots on network TV during prime time. Target: adults.

**Colgate-Palmolive** □ Company purchases participating weekly spot on nationally syndicated television series, *For You . . . Black Woman*, for its Fab detergent. William Esty Co., New York, is handling spots for program, telecast in 55 markets including New York, Los Angeles, Chicago and Detroit. Target: black women.

**Fruit of the Loom** □ Company places three-month TV promotion for its pantyhose starting this month. Keller-Crescent, Evansville, Ind., is arranging

## Rep appointments

- KUKA(AM) San Antonio, Tex.: Pro Meeker Radio, New York.
- WAPI-AM-FM Birmingham, Ala., and WSYR-AM-FM Syracuse, N.Y.: Major Market Radio, New York.
- WICC(AM) Bridgeport, Conn.: Marv Roslin Inc., New York.

spots in 10 markets during news, early and late fringe time. Target: women, 18-49, and working women.

**Target** □ Store chain begins 11-week TV promotion this month. Haworth Group, Edina, Minn., will select spots in 16 markets during day, fringe and prime time. Target: women, 18-49.

**Jeep** □ Subsidiary of American Motors launches nine-week network and spot-TV campaign this month. Compton Advertising, New York, will buy time in approximately 100 markets during fringe time. Target: men, 18-49.

**Seabrook** □ Food products group starts eight-week TV buy for its frozen vegetables this week. Tucker Wayne, Atlanta, is handling spots in 16 markets during prime and early news time. Target: adults, 18-34.

**Volkswagen** □ Car manufacturer launches two-month TV drive starting this week. Doyle Dane Bernbach, New York, will select spots in about 60 markets during fringe time. Target: men, 18-49.

**Roper** □ Microwave appliances get seven-week TV push starting this week. Ruck Moore & Co., Northfield, Ill., is purchasing spots in 75-100 markets during fringe and daytime. Target: adults, 25-54.

**Colgate-Palmolive** □ Company features its Axion detergent in six-week TV push beginning this month. Kenyon & Eckhardt, New York, will buy spots in 63 markets during day, late fringe and prime access time. Target: women, 18-49.

**Pabst** □ Brewery highlights its Pabst Extra-Light beer in six-week TV drive beginning this month. Kenyon & Eckhardt, Chicago, will place spots in 75 markets during prime and late fringe time. Target: men, 18-49.

**Wilton** □ Division of Pillsbury slates four-week TV promotion for its Wilton supermarket line starting this week. Foote, Cone & Belding, Chicago, will select spots in 19 markets during

## Bar reports television-network sales as of Sept. 10

ABC \$935,477,700 (36.3%) □ CBS \$850,471,200 (33.0%) □ NBC \$793,075,600 (30.7%)

Day parts	Total minutes week ended Sept. 10	Total dollars week ended Sept. 10	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.	141	\$ 1,071,600	5,200	\$ 37,052,500	\$ 32,397,000	14.4
Monday-Friday 10 a.m.-6 p.m.	1,029	15,568,700	36,700	577,478,200	519,291,900	+11.2
Saturday-Sunday Sign-on-6 p.m.	322	11,050,200	11,075	272,434,200	244,074,100	+11.6
Monday-Saturday 6 p.m.-7:30 p.m.	110	4,125,000	3,689	145,075,600	126,925,200	+14.3
Sunday 6 p.m.-7:30 p.m.	22	1,921,700	763	42,905,800	35,543,300	+20.7
Monday-Sunday 7:30 p.m.-11 p.m.	424	38,629,000	14,993	1,328,341,100	1,169,716,700	+13.6
Monday-Sunday 11 p.m.-Sign-off	252	7,233,000	8,033	175,737,100	161,861,400	+8.6
<b>Total</b>	<b>2,300</b>	<b>\$79,599,200</b>	<b>80,453</b>	<b>\$2,579,024,500</b>	<b>\$42,289,809,600</b>	<b>+12.6</b>

Source: Broadcast Advertisers Reports



# LAVERNE & SHIRLEY



## DOMINANCE WITH UPPER INCOME VIEWERS

In the highest income households in the nation, young women give "Laverne & Shirley" a 10 rating point lead over the average sitcom!

	(Ratings %)						
	HH	W18-49	W18-34	M18-49	M18-34	TEENS	KIDS
<b>LAVERNE &amp; SHIRLEY</b>	<b>32.6</b>	<b>22.1</b>	<b>23.3</b>	<b>15.3</b>	<b>15.4</b>	<b>24.7</b>	<b>36.4</b>
AVERAGE SITCOM	20.8	13.2	12.6	10.3	9.7	13.1	14.9
<b>THE GIRLS' ADVANTAGE</b>	<b>+57%</b>	<b>+67%</b>	<b>+85%</b>	<b>+49%</b>	<b>+59%</b>	<b>+89%</b>	<b>+144%</b>
<b>LAVERNE &amp; SHIRLEY</b>	<b>32.6</b>	<b>22.1</b>	<b>23.3</b>	<b>15.3</b>	<b>15.4</b>	<b>24.7</b>	<b>36.4</b>
AVERAGE PRIMETIME PROGRAM	19.1	12.0	11.4	10.2	9.2	9.7	10.2
<b>THE GIRLS' ADVANTAGE</b>	<b>+71%</b>	<b>+84%</b>	<b>+104%</b>	<b>+50%</b>	<b>+67%</b>	<b>+155%</b>	<b>+257%</b>

Source: NTI NAD HOUSEHOLDS WITH \$20,000+ INCOME/February, May, November Average  
February 1976 through May 1978

PARAMOUNT TELEVISION



DOMESTIC SYNDICATION

daytime. Target: women, 25-49.

**Kretschmar** □ Hams get six-week TV drive starting this week. The Savan Co., St. Louis, will schedule spots in four markets including Pittsburgh and Kansas City, Mo., during all dayparts. Target: women, 25-49.

**Wild Irish Rose** □ Wine gets five-week TV push beginning this month. Mission Argyle Productions, Los Angeles, will schedule spots in 28 markets during fringe and prime time. Target: adults, 25-54.

**Ralston Purina** □ Dog Chow is subject of five-week TV push beginning next

week. Della Femina, Travisano & Partners, New York, will select spots in four markets during fringe time. Target: total women.

**Western N.Y. Apple Growers Association** □ Group starts one-month TV campaign next week. Rumrill-Hoyt, New York, is placing spots in six markets during day, fringe and prime access time. Target: total women.

**Garden** □ Pharmaceutical group features its Bio Slim-T one-a-day vitamin in two two-week TV flights starting this month. A. Eicoff & Co., Chicago, will pick spots in 35 markets during daytime. Target: total adults.

**North American Systems** □ Company features its Mr. Coffee machine in one-month TV campaign beginning this week. Ted Bates, New York, will handle spots in 40 markets during fringe time. Target: adults, 25-54.

**Standard Brands** □ Food products group focuses on its Reggie candy bar in four-week TV promotion starting this week. Lee King & Partners, Chicago, will place spots in three markets during early fringe time. Target: teenagers and adults, 18-24.

**GAF** □ Company focuses on its Viewmaster product in four-week TV campaign beginning next week. Daniel & Charles, New York, will schedule spots in over 100 markets during children's time. Target: total children.

**Levelor** □ Venetian blind manufacturer slates four-week TV promotion beginning this week. Muller Jordan Herrick, New York, will buy spots in about 20 markets during day and fringe time. Target: women, 18-49.

**Karastan** □ Carpet manufacturer arranges four-week TV push starting this month. Media Basics, New York, will place spots in six markets during day, fringe and prime time. Target: women, 25-54.

**Golden West** □ Mobile homes manufacturer launches three-to-four-week TV flight beginning in mid-October. Estey-Hoover, Newport Beach, Calif., will seek spots in about 11 markets during day, fringe and prime access time. Target: adults 50 and over.

**Stouffers** □ Frozen foods group prepares three-week TV flight beginning this month for its entree products. Creamer, Pittsburgh, is placing spots in 70 markets during all dayparts. Target: women, 25-54.

**LMDA** □ Lincoln Mercury Dealers Association plans two-to-three-week TV promotion beginning this month and in November. Kenyon & Eckhardt, Dearborn, Mich., will buy spots in about 200 markets during fringe and prime time. Target: men, 18 and over.

**Schick Labs** □ Weight control and smoking centers slate two-week TV flight starting this week. SBB Associates, Los Angeles, is handling spots in 16 markets during fringe and prime access time. Target: men and women, 25-54.

**Stauffer** □ Chemical company features its various products in TV push beginning in mid-October. Bozell & Jacobs, New York, will place spots in 30 markets during prime and news time. Target: total men.

**Celanese** □ Fiber group features its Brinkman carpets in one-week TV promotion beginning this month. Doyle Dane Bernbach, New York, will pick spots in 28 markets during prime and fringe time. Target: women, 18-49.



## You may never see the world's heaviest feline\* ...

...but you'll be a fat cat in  
food sales with WKZO-TV.

Last year, more than \$1.1 billion was spent in food stores in the Grand Rapids-Kalamazoo-Battle Creek ADI. That makes it the 31st market in food store sales.\*\*

If you want to reach these hungry consumers, it makes good sense to consider the number one adult television

station—WKZO-TV. It's first in Total Adult Viewers from 9 a.m. to midnight, Sunday through Saturday.\*\*\* Your Avery-Knodel representative can tell you more about WKZO-TV.

\*\*Source: Arbitron ADI, November, '77

\*\*\*Source: Nielsen Viewers in Profile, November, '77

\*The heaviest domestic cat on record was a nine-year-old tom named "Spice," owned by Mrs. Loren C. Caddell of Ridgefield, Connecticut. He scaled 43 lbs. on June 26, 1974, but has since reduced to 35 lbs. The average weight for an adult cat is 11 lbs.

**11 AM - TV - PM**

*The Feline Stations*

RADIO  
WKZO KALAMAZOO BATTLE CREEK  
WJFM GRAND RAPIDS KALAMAZOO  
WYNNER PLYMOUTH CADIZ LAC

TELEVISION  
WKZO-TV GRAND RAPIDS KALAMAZOO  
WATV CADAZ LAC TRAUEREE CITY  
FARMUS-TV SAULT STE MARIE  
KOLN-TV LINCOLN MICHIGAN  
BURNER GRAND ISLAND, NEB  
KMGH-TV SKIUM CITY, IOWA

**WKZO-TV**

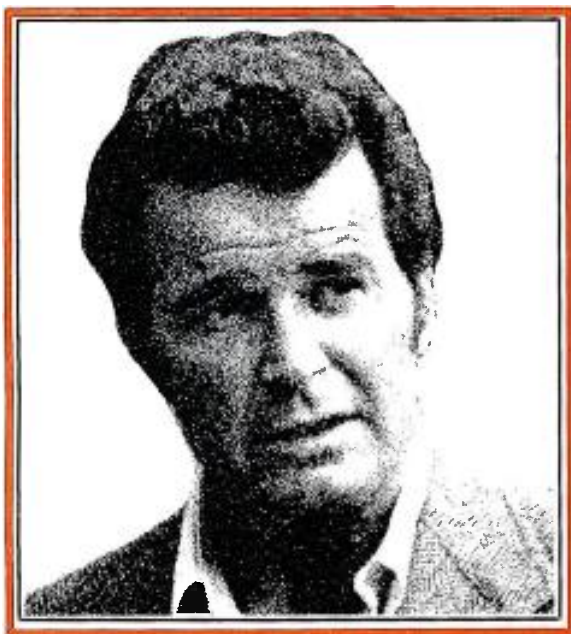
Channel 3 A CBS Affiliate 100,000 WATTS  
1000 FT. TOWER

KALAMAZOO-GRAND RAPIDS AND GREATER WESTERN MICHIGAN  
Avery-Knodel Television National Representatives



# YOUR EARLY-NEWS TEAM NEEDS ANOTHER ANCHOR.

## James Garner.



Give him the lead-in spot to your Early News and he'll anchor down loads of young adults for you.

What a performer for Early Fringe—or prime time, late night or any time. He won the 1977 Emmy Award as best actor and **THE ROCKFORD FILES** won the 1978 Emmy Award as the Outstanding Drama Series.

**THE ROCKFORD FILES**. 113 hours available Fall 1979. **MCA TV**

Note: Ask to see MCA TV's study on "lead-ins to early news".

# Datebook

■ indicates new or revised listing

## This week

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

**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, Consumes 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* fall convention Marriott East, Columbus, Ohio.

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

**Oct. 4-6**—*National Association of Broadcasters* television code board meeting. Harbor Town, Sea Pines Plantation, Hilton Head Island, 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. 6-7**—*New Mexico Broadcasters Association* financial management seminar. Desert Aire motor hotel, Alamogordo, N.M.

**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.

**Oct. 8-9**—*Kentucky CATV Association* fall convention. Representative Lionel Van Deerlin (D-Calif.) will be banquet speaker. Hyatt Regency hotel, Lexington, Ky.

## Also in October

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

**Oct. 12**—*New England Cable Television Association*

fall meeting. Sheraton-Regal Inn, Hyannis, Mass.

**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. 12-14**—National convention of *National Association of State Boards of Education*. Part of agenda will be focus on "Broadcasters Are Educators, Too." Speakers will include FCC Commissioner Abbott Washburn, NAB Board Chairman Donald Thurston, Television Information Office Director Roy Danish, U.S. Commissioner of Education Ernest L. Boyer and CBS's Bob Keeshan. Hershey Motor Lodge and Convention Center, Hershey, 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 area regional meeting, *American Women in Radio and Television*. Marriott/ Eastman Conference Center, Rochester, N.Y.

■ **Oct. 13-15**—Fall convention of *Illinois News Broadcasters Association*. Holiday Inn, Decatur, Ill.

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

■ **Oct. 14-15**—Conference on the Human and Legal Rights of People with Disabilities, focusing on television, sponsored by *American Civil Liberties Union and other organizations*. Hyatt House, International Airport, Los Angeles.

**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 between Sept. 1, 1977, and Aug. 31, 1978. Four categories: individual station production for radio, network or group 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.

## Major Meetings

**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**—*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 9-13, 1979**—*American Advertising Federation* annual convention. Hyatt Regency hotel, Washington.

**Sept. 6-8, 1979**—*Radio Television News Directors Association* international conference. Caesar's Palace, Las Vegas. 1980 conference will be on date to be announced, at Diplomat hotel, Hollywood-by-the-Sea, Fla.

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

**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.

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



# A message from Nursing Home Professionals.



*Don L. Brewer, President*



*Roger Lipitz, First Vice President*



*David E. Meillier, Treasurer*



*Fred Beene, Secretary*



*Theodore Cavich, Jr.  
Immediate Past President*

Health care abuses. Profit abuses. Bureaucratic fumbblings. These and other attacks leveled at nursing homes have always appeared as front page news.

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

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

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

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

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

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

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

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

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

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

**ahca**

**American  
Health Care Association**

1200 15th Street N.W. Washington D.C. 20005

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. 18-20**—Home video tape/disk programing seminar of International Tape Association. St. Regis-Sheraton hotel, New York.

**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 presentation 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. Hiltop 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. 24-26**—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 Association*. Sonasta hotel, Hartford, Conn.

■ **Oct. 26**—Association of National Advertisers workshop on trends, uses and proposed regulation of corporate "issue" advertising. Plaza hotel, New York.

**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

## Errata

It was **Senator Robert Griffin** (R-Mich.), ranking Republican on Senate Communications Subcommittee, not Senator James McClure (R-Idaho), who introduced unsuccessful amendment to cut back advance financing authorizations during Senate debate on public broadcasting funding bill (BROADCASTING, Sept. 25, page 48).

**Adolfo F. Luca** is now director of program and talent contracts for NBC-TV nationwide, not just in New York, as suggested in "Fates & Fortunes" Sept. 11 (page 74).

Broadcasters Convention, sponsored by *WUMB and University of Massachusetts*. Sheraton-Boston hotel. Information: Nancy Aquino, (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 programing and advertising practices (Docket 19142). Replies due Dec. 15.

**Nov. 2-3**—Oregon Association of Broadcasters fall conference. Jantzen 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 of Chicago's Marquette Center, Chicago. Information: (312) 670-3129.

**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 programing. 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. 11**—Fall seminar of *Radio Television News Directors Association of the Carolinas*. Charlotte, N.C.

**Nov. 13-15**—Television Bureau of Advertising an-

nual 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 Commercials 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 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 mid-winter 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.



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## That's progress

EDITOR: In addition to the section on local news broadcasting which featured an article on Cleveland [BROADCASTING, Aug. 28], I was also very interested to learn about the proposed sale of WHEC-TV Rochester, N.Y., a Gannett-owned station, to a minority group in Philadelphia. As co-chairman of the Congressional Black Caucus Braintrust on Communications, I am gratified that minority groups appear to be making some leeway in this area.—*Representative Louis Stokes (D-Ohio), Washington.*

## The first may be last

EDITOR: As one of just two states that have no commercial VHF television station—in fact, Delaware does not even have a UHF station—Delaware is dependent upon the Philadelphia stations and the single Salisbury, Md., station for news coverage. Consequently, there is not much television news about Delaware, especially in the populous northern portion of the state covered by the Philadelphia stations.

There are signs that this may be changing. The recent desegregation of the New Castle county schools was widely covered by Philadelphia. However, we in Delaware are hopeful that a commercial UHF station will ultimately settle here and provide on-location news coverage. WHY? channel 12, an educational station licensed to both Wilmington and Philadelphia, does broadcast a fine half-hour news show five days a week.—*Pierre S. duPont, governor, Dover, Del.*

## House-ad opportunity?

EDITOR: I have been in broadcasting for 43 years. This was the first time I ever watched the Emmy awards. I think it was a

well-produced program, presented in very good taste.

However—and there is always a however—I got to watching the commercials, and it got me to thinking. I really feel that all three networks are selling themselves short.

Instead of having such assorted items as lipsticks and batteries and automobiles and the like picking up the tab, why shouldn't the cost of the program be shared equally by all three networks, and use the "commercial" time to sell their own product? ABC, CBS and NBC have huge promotion and advertising budgets, and as costly as the Emmy show is, splitting the costs three ways wouldn't make a dent in those budgets.—*Cy Newman, KVOV(AM) Henderson, Nev.*

## Golden anniversary

EDITOR: Since Oct. 8, 1928, WRDD(AM) has broadcast sermons from the pulpit of Immanuel Lutheran Church of Bay City, Mich. We believe this to be the oldest continuous "live" broadcast of a religious program on the air in the United States, perhaps the world. Only once in 50 years has the program been interrupted or failed to broadcast, and that date was Dec. 7, 1941,—the day the Japanese bombed Pearl Harbor.

Through this long tenure, many things have changed. The services, originally spoken in German, are now delivered in English. The original church was torn down and a new one built in its place. Generations have come and gone. Even the call letters of the station have changed through the years (WSKC 1925-28, WBCM 1928-1978, WRDD 1978-present), but the Immanuel Lutheran program continues to be heard throughout a wide regional area in northeastern Michigan.—*Daniel F. Covell, general manager, WRDD(AM) Bay City, Mich.*

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# Where Things Stand

An every-first-Monday status report on the unfinished business of electronic communications

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**Advertising legislation.** House-Senate conference committee working on long-pending energy bill has compromised House provision prohibiting electric and natural gas utilities from passing on costs of institutional, promotional and political advertising to consumers, so that matter is left to state regulation. New draft says states can institute advertising restrictions within two years, with federal government permitted to act as intervenor in rate regulation. Measure has to be returned to both houses of Congress for final approval. In other legislation, Senator Edward Kennedy's (D-Mass.) Health Subcommittee has deleted provision from its health reform bill that would have required nutritional messages in certain broadcast commercials.

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

**Antitrust/networks.** Justice Department, which originally filed suit against ABC, CBS and NBC in 1972 for alleged monopoly practices, has reached out-of-court settlement with NBC, and that agreement has been approved by presiding judge in case (BROADCASTING, Dec. 5, 1977). Agreement imposes number of restrictions on NBC in programming area, but some of those restrictions are not effective unless other two networks also agree to them. ABC and CBS, however, are fighting on; Justice has asked court to consolidate cases and proposed agenda that calls for trial beginning Oct. 16 (BROADCASTING, Nov. 28, 1977). CBS and NBC have asked court to dismiss suits (BROADCASTING, April 3). Federal Trade Commission has begun preliminary inquiry into broadcast antitrust questions (BROADCASTING, July 31).

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

**Automatic transmission systems.** FCC has allowed automatic transmission service for nondirectional AM and FM stations (BROADCASTING, Jan. 3, 1977). Commission expects also to permit ATS at AM directional and TV stations this year.

**Blanking intervals.** FCC in June issued

public notice on problem of growing number of tapes produced by ENG equipment that exceed commission standards for horizontal and vertical blanking intervals. It said that for period of one year it would allow two-line tolerance (up to 23) for vertical and .66 microsecond tolerance (up to 12 microseconds) for horizontal to give industry time to correct problem. The Broadcasters Ad Hoc Committee on Television Blanking Widths was formed in August to "identify problem areas and recommend corrective action" to the FCC. The group is made up of representatives of the three commercial networks, the Public Broadcasting Service, the National Association of Broadcasters and several station groups.

**Broadcasting in Congress.** Path has been cleared finally to open House of Representatives debates to daily live broadcast coverage, but not in way satisfying to broadcast news operations. House voted 235 to 150 to control broadcast feed of its chamber proceedings itself, rather than let network pool produce it (BROADCASTING, June 19). Partly as effort to win networks' sympathies, House committee headed by Charles Rose (D-N.C.) has upgraded TV plan ("Closed Circuit," Aug. 21), in hopes of producing TV feed of sufficient quality and variety to entice regular commercial broadcast use. House proceedings are already available to radio broadcasters, who are permitted to pick up audio by way of House's public address system. In Senate, there has been no action on similar proposals for live broadcast coverage, but that body took unprecedented step early this year of letting radio in to cover its debate on Panama Canal treaties (BROADCASTING, Feb. 13 et seq.).

**Cable economic inquiry.** FCC has opened investigation into economic relationship between cable television and over-air television. Its purpose, commission says, is to provide factual information where "intuition" has been used in assessing cable television's likely impact on local television stations. Comments were filed March 15 (BROADCASTING, March 20); main contenders—National Association of Broadcasters and National Cable Television Association—are waging ongoing battle of words in inquiry (BROADCASTING, June 26). On Capitol Hill, Senate Communications Subcommittee Chairman Ernest Hollings (D-S.C.) put off indefinitely introducing bill to give cable "legislative mandate" while House Communications Subcommittee works on issue in its rewrite of Communications Act.

**Carter use of broadcasting.** President has held 36 televised press conferences since assuming office. He has also made unprecedented radio-TV appearances in formats ranging from CBS Radio call-in show to "fireside chat" on energy last winter and one in February on Panama Canal to year-end interview with representatives of four national TV networks; more such exposure can be anticipated with official return to Carter camp of campaign media adviser Gerald Rafshoon (BROADCASTING, May 29). President last month received heavy

TV exposure as the announcement of Mideast peace agreements broke into one of heaviest viewing nights of new season (BROADCASTING, Sept. 25).

**Children's advertising.** Federal Trade Commission has instituted rulemaking looking toward ban on advertising on television to children under age 8, prohibition of ads for highly sugared products and obligatory counteradvertising for sugared-product spots that are permitted (BROADCASTING, March 13). Comments on proposal are due Nov. 24. Hearings will be held Jan. 15 in San Francisco and Jan. 29 in Washington. Strongest reaction to date has come from Congress, where House-Senate conference committee issued warning in report accompanying FTC appropriations bill for commission to weigh carefully First Amendment issues that attend children's proposal (BROADCASTING, Sept. 18). Committee also said it doesn't want funds spent on promulgation of trade rule, but FTC, not intending to be finished in 1979 anyway, is going ahead with inquiry. FCC, meanwhile, has reopened its inquiry into whole spectrum of children's television (BROADCASTING, July 31); comments are due Nov. 1.

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

**Communications Act rewrite.** House Communications Subcommittee was to have completed hearings last week on basement-to-attic rewrite of Communications Act, introduced in June by Subcommittee Chairman Lionel Van Deerlin (D-Calif.) and ranking Republican Lou Frey (Fla.) (BROADCASTING, June 12). Meeting every week since mid-July, subcommittee has heard from present and former FCC commissioners, administration, broadcasters, cable and common carrier industries and citizen groups. Broadcasting chapter took its licks week of Sept. 11 (BROADCASTING, Sept. 18). Bill, H.R. 13015, proposes radical reforms, primarily designed to deregulate broadcasting and other communications industries, but at same time would institute new procedures that broadcasters find objectionable—for instance, new license fee that all users of spectrum would have to pay government. First try at schedule for TV stations was generally panned (BROADCASTING, July 24, 31). Less criticism has been heard of schedule for radio, leading proposal

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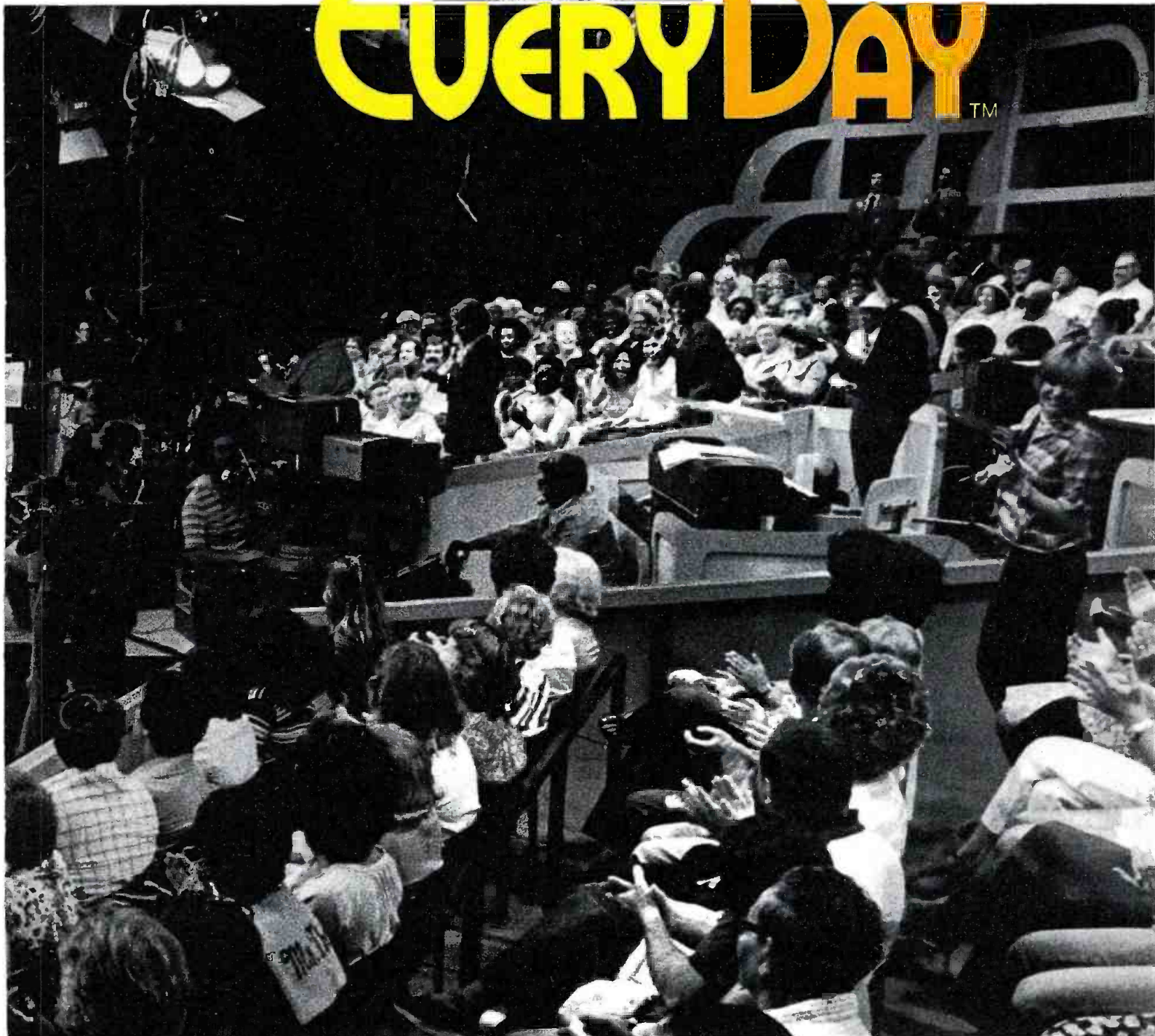


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for which was submitted by Daytime Broadcasters Association (BROADCASTING, Sept. 4). Mr. Van Deerlin said whole bill will undergo repairs before being submitted to subcommittee for mark-up early next year (BROADCASTING, Aug. 14).

**Crossownership (newspaper-broadcast).** Supreme Court has upheld FCC policy grandfathering most such existing crossownerships, disallowing future crossownerships and requiring break-up of "egregious" crossownership cases (BROADCASTING, June 19). Legislation (H.R. 5577) also has been introduced by Representative Samuel Devine (R-Ohio) to prohibit FCC from considering newspaper crossownership in broadcast license proceedings and to bar divestiture of crossowned media.

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

**EEO.** Supreme Court, in decision involving Federal Power Commission and its role—or lack of one—in EEO matters, appears to have cast doubt on FCC authority to impose EEO rules on cable systems, although commission last week did promulgate new rules for the industry (see "Top of the Week"). In broadcast EEO area, comments have been filed on proposal to amend form 395, commission's annual employment reporting form, to reflect more accurately job positions in industry (BROADCASTING, May 1). As for FCC's internal EEO: It's poor, according to report by Citizens Communications Center, which contended that top jobs are held by white males (BROADCASTING, April 3).

**Family viewing.** Judge Warren Ferguson of U.S. District Court in Los Angeles has ruled that family-viewing self-regulatory concept is unconstitutional (BROADCASTING, Nov. 8, 1976) and National Association of Broadcasters could not enforce concept, which was embodied in its television code. ABC, CBS and FCC are appealing basic decision; NBC is fighting only liability for damages to Tandem Productions.

one of plaintiffs in suit against family viewing. Briefs have been filed in those appeals with U.S. Court of Appeals for Ninth Circuit (BROADCASTING, July 4, 1977). In light of court decision, NAB dropped its policy of mandatory subscription to TV code, and rewrote code to prohibit broadcast of material that subscribers "determine to be obscene, profane or indecent" (BROADCASTING, Sept. 19, 1977).

**FCC fees.** Commission has embarked on effort to determine how much of \$163 million in fees it received between 1970 and 1976 was collected illegally and to make necessary refunds. It is also undertaking task of developing another fee schedule to replace schedules overturned by courts. Original schedule called for refunds to begin last month; that deadline has now slipped to "late fall" (BROADCASTING, June 5). Broadcasters' share of fees paid to FCC is estimated at \$47.5 million. Still pending before U.S. Court of Claims is request by some 90 parties, including broadcasters, for refund of fees. Commission last week issues notice of inquiry as part of its effort to determine method for making refunds and for developing new fee schedule (see "Top of the Week").

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

**Format changes.** FCC has concluded inquiry to determine whether it can or should be involved in regulating program formats with order concluding that it can't and shouldn't (BROADCASTING, Aug. 2, 1976). Commission said determination should be left to discretion of licensee and to regulation of marketplace. This was contrary to several previous appeals court decisions and expectation is that Supreme Court will ultimately decide issue. Several citizen groups are appealing commission's position (BROADCASTING, Sept. 13, 1976).

**Indecency.** Supreme Court, in what it described as "narrow" ruling, has upheld FCC declaratory ruling that broadcast of George Carlin "seven dirty words" comedy routine by WBAI(FM) New York was indecent (BROADCASTING,

July 10). Pacifica Foundation, station licensee, supported by major broadcasting organizations, has requested rehearing by high court.

**License renewal legislation.** House Communications Subcommittee's rewrite of Communications Act, with its provision for indefinite license terms for radio and five-year terms for TV (also becoming indefinite after 10 years), supersedes bills in House seeking to lengthen license terms and make broadcast licenses more secure against challenges. House subcommittee will not deal with renewal issue separately from rewrite. Senate Communications Subcommittee, meantime, shows little interest in issue, although renewal bills broadcasters seek are pending there—including one by Commerce Committee ranking Republican, James Pearson (Kan.), to lengthen license term to five years and require FCC to renew license if station's programming is responsive to the community and if operation of the licensee's station in previous term has been without "serious deficiencies." Issue gained new urgency with appellate-court reversal last week of renewal of WESH-TV Daytona Beach, Fla. (see story this issue).

**Minority ownership.** Carter administration has announced wide-ranging push to increase participation of minorities in radio and TV station ownership (BROADCASTING, April 24). FCC has adopted policies aimed at assuring minorities path to ownership (BROADCASTING, May 22). And Small Business Administration has changed its policy to allow for loans for purchase of broadcast stations and cable systems, also seen as means of boosting minority ownership. Representative (and broadcaster) Cecil Heftel (D-Hawaii) has introduced legislation to allow SBA to exceed its \$500,000 limit in loans to minority interests for purchase of broadcast or cable properties. Bill also incorporates NAB's tax-certificate proposal (BROADCASTING, Dec. 5, 1977). Group consisting mostly of blacks has filed for what will be first minority-controlled VHF in U.S., WHEC-TV Rochester, N.Y. (BROADCASTING, Aug. 28); another all black firm is seeking VHF WAEQ-TV Rhinelander, Wis. (BROADCASTING, Sept. 25).

**Music licenses.** All-Industry Radio Music License Committee and American Society of Composers, Authors and Publishers have agreed, subject to court approval, on new licenses for radio stations' use of ASCAP music, retroactive to March 1, 1977, and extending through Dec. 31, 1982, and expected to save broadcasters \$6.5 million to \$8 million over full term (BROADCASTING, Aug. 21, 28). Committee's negotiations for new Broadcast Music Inc. licenses are temporarily in abeyance. In TV, similar all-industry committee is negotiating for new TV-station licenses with ASCAP, expects to negotiate later with BMI, meanwhile has conferred informally about it with Justice Department, which is party to consent decree governing ASCAP's operations. In network TV, ASCAP and BMI have asked Supreme Court to review—and CBS Inc. has urged it not to—appeals court decision siding with CBS in its demand for "per use" licenses as alternative to blanket licenses (BROADCASTING, Aug. 28).

**Network inquiry.** FCC's network inquiry has begun as staff is in place at commission (BROADCASTING, July 31). Inquiry is in response to petition by Westinghouse Broadcasting seeking examination of network-affiliate relationships.

**Network standings.** Prime-time ratings

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*Thank You.*

KCOP 13 Los Angeles Represented by TELEREP, INC.

Nielsen data are estimates only, subject to limitations available on request.

averages, Sept. 5, 1977-Sept. 17, 1978: ABC 18.8, CBS 17.0, NBC 16.5. For Sept. 18-24: ABC 20.9, CBS 17.3, NBC 17.3.

**Noncommercial broadcasting rules.** FCC has instituted rulemaking and inquiry designed to bring regulatory policies for public broadcasting up to date (BROADCASTING, June 12). Inquiry is aimed at helping commission determine standards for who can be noncommercial licensee. Rulemaking proposals concern underwriting announcements and solicitation of funds, changes in FM table of allocations for educational assignments and extension to noncommercial licensees of limits on ownership applicable now only to commercial licensees.

**Operator licensing.** Comments were filed in January in FCC rulemaking looking to drop requirement for tests for what are now third-class radio operator licenses (BROADCASTING, Jan. 9). Rulemaking proposal also calls for dual license structure—one series for routine operation and one for maintenance of various classes of radio stations—for retitling of licenses and for new class of license for operation of television transmitters.

**Pay cable; pay TV.** U.S. Court of Appeals in Washington has overturned FCC rules designed to protect broadcasters against siphoning of sports and movie programming (BROADCASTING, March 28, 1977) and Supreme Court has refused FCC request for review. FCC's authority to pre-empt pay-cable rate regulation has been upheld by U.S. Court of Appeals in New York (BROADCASTING, April 10). As industry, pay cable reached 1.2 million subscribers on 440 systems in 1977. Pay subscribers repre-

sent about 15% of cable universe and produce \$9 million in revenues monthly. There are three over-air pay TV stations currently telecasting: WTVG(TV) Newark, N.J., W8SC-TV Corona, Calif., and KWHY-TV Los Angeles (BROADCASTING, July 31).

**Payola.** FCC investigation into pay-offs to station disk jockeys is currently behind closed doors after commission last year held open hearings on allegations of payola in Washington (BROADCASTING, Feb. 21, 1977). Commission says it is looking into similar charges in other cities. In unrelated case, Nat Tarnapol and three other Brunswick Record executives won reversal of federal convictions on multicount payola charges. U.S. Appeals Court in Philadelphia has remanded case to district court, however, for new trial on count relating to alleged payola (BROADCASTING, Aug. 29, 1977).

**Performer royalties.** Representative Robert Kastenmeier's (D-Wis.) Judiciary Subcommittee on Courts, Civil Liberties and the Administration of Justice has held two hearings on Representative George Danielson's (D-Calif.) legislation to create performer royalties, which broadcasters and other users of recorded music would have to pay record performers and manufacturers (BROADCASTING, April 3 and May 29). Mr. Kastenmeier indicated he may hold still more, but has acknowledged that legislation's chances for passage are virtually nil, unless Senate shows some interest—which it has not done.

**Public broadcasting.** Legislation extending authorization for Corporation for Public Broadcasting another three years, through 1983, has passed both houses of Congress. House and Senate bills await resolution in conference committee of differences in funding levels, matching-fund ratios and House's proposed removal of ban on editorials (BROADCASTING, Sept. 25). Public broadcasting is also treated in Communications Act rewrite, which proposes elimination of CPB, creation of Public Telecommunications Programming Endowment to support public radio and TV programming. Proposed National Telecommunications Agency would be empowered to fund public telecommunications and interconnection facilities (see story on hearings, this issue).

**Shield legislation.** Supreme Court's ruling in *Stanford Daily* case (which holds that police need only search warrant to search newsrooms and private homes and offices, even if occupants are not suspected of crimes) and jailing of *New York Times* reporter M. A. Farber (for refusal to turn over notes to New Jersey court) have spurred bills in Congress to protect press. After *Stanford Daily* decision, House Government Operations Committee held hearings and issued report endorsing legislation to restrict police to subpoenas for obtaining information from third parties; subpoenas, unlike search warrants, can be contested in court. Senate Subcommittee on the Constitution has held hearings on similar legislation (BROADCASTING, Aug. 28). Following Mr. Farber's jailing, Representative Philip Crane (R-Ill.) introduced bill to prohibit use of search warrants or subpoenas against news media, including broadcasters (BROADCASTING, Aug. 28).

**TV violence and sex.** Following hearings before Senate Communications Subcommittee and report by House Communications Subcommittee on TV violence last year, there is no

perceptible movement in Congress on issue of televised violence. But controversy, which seems to be shifting from violence to sex on TV, is still heated in private sector, where most outspoken agitator for more family programming is national Parent Teachers Association. PTA has produced program rating guide scoring prime-time programming it thinks is offensive to children, has announced a new program to create school curriculum to teach young people how to watch TV critically and says it will petition to deny license renewals of network-owned TV stations in 1979 if networks don't cut back on sex and violence. PTA also enlisted Sears, Roebuck in calling "summit" meeting of major advertisers on issue; project drew cautious reactions (BROADCASTING, June 6). Meanwhile, University of Pennsylvania's George Gerbner's annual TV violence "index" found declining amounts of hard-action programming (BROADCASTING, April 3).

**UHF.** FCC's May 1975 notice of inquiry on UHF taboos to determine whether restriction on proximity of stations could be reduced is still outstanding (BROADCASTING, June 2, 1975). Commission has established task force to draft master plan for use of UHF spectrum and major report sponsored by task force is out (BROADCASTING, Sept. 4). National UHF Broadcasters Association has held first membership meeting (BROADCASTING, March 18, 1977). Texas Instruments has delivered prototype receiver, built under FCC contract, which is aimed at overcoming UHF taboos (BROADCASTING, Feb. 20). Commission has adopted new, tighter noise figure standards aimed at improving reception of UHF pictures (BROADCASTING, May 22).

**VHF drop-ins.** This FCC proceeding, of several years' standing, looks to short-spaced TV assignments in four markets and anticipates possibilities of further rulemakings for drop-ins in other markets (BROADCASTING, March 14, 1977). Comments, most of them negative from broadcasters, were filed with commission late last year (BROADCASTING, Dec. 19, 1977). Staff is expected to have item ready for commission in December (BROADCASTING, Sept. 11).

**WARC.** U.S. and 152 other member nations of International Telecommunication Union are in what technicians and officials involved regard as home stretch in developing national positions to present to World Administrative Radio Conference in 1979. WARC '79 international spectrum allocations are expected to remain in place for 20 years. Conference, which is scheduled to run for 10 weeks, does not start until Sept. 24, 1979, but each nation's proposals are due to be submitted to ITU by next January. Preliminary work has been under way for several years. FCC, for instance, already has issued eight notices of inquiry in connection with its responsibility to help prepare U.S. position in cooperation with new National Telecommunications and Information Agency. Named to head U.S. delegation is former FCC commissioner, Glen Robinson. U.S. team has come under fire from Senate Communications Subcommittee Chairman Ernest Hollings (D-S.C.) and subcommittee member Harrison Schmitt (R-N.M.), who have charged that it is ill-prepared for 1979 conference (BROADCASTING, June 26). Mr. Robinson until next April will give only part time to WARC as he completes faculty commitment at University of Virginia Law School ("Closed Circuit," July 31).

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# Monday Memo<sup>®</sup>

A broadcast advertising commentary from Joseph Brouillard, president, Corporate Communications Division, J. Walter Thompson, New York

## The larger picture in corporate advertising

On this page a little more than five years ago I wrote about the viability and desirability of television for corporate advertisers who must deliver their messages widely, quickly and with great impact. At that time, corporate communications was still a relatively uncharted field.

A major portion of corporate advertising was concentrated in print media, with particular emphasis on the business books. Our Corporate Communications Division at J. Walter Thompson Company had by then pioneered the use of television for corporate advertising, and in that "Monday Memo" I predicted that corporate usage most probably would increase.

During the last five years, corporate advertising expenditures have jumped markedly, and so has the use of television by corporate advertisers. According to our figures, corporate advertising has grown 20% faster than national advertising, and television has accounted for much of this growth. Some put the total for all corporate advertising as high as \$329 million annually for 1978.

The reasons for the shift toward increased corporate expenditures combine pragmatism and economics. In the first place, a great many more businesses have come to realize that if they don't speak out on their own behalf, no one else will. With the crisis in public confidence that accompanied the late 1960's and early 1970's, we realized that a company's most important asset is its corporate reputation. For companies entering new areas of corporate activity, a strong reputation can help pave the way to outside sources of funding. In addition, the reputation helps a corporation recruit the best talent and maintain high employee morale. And the corporate reputation is important in the marketplace, where it can be the tie-breaking influence for consumers deciding among parity products. In fact, we told the business community that the corporate reputation could mean the difference in any situation where they were seeking acceptance, understanding or assistance.

We also learned that the corporate reputation was a most fragile commodity, vulnerable to attack from the outside and requiring protection and support through a well planned, well coordinated program of corporate communications. The pressures of increasing public scrutiny, increasing regulation at all levels of government, and attacks—often unwarranted—from consumerist groups mandated that corporations reassess their communications.

The common goal is to develop a communications program that will explain clearly the realities of the corporation—its



Joseph Brouillard is president of the Corporate Communications Division of J. Walter Thompson and executive vice president of the parent company, which he joined in 1965. Earlier he had been with Lippincott & Margulies, New York, as vice president and director of marketing and account services. Mr. Brouillard began his career with RCA in domestic and international marketing posts and later was director of consulting services for Marplan, a division of Interpublic Inc.

strengths, its objectives, and yes, even its hopes for the future—to the people who can exert an influence. We operate on the principle that the corporate reputation could be built or strengthened in a cumulative fashion through truth and creativity, not cleverness and fantasy. To be truly effective and efficient, these efforts have to be thorough, well designed and properly financed.

For many corporate advertisers, television has proved ideal as the primary medium. It provides an umbrella under which to shelter the other elements of an integrated communications program, as well as offering speed, reach and impact. Additionally, it provides an opportunity for corporations to demonstrate their social responsibility through sponsorship of worthwhile news, public affairs and entertainment programming. In the beginning, we confined ourselves primarily to documentaries. Recently we have moved into sponsorship of lighter programming—sports telecasts and quality entertainment. For example, our client, the Irving Trust Co., sponsored the New Year's Day broadcast from London of the Royal Opera Company's production of "Die Fledermaus." The reaction was so favorable that Irving plans to sponsor a repeat of the broadcast this year as well as the Royal Ballet's "The Sleeping Beauty Ballet."

Television has been extremely effective in delivering messages to the general

viewing public regarding benefits produced by the private enterprise system. In the last three years we have produced nine such commercials (of varying lengths) for Textron Inc. These have been aired during political conventions and campaigns, wildlife documentaries and news programming. Research results show an extraordinary comprehension and acceptance of the messages.

Timeliness and speed of delivery of television proved an important benefit to the American Gas Association, when its member companies faced shortages during the bitterly cold winter of 1977-78. Commercials were produced quickly, urging homeowners to lower their thermostats to 65° F. and to conserve on energy and insulate properly.

And finally, as I alluded to earlier, economics is now a factor in the use of television for corporate advertising. With the cost of a network :30 approaching \$100,000, many individual brands can no longer afford the advertising weight they had become accustomed to in past years. As an efficient alternative, advertisers may rely on their reputation and are now using corporate spots as umbrellas for promoting a number of their products, brands or services. We look for this trend to continue in proportion to the rate of television costs' inflation.

During the past five years we have witnessed the growth in importance and acceptance of corporate advertising. More important, we have seen clients and agencies recognize "corporate" as a truly distinct, specialized area of communications.

As we in the Corporate Communications Division look toward the future, we see another major trend developing: the growth of issue-oriented advocacy advertising. The Supreme Court's recent ruling reaffirming the First Amendment rights of corporations (*First National Bank of Boston v. Belotti*) should encourage many companies to take more public stands on issues affecting their business or industry. At the same time, the current congressional investigations into advocacy advertising contribute to an atmosphere of confusion and anxiety that in effect stifles corporate speech. Nevertheless, we are counseling our clients to speak out on bottom-line issues.

Since I made an accurate prediction five years ago, I will venture another: When it comes to growth in advocacy advertising, you haven't seen anything yet. The vast majority of expenditures for such communications will continue to go to print media. The broadcast media have studiously avoided anything even approaching controversy, and there's little reason to think those policies will change.

Any takers?





# VAN CANTFORT



*"Programming is a reflection of the society we live in."*

*A. R. Van Cantfort, program manager of WSB-TV, Atlanta, Ga., President, National Association of Television Program Executives, looks at programming from the point of view of a man who speaks both to and for the local audience.*

"The program director has got to know his community. If he is a responsible broadcaster, he will. We have a tremendously loyal following, and we earned it. We have a community ascertainment program. Department heads go out and interview community leaders for an hour, one-on-one. They talk about the problems of the community. Every two weeks we have a community affairs luncheon with a group representing a particular problem area. We discuss their problems and how we can help. I make a speech or talk with some community leader about twice a week. There is always feedback. I always wind up with a question-and-answer period. I read every piece of mail that comes to me. The first thing every morning I read the call sheet—it lists every call that comes in complaining about a program. These are some of the ways I stay in touch with the community.

"I look at programming as pretty much a reflection of the society we are in. What we are depicting is what is happening. If you are upset by the amount of violence on television, you really ought to be upset about what is happening in society, and not necessarily blame the messenger. Parents have their responsibility not to just automatically say, 'Go watch TV.' Of course, the broadcasters have responsibility, too. And they have to accept that responsibility. Ours is the only industry in the world that has such a strict voluntary code.

"As long as I am program director, we will have a live local show. The people in Atlanta know they can get on our station. We are here to serve the community.

"I won't buy the premise there is nothing good on television. Nowadays the snob thing to say is, 'My kids don't even know TV exists.' I have to say you are wrong, because your kids are missing a lot of good things.

"Film will never go out of our business. It is the staple. We use both film and tape. Much of the choice has to do with which equipment is available. We might wind up on a given day with everything on film, or everything on tape. If we are going to go into the mountains, I am going to take film because it is more reliable. I don't have to worry about power or electricity or the batteries running down.

"If I were just starting out, I would look into the feature area. I would think of becoming a consumer reporter, an ecology reporter or a specialty reporter.

You can't just say, 'I want to work in TV.' Too many people want the same thing. You have to develop a skill or a specialty.

"If the local broadcaster doesn't make his service important to the community, and himself an asset to the community, somewhere along the line someone is apt to ask, 'What do we need him for?' The local broadcaster has got to stay involved with local programming. We need more choices, and we need to encourage the people willing to take chances."

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*Kodak... Official motion picture consultant to the 1980 Olympic Winter Games.*

## Top of the Week

### Court upsets FCC's policy on renewals

**WESH-TV decision, which held that 'substantial' service could carry the day for incumbents challenged in comparative cases, is reversed; Judge Wilkey says that 'superior' performance is still law of land but may not be conclusive factor; broadcasters may seek legislation**

The U.S. Court of Appeals in Washington last week, in an opinion that has set off alarms in the offices of broadcast licensees from coast to coast, caustically criticized the FCC for giving incumbents in comparative renewal proceedings a preference simply because of their incumbency. The Communications Act, the court said, precludes such a preference. Thus, the door to challenges to renewal applicants—which had appeared to be closing—may have been flung wide open.

In the opinion, the court reversed the commission's orders renewing the license of Cowles Broadcasting Inc.'s WESH-TV Daytona Beach, Fla., and denying the competing application of Central Florida Enterprises Inc., and directed the commission to hold further proceedings. The court said the commission's decision was not supported by the record or by applicable law. The decision marks the first time that court has reversed the FCC in a comparative renewal case.

Some broadcasting industry observers were comparing the decision in its impact on broadcasting to the WHDH-TV Boston decision in January 1969. In that case, the commission for the first time denied the renewal of a broadcast license, and granted a competing application—that of Boston Broadcasters Inc. (now WCVB-TV). However, that case was unusual in a number of respects—enough to make it hard to cite as precedent.

What makes the WESH-TV decision particularly significant is that it vacates a commission order that had been hailed by some communications attorneys as going far toward providing the kind of license-renewal protection broadcasters had been seeking from Congress (BROADCASTING, Jan. 10, 1977). As a result, the decision can be expected to spark renewed interest on the part of broadcasters in the work of



**How Judge Wilkey reads the law** (*excerpts from his legal blockbuster*). “... the

state of administrative practice in commission comparative renewal proceedings is unsatisfactory. Its paradoxical history reveals an ordinarily tacit presumption that the incumbent licensee is to be preferred over competing applicants. . . . The federal Communications Act fairly precludes any preference based on incumbency *per se* . . . Despite the apparent statutory assurance of a free-wheeling inquiry into the relative merit of challenger and

incumbent licensee, the history of commission practice reveals a strong preference for renewal. Further, until fairly recently, such choices by the commission were routinely affirmed by this court. This general phenomenon has been rationalized into what we have called on occasion “a renewal expectancy.” . . . The development of commission policy on comparative renewal hearings has now departed sufficiently from the established law, statutory and judicial precedent, that the commission's handling of the facts in this case make embarrassingly clear that the FCC has practically erected a presumption of renewal that is inconsistent with the full hearing requirement of Sec. 309(e) . . . We are especially troubled by the possibility that settled principles of administrative practice may be ignored because of the commission's insecurity or unhappiness with the substance of the regulatory regime it is charged to enforce. Nothing would be more demoralizing or unsettling of expectations than for drifting administrative adjudications quietly to erode the statutory mandate of the commission and judicial precedent.”

Congress in rewriting the Communications Act.

Indeed, the court, in a footnote, suggests legislation. It says that if comparative renewal hearings are to be treated differently from hearings involving only new applicants, an amendment to the hearing provisions of the Communications Act would probably be required.

And Representative Lionel Van Deerlin (D-Calif.), chairman of the House Communications Subcommittee, which is working on the rewrite, says the Cowles decisions “should help” the project. “As long as the law continues to be made in the courts,” he said, “broadcasters are vulnerable.”

Judge Malcolm R. Wilkey, who wrote the opinion in which Associate Judge Spottswood W. Robinson III and U.S. Dis-

trict Judge Thomas A. Flannery joined, said that to warrant a clear advantage in a comparative hearing, a renewal applicant would have to demonstrate a “superior” record of service (see box, page 29). And even then, he indicated, a challenger might prevail on the basis of such comparative criteria as diversification of media ownership and integration of ownership and management.

■ The level of concern on the part of the broadcasting industry was high last week. Vincent Wasilewski, president of the National Association of Broadcasters, said the decision was “the most disturbing from an industry stability standpoint in a long time, more than WHDH-TV.” And a communications lawyer, who seemed to be echoing the thoughts of many of his col-



leagues, said: "This case is an open invitation to groups to form and challenge renewal applicants, on speculation either that the commission will be intimidated or encouraged to grant competing applications or that the grant of a renewal application will be reversed."

One other comparative renewal case is pending before the court—that involving the Tribune Co.'s WPIX(TV) New York. The commission, by a 4-3 vote, renewed the station's license and denied the competing application of Forum Communications Inc. And that case contains some of the same elements as the WESH-TV proceeding, including disputes over WPIX's past programming and the preference Forum should be given on a diversification of ownership of media issue.

Strategy for dealing with the Cowles decision was already being prepared last week. M.C. Whatmore, chairman of the board of the Cowles parent, Cowles Communications Inc., said the decision will be appealed. Commission attorneys were studying the matter, and while they had not yet made a recommendation, there was some feeling that a petition for rehearing by the circuit's full nine-court bench might be wise. One lawyer noted that the court in the Cowles case appears to read the law differently from other panels of the court, as well as the Supreme Court, in other cases. A clarification would help, he said.

The FCC's decision on whether or not to appeal could become as controversial as the earlier question of whether to renew WPIX had been. Commissioner Robert E. Lee, who was a member of the majority in the WPIX and WESH-TV decisions, said he will "encourage the commission to go to the Supreme Court. It's a far-reaching decision. It encourages the filing of competing applications. . . I certainly don't like it," he said. On the other hand, Commissioner Joseph Fogarty, who was in the WPIX minority but was not on the commission when WESH-TV was decided, not only would accept "graciously" the remand of the WESH-TV decision, but he hopes to persuade the commission to ask the court to defer consideration of the WPIX case until the commission has developed a new record in the Cowles proceeding.

Appeals to Congress and the courts are not the only options. Some commission officials say the problems created by the Cowles decision, in terms of leaving licensees virtually vulnerable to challenges at renewal time, are of the commission's own making and that the commission can develop policy, even without legislation, that would restore to licensees a legitimate expectancy of renewal.

One commission official, who takes a less fevered view of the Cowles decision than most communications attorneys—he calls it "relatively significant"—said last week the commission has been "victimized by its own ad hoc-ery"—its unwillingness or inability over the years to develop a policy for governing comparative renewal cases. (Another official said that

**How high is up.** Judge Wilkey, in a footnote to the WESH-TV decision, reminded that the court, in its Citizens decision, had used "superior" in the ordinary dictionary sense of "far above average." Among specific criteria cited by the court at that time: (1) elimination of excessive and loud advertising, (2) delivery of quality programs, (3) the extent to which the incumbent has reinvested the profit from his license to the service of the viewing and listening public, (4) diversification of ownership of mass media, (5) independence from government influence in promoting First Amendment objectives.

the commission made decisions on a case-by-case basis, building a "house of cards" that finally collapsed.)

Thus, he said, the commission should move "quickly" to establish a policy on comparative renewal proceedings, one that would contain clear criteria on which to make judgments. What's more, he said, it should be related to the commission's newspaper-broadcast crossownership policy, which speaks of the benefits of diversification of media ownership at the same time that it permits existing crossownerships to continue. (He noted that the commission, when it adopted its crossownership policy, did not relate it to the manner in which it handles comparative renewal matters.) And he said the commission should be prepared to adhere

to such a policy; while most broadcasters do a good job and deserve renewal, he said, there are some "bad apples." And attempting to protect them, he said, could weaken the renewal system.

The commission, in the WESH-TV case, had attempted to assure renewal applicants a "renewal expectancy." In what it called a "clarification" of an earlier action renewing the WESH-TV license, it held that broadcasters could protect themselves against challengers at renewal time by providing "substantial" service—service that is "favorable and substantially" above a level of mediocrity that might "just minimally warrant renewal." "Superior" service, which the court (in the Citizens Communications case, in 1971) had said would assure renewal applicants "a plus of major significance," was not necessary.

That decision, plus earlier ones denying applications by challengers seeking to displace licensees at renewal time, appeared to cause a falling off of such challenges.

But Judge Wilkey and his colleagues have now rejected the commission's effort to translate "superior"—with its definition of "far above average"—into the less demanding "substantial."

If the commission believes that "substantial" service will justify renewal "more or less without regard to comparative issues" or that such performance is entitled "to a plus of major significance, it is plainly mistaken," Judge Wilkey wrote. "Lawful renewal expectations are con-

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## Two FCC birds, one appeals court stone

The WESH-TV decision overturned last week was a regulatory doubleheader—the basic renewal decision (passed 4-3 with then-Chairman Richard E. Wiley in the minority) and a "clarification" the FCC crafted later to set new policy in dealing with comparative renewal cases (passed 4-1, with Mr. Wiley in the majority).

The commission issued its first decision in the case in 1976 (BROADCASTING, July 5, 1976), with Mr. Wiley and former Commissioners Glen O. Robinson and Benjamin L. Hooks dissenting. What troubled all three was the use by the majority (Robert E. Lee, James H. Quello, Abbott Washburn and former Commissioner Charlotte Reid) of the word, "superior," to describe WESH-TV's past performance. The U.S. Court of Appeals in Washington, in the 1971 Citizens Communications Center case, had said a renewal applicant with a "superior" past record would be entitled in a comparative hearing to "a plus of major significance."

In its clarification, the commission said that by "superior" it had not meant to suggest "exceptional when compared to other broadcast stations." Rather, it meant to distinguish between situations where a licensee has served an area "in the least permissible fashion" that would warrant renewal in the absence of a challenge, and

where the licensee had performed in a "solid, favorable fashion."

By the time of the "clarification," in January 1977, Mr. Robinson and Mrs. Reid had left the commission. Mr. Hooks was unpersuaded by the rewrite and continued to dissent. But Mr. Wiley said that since he had always considered the station's performance "thoroughly adequate" and worthy of renewal "under any rational system," he was able to concur in the new order, "given the majority's clarification of intent." Thus the final vote for renewal was 4-1.

The "clarification" redid some other aspects of the original order. The commission said, for instance, that when it said the challenger, Central Florida Enterprises Inc., had a "clear" preference on the diversification issue, it did not mean to suggest how much weight was to be attached to that finding.

The remoteness from the WESH-TV area of its affiliated media interests reduces the significance of the preference, the commission said. And because it found the record containing no evidence of any danger of concentration, it said the preference given Central was of "little decisional significance." The court did not accept that repair any more than it did the one on the use of the term "superior."

fined to the likelihood that an incumbent will prevail in a fully comparative inquiry."

What's more, he breathed new judicial life into the adjective, "superior," saying that "superior" past performance might be expected to prevail "absent some clear and strong showing under the comparative factor." On the other hand, he said, "average" performance, "solid" or not, would not offer much protection. It could not be expected to warrant renewal or even be of particular relevance unless it could be shown that the challenger's performance would be no more satisfactory, he said.

Particularly troublesome to multiple and newspaper owners was the court's criticism of the commission for its treatment of the advantage it conceded Central enjoyed in the areas of diversification of ownership of media and integration of ownership and management. (Central, which is headed by E. William Crotty, a lawyer in Daytona Beach, is composed principally of area business and professional people, including two blacks, and some would work at the station.) These are issues on which multimedia licensees would be at a disadvantage in most contexts in which a challenger is seeking to enter the ranks of broadcast ownership.

"Simply on the basis of a wholly non-comparative assessment of Cowles's past performance as 'substantial,' the commission confirmed Cowles's 'renewal expectancy,'" Judge Wilkey wrote. "Even were we to agree (and we do not agree) with the commission's trivialization of each of Central's advantages, we still would be

unable to sustain its action here."

■ Throughout the opinion, Judge Wilkey, who is considered a conservative member of the court, expressed criticism of the manner in which the commission has approached comparative renewal proceedings. The "paradoxical history" of those proceedings, he said at one point, "reveals an ordinarily tacit presumption that the incumbent licensee is to be preferred over competing applicants." And since the Communications Act precludes any preference based solely on incumbency, he added, "the practical bias arises from the commission's discretionary weighting of legally relevant factors."

At another point, Judge Wilkey said flatly that the commission "dislikes the idea of comparative renewal proceedings altogether"—a statement he said was based on remarks the commission itself has made—"at least those that accord no presumptive weight to incumbency per se." And he made that point in observing that the commission "disfavors use" of its 1965 policy statement on comparative broadcast hearings, which calls for the application of such criteria as diversification of ownership of media and integration of ownership and management. The court said that although the statement was designed to deal with new applicants only, it has governed comparative-renewal proceedings "more or less by default."

Judge Wilkey suggests that the commission may not be solely at fault for the practice he was criticizing. Until recently, he said, the commission's actions renewing

the licenses of incumbents and denying the applications of challengers "were routinely affirmed by this court." The general phenomenon, he added, "has been rationalized into what we have called on occasion 'a renewal expectancy.'"

To Judge Wilkey and his colleagues, the commission's handling of the facts in the case "makes embarrassingly clear that the FCC has practically erected a presumption of renewal that is inconsistent with the full hearing" required by law.

The court supported that statement with the following analysis of the commission's resolution of the issues in the case:

■ The commission concluded that Cowles had moved its main studio from Daytona Beach to Orlando without commission authorization, in violation of the agency's rules. But the commission held that the violation was mitigated by two factors: The move was not made in "deliberate defiance" of the rules, and Central had not demonstrated that service to Daytona had suffered as a result of the move. The commission was directed to reconsider the weight to assign Cowles's "plain violation" of a rule.

■ Neither the commission nor the administrative law judge who conducted the comparative hearing had made findings regarding two persons who were principal officers both of Cowles and each of five subsidiaries that had pleaded no contest to mail fraud charges. The court also said it is "troubled" by Central's charges that the inquiry into the mail fraud issue was curtailed. The court directed the commission to consider those matters on remand.

## In Brief

**NBC Chairman Julian Goodman said last week that FCC Chairman Charles D. Ferris was "totally erroneous"** in implying, in speech to International Radio and Television Society (BROADCASTING, Sept. 25), that networks lack adequate commitment to news. Mr. Ferris had cited coverage in 1976 political year specifically. Mr. Goodman, speaking Thursday at banquet in Houston at which **Jack Harris of KPRC-AM-TV Houston** received B'nai B'rith Torch of Liberty Award, said NBC's news budget was 34% higher, and NBC-TV carried 100 more hours of news in 1976 than in 1975, due to political coverage, and that cost of covering two national political conventions alone came to \$9 million. He said **NBC's news budget** for TV and radio networks and stations "is well over \$125 million" annually. Political coverage, he said, would be even more extensive without Section 315 equal-time law: "For the chairman [of FCC] to question the amount of political coverage we give is to say we are not running fast enough with the shackles the government imposes upon us."

□ **Storer Broadcasting Co.** has sold **KTNQ(AM) Los Angeles** to K-Love Radio Broadcasting Inc. (Lieberman family), owner of **KLVE(FM)** there, for **\$8 million cash**, subject to FCC approval. **KTNQ** is 50 kw fulltime on 1020 khz, would be operated as Spanish language station under new owners; it's now contemporary. Brokers: Ted Hepburn Co. and Chapman Assoc.

□ **Combined Communications Corp.** and **Pulitzer Publishing Co.** have reached agreement in principle to **swap CCC's KTAR(AM)-KBBC(FM) Phoenix** for **Pulitzer's KSD(AM) St. Louis**. CCC, in addition, will pay Pulitzer \$2 million. Transaction is in connection with CCC's proposed

merger into Gannett Co. (BROADCASTING, May 15) and will bring it into compliance with FCC's one-to-market rule (it will retain **KTAR-TV**). CCC has already announced agreement in principle to purchase **KCFM(FM) St. Louis** from Commercial Broadcasting for approximately \$3 million (BROADCASTING, Aug. 21). **KTAR** is on 620 khz with 5 kw full time. **KBBC** is on 98.7 mhz with 115 kw. **KSD** is on 550 khz with 5 kw fulltime.

□ **NBC-TV affiliation in Minneapolis-St. Paul**, free ball after decision of ch. 5 **KSTP-TV** to join ABC-TV (BROADCASTING, Sept. 4), will go to **Metromedia's ch. 11 WTCN-TV**, now independent, on or about March 15, 1979. Ch. 9 **KMSP-TV**, which had been ABC affiliate in market, draws short straw, will become independent. Ch. 4 **WCCO-TV** is CBS affiliate. Informed sources speculated that **WTCN-TV**'s profits would be doubled and conceivably tripled by move, and that **KMSP-TV**'s profits would be cut by half, possibly more.

□ Official prices aren't being released but **Viacom is said to have contracts worth \$50 million** for 14 markets in which *All in the Family* has been sold: **Metromedia's WNEW-TV** New York, **KTTV(TV)** Los Angeles, **KRIV(TV)** Houston and **WXIX-TV** Newport, Ky. (Cincinnati); **Field's KBBK-TV** San Francisco, **WKBS-TV** Burlington, N.J. (Philadelphia), and **WFLD-TV** Chicago; **Post-Newsweek's WPLG(TV)** Miami, **WJXT(TV)** Jacksonville, Fla., **WDIV(TV)** Detroit and **WFSB-TV** Hartford, Conn.; **WCVB-TV** Boston; **WTAE-TV** Pittsburgh, and **WDCATV** Washington.

□ FCC has begun new effort in enforcing its **equal employment opportunity rules in cable television industry**, whose EEO record, commission says, appears less than adequate. FCC last week adopted report and order resolving in its favor question of whether commission has necessary authority and laying out programing for monitoring cable systems' EEO performance and for dealing with violations of rules that are uncovered. Commission will compare systems' record of employing



## Spectrum fee rears its head at the FCC

**Commission is considering it in conjunction with proposals to refund illegally collected money of previous years and new means for charging licensees**

The FCC has begun an inquiry aimed at helping it develop a scheme for refunding some \$60 million in fees it collected illegally between 1970 and 1976 from those it regulates—\$33 million is expected to be returned to broadcasters—and at developing a new fee schedule based in part on spectrum use.

What's more, the commission is asking for comments on a proposal to obtain "fair market value" for spectrum use through spectrum fees or auctions, or some combination of the two—a proposal the commission said would probably generate far more revenues annually than the commission spends. The proposal, however, would require new congressional authority.

The commission, which regards the refund project as a monumental task, hopes to begin returning fees of \$20 or more in January. Some 300,000 claims are expected; the dollar total involved is said to be \$90 million. That refund job will cost \$169,000 and require the services of 67 temporary employees. At some future date,

the commission will begin phase two of the process, refunding fees of \$20 or less. That could involve as many as 10 million claims and about \$80 million.

According to a table of "preliminary estimates" released with the notice, broadcasters paid \$48 million in fees during the years involved, and will be entitled to refunds of some \$33 million. (Most of the refunds involve two fees. The commission expects to give back \$23.1 million of the \$24.9 million it received in assignment and transfer fees, \$9.1 million of the \$10.3 million in television annual fees.) Common carriers would get back some \$22.6 million of \$32 million paid. Safety and Special Radio Services licensees would receive \$826,520 of \$3.8 million, and of \$4.4 million paid in fees to the Chief Engineer's Office, \$2.8 million would be returned. Fees collected illegally from cable television operators were refunded under an earlier court order.

Although the court opinions have been read as stating that the fees should be based on costs of services performed and the value received by the recipient, the commission is planning to base refunds on costs—direct and indirect—only; General Counsel Robert Bruce told the commission last week that determining value to the recipient in connection with refunds would be "impossible." But developing a method for determining that will figure into proposals for a new fee schedule.

In implementing the refund plan, the commission proposes to set up a board of employees who could work under informal procedures to consider appeals or denials

of refunds, and it has instructed the staff to hold a public meeting early in October to discuss the program with anyone interested. Comments on the refund program proposals are due by Nov. 8.

The commission has not developed plans for a new schedule to the point where it can suggest the fees that would be charged. But it is working on a plan that involves a two-part schedule reflecting costs and value to the recipient. The direct costs of providing a service would be divided among the recipients, while the indirect costs—overhead, for instance—would be distributed in accordance with the "value conferred."

As an example of how the plan might work, the commission said the value conferred on a commercial broadcaster could be measured by the size of the audience the station is technically capable of reaching.

The commission said the plan raises a number of questions, such as whether licensees should be charged both for the use of spectrum and for the direct cost of processing their applications, what commission costs should be included among those covered by the fee and whether any classes of licensees should be exempt from paying FCC costs, or be permitted to pay fees that do not cover the costs.

The spectrum use plan is a new one at the commission. But it seems not as bold as the one to obtain, through spectrum fees or auction for lease or rent, "fair market value" for spectrum use—a plan the commission could not adopt without new legislative authority. The broadcast service

minorities and women against labor pool statistics it will obtain from states. Where serious discrepancies are found, commission has number of options, ranging from requesting additional information from system to issuing orders to cease discrimination and levying forfeitures. Ten persons were made available for Cable Television Bureau's new enforcement office as result of elimination of certification of compliance process (see page 58) and will be available for EEO policing work.

ABC Inc. Chairman **Leonard H. Goldenson** and President **Elton H. Rule** will lead company team, including Roone Arledge, president of news and sports, and Washington news bureau chief George Watson in **groundbreaking for \$20 million ABC News building in Washington** on Wednesday Oct. 4. Ten-story structure, at 1717 DeSales Street N.W., is said to be largest ever built solely for use as broadcast news facility ("Closed Circuit," May 22).

FCC Commissioner **Tyrone Brown** will speak at luncheon of Federal Communications Bar Association on Oct. 12, Army Navy Club, Washington.

**WBBM-TV Chicago** beat out print media competition to win National Press Club's **top award for consumer reporting**. Station also won in TV category for best individual story—report by Susan Anderson, of station's "Factfinder" unit, on slum landlords.

Federal Trade Commission's **Tracy Westen**, deputy director of Bureau of Consumer Protection, said in Detroit speech last week that **FTC should not examine issue advertising**, which argues companies' positions on current issues of public importance. Solutions to problems involving that kind of corporate free speech—which could result in one-sided discussions of issues rather than balanced debate—must come from the states or Congress, not from regulatory agencies, he said.

Speeches by ambassadors from Nigeria and Organization of African Unity as well as local dignitaries marked opening of **nation's second black-owned cable TV system** in Columbus yesterday (Oct. 1). Operated by KBLE Ohio Inc. (attorney William T. Johnson, president), system offers 32 channels, including one pay (HBO). With 22 miles of cable in place, it plans to build 191 altogether, ultimately passing 41,000 homes in Columbus's metro areas. First black-owned system was established in Gary, Ind., in 1973.

House Ways and Means Committee passed amendment last week that would put **pressure on Canada to change its tax law** prohibiting Canadian advertisers from taking tax deductions for ads placed on U.S. broadcast stations and print media. Ways and Means bill would give Canada exemption it seeks from American tax law limiting to two number of foreign trips for which American business men can take deductions. But amendment by Representative Barber Conable (R-N.Y.), who represents Buffalo, would remove exemption in six months if Canada doesn't show willingness to negotiate change in its advertising tax policy. Unfortunately for U.S. border broadcasters, **bill is given slim chance** of passing in few remaining days of this Congress.

FCC has extended deadlines for **comments in children's television programming and advertising inquiry** from Nov. 1 to Jan. 15, 1979; for replies, from Dec. 15 to March 1, 1979.

**Competing applicants for KRLA(AM) Pasadena, Calif.** (Los Angeles), **signed merger agreement** last week ("Closed Circuit," Sept. 25). If approved by FCC, deal would end 14-year contest for 50 kw day, 10 kw night facility on 1110 khz. Bob Hope's Western Broadcasting Co. becomes 40% stockholder, could be 100% owner in three years; Voice in Pasadena would have 25%; Goodson-Todman and Pasadena Broadcasting, 15% each, and Charles W. Jobbins 5%.

probably would not be involved in auctions; the commission said auctions might involve the multipoint distribution service, and radio common carrier and business radio channels.

Comments on the proposals for new fee schedules are due Jan. 8, 1979.

## New season house of cards is getting shaky

**After first few weeks, ad executives and analysts see many new shows in trouble with replacements expected shortly**

TV oddsmakers looked at the early ratings results of the new prime-time season last week and saw vultures circling shows on all three commercial networks.

A canvass of advertising agency executives and Wall Street analysts found them generally satisfied that their pre-season predictions were bearing out, which spells trouble for the majority of new shows and not a few old ones.

And although the observers caution that the competition needs a few weeks yet to settle, many expect program shuffling and cancellations of the more obvious failures to begin at any time.

"Momentarily is the word I get," said Anthony Hoffman, broadcast analyst for Bache Halsey Stuart Shields. "There's lots of rumors around that changes will be made immediately," added Jack Otter, vice president and director of network programming for SSC&B. "And there should be."

If the handicappers were surprised at anything, it was the degree of ABC-TV's dominance. NBC-TV is seen as the network needing help most and getting it least. Some believe NBC will keep itself in the running for second place with CBS-TV by continuing to rely, until its replacement series are ready, on movies and events, as it did during its premiere week (see page 52). Others disagree, saying the third-place network will run out of high-powered long forms and assume an uncomfortable holding pattern.

Here are the networks' most-mentioned trouble spots and some of the ratings they pulled last week.

ABC's Monday lead-off hour, delayed by football on the West Coast, is seen as shaky: *Welcome Back, Kotter* fell from a 31-share premiere special to a 26 share last week. *Operation Petticoat*—"a terrible loser," in Mr. Hoffman's and others' view—premiered with a 20. Some observers believe, however, that that marginal strength may have had something to do with an unexpected decline of CBS's competition at 8-8:30 p.m. NYT, *WKRP in Cincinnati*. Last week it dropped to a 25 share after a 32-share premiere the previous week. CBS's *People*, which also premiered with a 32, fell to a 26 last week at

8:30-9 p.m. NBC's *Little House on the Prairie* coasted along with a 41.

The strategy of offering viewers adult alternatives to ABC's *Happy Days* and *Laverne and Shirley* is not yet paying off, and handicappers and TV critics don't think it will. CBS's *Paper Chase* pulled an 18 share last week, one point off its premiere, while NBC's *Grandpa Goes to Washington* scored a 24, a one-point gain.

There are mostly unfavorable predictions on Wednesday for CBS's new *In the Beginning* at 8:30-9 p.m.—it fell off a point last week from its premiere to a 25 share—and for NBC's *Dick Clark's Live Wednesday* at 8-9 p.m. which pulled a 28 share last week, a point up from its premiere.

"Thursday is a disaster for NBC," in the opinion of Lou Dorkin, senior vice president and director of network programming for Dancer Fitzgerald Sample, and everybody seems to agree with him. The network's lead-off hour, *Project UFO*, has been hurt by the huge success of ABC's *Mork and Mindy* at 8-8:30 p.m. and *W.E.B.* at 10-11 p.m. is one of the least-liked and lowest-rated new shows of the season (local overnight ratings last week in New York, Chicago and Los Angeles showed no improvement over its previous sub-20 shares). Those weaknesses for NBC are seen as leaving the network's old reliable, *Quincy*, "hammocked between nothing, hanging high and dry," at 9-10 p.m., as Herb Jacobs, president of Telcom Associates, put it. *Quincy's* early ratings have shown a significant decline in the show's audience this season.

Friday is a carbon copy of the Thursday dilemma for NBC, the handicappers say. *Waverly Wonders* and *Who's Watching the Kids* at 8-9 p.m. are faltering. Observers expect *Rockford Files* to be stranded at 9-10 p.m., since *The Eddie Capra Mysteries* is given only slightly better odds on survival than is *W.E.B.*

The tables are turned on Saturday: NBC's *CHiPs* is expected to take the lead-off hour while ABC has problems with *Carter Country* and *Apple Pie*. CBS's *Rhoda* and *Good Times* are holding the middle ground at 8-9 p.m., but *American Girls* is given almost no chance by the experts. That expected failure may take *Dallas* at 10-11 p.m. with it, several observers said.

On Sunday, *Battlestar Galactica's* sudden drop from a 45-share, three-hour premiere on Sept. 17 to a 36 share on Sept. 24 caused Mr. Hoffman to wonder if a gradual falling-off trend for the show, predicted by the agencies in a survey Mr. Hoffman took this summer, might have already begun. Even if so, the show is expected to retain low- to mid-30's shares. The vote on CBS's *Mary* is still out.

ABC's 28-share draw with the first of its Sunday night prime-time football games, part of its new National Football League contract, caused much agreement with ABC Sports' Howard Cosell, who argued on his *Good Morning America* stint last Thursday (Sept. 28) that TV football had reached an oversaturation point.

## NABOB examines black ownership roses and thorns

**It's getting easier to break into the broadcast media, but it's still no picnic to make a living once you're there, black owners hear; over-all, the good news outweighs the bad**

Black broadcasters last week were told this was the best time in history for minorities to be buying broadcast properties, that funds were finally becoming available, but that initial financing was just the first in a series of broadcast ownership problems.

Members of the National Association of Black Owned Broadcasters met in their third annual seminar in Washington at National Association of Broadcasters headquarters. They were told that an NAB minority ownership fund task force was looking at a fund with leverage in "the hundreds of millions of dollars," that Storer Broadcasting had established a fund with several million dollars leverage (see page 34) and that the Small Business Administration would now lend for broadcast property purchases. Other factors in their favor are the FCC's tax certificate and distress sale policies and the announced sale of a Rochester, N.Y., VHF to a firm headed by Ragan Henry, a black (BROADCASTING, Aug. 28).

Minorities considering purchasing broadcast properties are "in the right place at the right time," said Frank Savage, vice president of Equitable Life Insurance Co. But there are problems. One drawback to black (and other) broadcasters is that a station's most valuable asset is its license, which is renewable and can be withdrawn. Otherwise, broadcast property is traditionally short on assets and instead of borrowing on 50% or more equity that conventional lenders like, must rely on 10% or even 5% equity. Alan Griffin, vice president of the Bank of New York, said prospective purchasers must know why they were borrowing, how much they needed, how much they could get, how the debt would be structured and where to go to get it. Herbert Wilkins, president of Syndicated Communications Inc., said it simply: "You must sell your industry."

If the NABOB delegates were breathing easier about the prospects of buying into broadcasting, they were nevertheless realistic about the difficulties they still face once on the inside. Foremost among them: that the station must get advertising to survive.

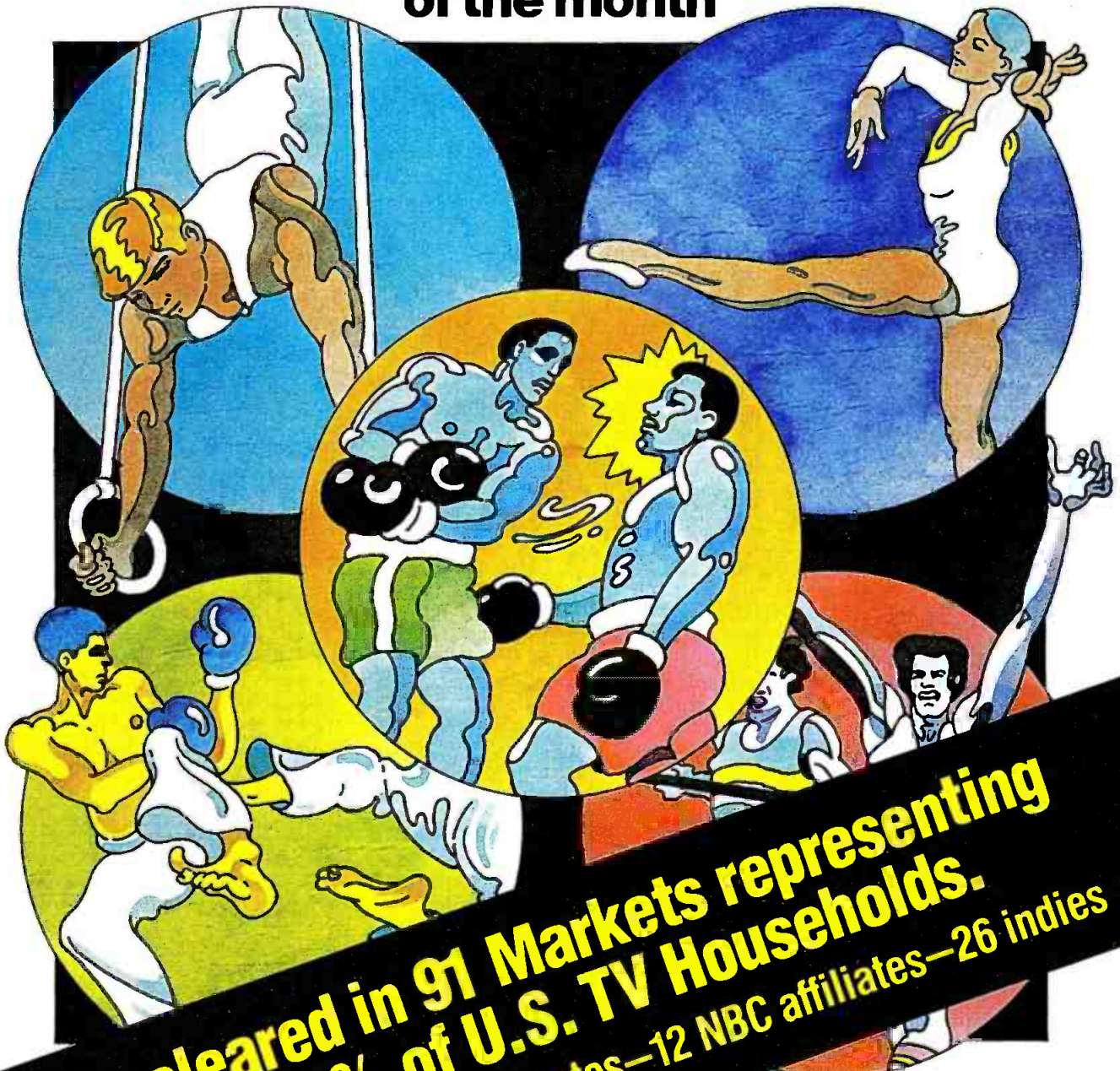
Three initial advertising presentations—by Larry Cole of Ogilvy & Mather, New York; Robert Beatty of Ross Roy Inc., Detroit and Joan Yonkler of Henry J. Kaufman & Associates, Washington—were positive. "You have a strong case to make; black radio is a strong medium," said Mr. Cole. But one broadcaster said his station was No. 1 over-all in the market and he still didn't get advertising. If that's



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## SportSpecial

of the month



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A co-production of  
Trans World International  
and Hughes Television Network

**Call your  
Paramount Domestic Syndication  
Salesman for details**







**Business and pleasure.** (Left) Elliot Franks (r) of WOIC(AM) Columbia, S.C., president of NABOB, introduced Representative William Clay (D-Mo.), of the Congressional Black Caucus, at lunch last Wednesday (Right) FCC Commissioner Tyrone Brown (l) was guest of honor at a



reception that night; he's pictured here with (l to r) FCC Chairman Charles Ferris; Ragan Henry, president of Broadcast Enterprises Network Inc., Philadelphia, which plans to buy WHEC-TV Rochester, and Commissioner Margita White.

true, Mr. Beatty said, it's racism, "there's no doubt about it." At another point Eugene Jackson, head of the National Black Network, said black stations were not considered by advertisers to be part of the broadcasting community, but as exceptions to be dealt with separately.

In an audience measurement session, Lew Alpert, vice president of Burke Marketing Research Inc., noted two problems in measuring black radio audiences: difficulties of getting a proper measurement of blacks in an area and the qualities

of these audiences. He and representatives of other firms defended their methods and results, although admitted black measurements might not be totally accurate.

When Rupert Ridgeway of Arbitron said current trends indicate blacks are listening less to black-formatted stations, Mr. Jackson said they should say what a black format is. Disco, to which many blacks apparently are listening, even though white-owned, is still black-oriented music, he said.

Representative William Clay (D-Mo.),

head of the Black Caucus, a luncheon speaker, said it is a crime against the black consumer that although blacks spend millions on goods, those monies are not re-invested in black-owned media with equitable advertising purchases. Speaking of plans to rewrite the Communications Act, he said the people would not allow a bill that "flouts the public trust and ignores the public's interest" to be passed. "I will introduce, if necessary, more amendments than anybody would care to count to stop any giveaway of the airwaves," he said.

## Storer offers to help others into the broadcast club

**Long-time group owner pledges \$1 million to help finance minority acquisitions under SBA plan, but first wants FCC clearance from any multiple-ownership problems**

Storer Broadcasting Co., which has been in the ranks of broadcast owners for more than half a century, has developed a plan to help minorities join those ranks. It would make available \$1 million that, under Small Business Administration regulations, could be transformed into a \$5-million fund from which minorities could obtain financing to acquire broadcast properties.

But first, Storer wants clearance from the FCC. The company is asking the commission for a declaratory ruling on the issue of whether the plan would place it in violation of the multiple ownership rules. Storer owns seven TV stations, four AM's and three FM's.

The commission in recent months has been loathe to issue declaratory rulings advising broadcasters on how the agency would react in the event of certain actions by licensees. However, as Storer notes in its motion for a declaratory ruling, both the Carter administration and the commission have urged and adopted policies aimed at increasing minority ownership of broadcast properties.

Storer says its plan is structured in a

manner that would insure compliance with the commission's multiple ownership rules by insulating Storer from any equity or control positions in the stations acquired under the program.

Storer would make \$1 million available to a minority small-business investment company (MSBIC) which it would create and which could then secure from SBA another \$4 million for a total of \$5 million. That money, Storer said, could be loaned to minority broadcast entrepreneurs who now "are unable to bridge the gap between station sale prices and available conventional financing." Storer indicated that, in order to make possible "a large number of acquisitions," the funds would be used principally to "bridge the gap" rather than to meet the full purchase price of radio and television stations.

Not only would Storer make funds available, but it would do so, it said, "at lower rates of interest" than could be obtained through normal channels.

The motion stresses that the plan is designed to make sure that Storer would acquire no attribution interests in stations financed wholly or partially by the MSBIC.

As outlined by Storer:

■ It would create a new corporation—Minority Broadcast Ventures (MBV)—which would serve as a conduit for funds to the MSBIC. (In return for its \$1 million, Storer would receive a note for

\$333,333 and \$666,666 in nonvoting preferred stock. This would be in accord with SBA regulations requiring companies purchasing equity interests in MSBIC's to have a 2-1 ratio of net worth to borrowed capital.) Neither the MSBIC nor Storer would acquire equity interest in the borrowers' stations.

■ In the event of default, no equity interests would revert to the MSBIC or to Storer, and Storer would not benefit from the operation of the stations aided by the MSBIC loans.

■ Storer would not control the stations involved, but it would "hold itself out for such professional and technical advice as they might seek."

■ And loans would not be made for the purchase of stations in cities served by Storer stations, nor would loans be made to officers, directors, employees or owners of 1% or more of stock in Storer or any sales representative company serving its stations.

Storer said it would control MBV through 60% of stock ownership and representation on the board of directors (unidentified outsiders would be issued 40% of the stock at no cost). But neither Storer nor MBV would control the MSBIC; MBV would hold 49% of the voting stock and elect two of its five directors while 51% would be issued at no cost to outsiders, who would elect the other three.





United Methodist

# CONNECTION

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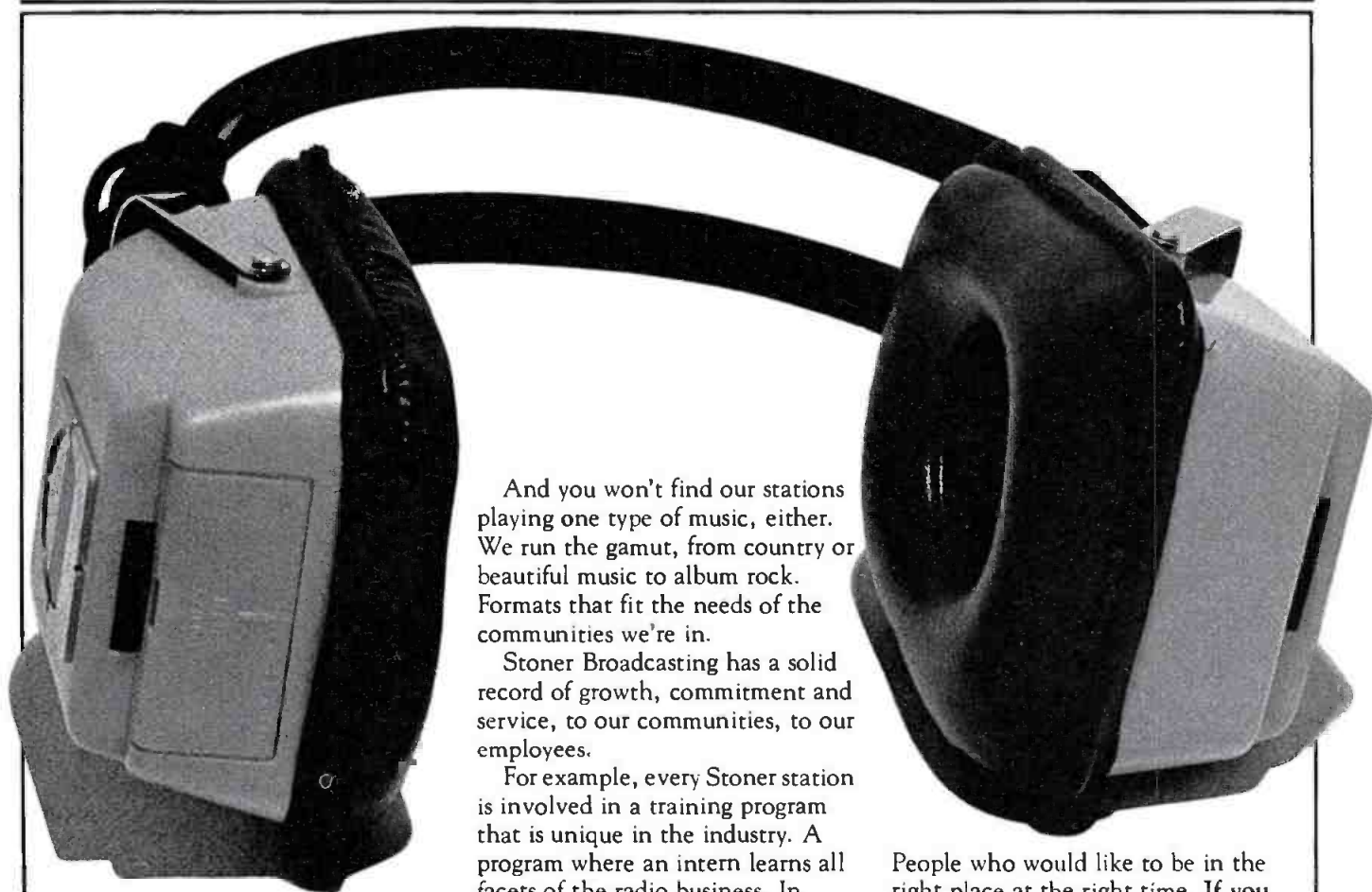
United Methodist Communications, Producer

- |   |  |  |               |  |                |   |  |   |               |  |
|---|--|--|---------------|--|----------------|---|--|---|---------------|--|
| ALABAMA   | WBSA<br>WEBJ<br>WEBL<br>WWWV<br>WWSA<br>WKEA | STERLING<br>TAYLORVILLE  | INDIANA       | WEAX<br>WBWB<br>WCVL<br>WWDY<br>WORX<br>WBAT<br>WPCO<br>WBKE<br>WSVL<br>WVUB<br>WKUZ<br>WRSW | NEW YORK       | AMSTERDAM<br>BINGHAMTON<br>GENEVA<br>GLENS FALLS<br>MONTICELLO<br>NEW YORK                                    | WCSS<br>WAAL<br>WGVA<br>WBZA<br>WSUL<br>WHN                          | RIDGELAND<br>SUMTER<br>WEST COLUMBIA<br>WINNSBORO   | TENNESSEE     | WFWL<br>WCLE<br>WDNT<br>WBLC<br>WBMC<br>WJLE<br>WEDG<br>WUCR         |
| BOAZ<br>BREWTON<br>ELBA<br>FAYETTE<br>HUNTSVILLE<br>SCOTTSBORO          | ARIZONA                                      | ANGOLA<br>BLOOMINGTON<br>CRAWFORDSVILLE<br>CRAWFORDSVILLE<br>MADISON<br>MARION<br>MT. VERNON<br>NO. MANCHESTER<br>SHELBYVILLE<br>VINCENNES<br>WABASH<br>WARSAW | KANSAS        | KANSAS CITY<br>PARSONS<br>WICHITA  | NORTH CAROLINA | ALBEMARLE<br>CHARLOTTE<br>EDEN<br>GASTONIA<br>MURPHY<br>RALEIGH<br>STATESVILLE<br>WILKESBORO<br>WINSTON-SALEM | WZKY<br>WAME<br>WEAF<br>WZXI<br>WCVP<br>WCPE<br>WDBM<br>WWWV<br>WTOB | CAMDEN<br>CLEVELAND<br>DAYTON<br>LENOIR CITY<br>McMINNVILLE<br>SMITHVILLE<br>SODDY-DAISY<br>SPARTA                | TEXAS         | KORO<br>KSTB<br>KOOV<br>KZOL<br>KCTI<br>KMUZ<br>KRCT<br>KFRD<br>KZEE |
| PARKER  | ARKANSAS                                     | CLARKSVILLE<br>CONWAY<br>CORNING<br>FT. SMITH<br>ROGERS<br>RUSSELLVILLE  | KENTUCKY      | COLUMBIA<br>PIKEVILLE<br>WINCHESTER  | NORTH DAKOTA   | CARRINGTON  | OHIO   | ABILENE<br>BRECKENRIDGE<br>COPEPPAS COVE<br>FARWELL<br>GONZALES<br>LA GRANGE<br>OZONA<br>ROSENBERG<br>WEATHERFORD | VIRGINIA      | WOBX<br>WLRV<br>WFFV   |
| CLARKSVILLE<br>CONWAY<br>CORNING<br>FT. SMITH<br>ROGERS<br>RUSSELLVILLE | CALIFORNIA                                   | RIVERSIDE<br>SAN JOSE<br>VICTORVILLE   | MARYLAND      | POCOMOKE CITY<br>PITTSFIELD<br>SPRINGFIELD   | OKLAHOMA       | GUYMON<br>PONCA CITY<br>SHAWNEE   | WINCO<br>WCNE<br>WBO<br>WWWV<br>WSTV                                 | BLACKSBURG<br>LEBANON<br>MIDDLETOWN   | WASHINGTON    | KIRO<br>KZUN   |
| MILFORD   | FLORIDA                                      | MARATHON<br>MT. DORA<br>NAPLES<br>SEBRING  | MASSACHUSETTS | CHARLOTTE<br>SPRING ARBOR<br>MINNESOTA<br>ROCHESTER  | OREGON         | BAKER<br>EMPORIUM<br>ERIE<br>POTTSVILLE<br>WEST CHESTER<br>YORK   | KGYN<br>KLOR<br>KGFF   | SEATTLE<br>SPOKANE  | WEST VIRGINIA | WHAJ<br>WBUC<br>WCAW<br>WKKW<br>WFGH<br>WKLP<br>WQAB<br>WJGF<br>WSGB |
| MARATHON<br>MT. DORA<br>NAPLES<br>SEBRING                               | GEORGIA                                      | COLUMBUS<br>FORSYTH<br>MACON<br>NEWNAN<br>SAVANNAH   | MICHIGAN      | AMORY<br>HERNANDO<br>COLDWATER<br>MISSOURI<br>HARRISONVILLE<br>TARKIO                        | PENNSYLVANIA   | EMPORIUM<br>ERIE<br>POTTSVILLE<br>WEST CHESTER<br>YORK  | KBKR<br>WLEM<br>WRIE<br>WPPA<br>WCHE<br>WSBA                         | BLUEFIELD<br>BUCKHANNON<br>CHARLESTON<br>CLARKSBURG<br>FORT GAY<br>KEYSER<br>PHILIPPI<br>ROMNEY<br>SUTTON         | WISCONSIN     | WAPL<br>WOKL   |
| COLUMBUS<br>FORSYTH<br>MACON<br>NEWNAN<br>SAVANNAH                      | ILLINOIS                                     | BEARDSTOWN<br>BELLEVILLE<br>CAIRO<br>CASEY<br>DUQUOIN<br>HAVANA<br>MACOMB<br>MONTICELLO<br>MORRIS<br>MORTON<br>PONTIAC   | MISSISSIPPI   | ALBUQUERQUE<br>ROSWELL   | SOUTH CAROLINA | BARNWELL<br>CAMDEN<br>CHERAW<br>JOHNSTON<br>LAURENS/<br>GREENVILLE<br>ORANGEBURG                              | WBAW<br>WPUB<br>WCPE<br>WJES   | APPLETON<br>EAU CLAIRE<br>THERMOPOLIS   | WYOMING       | KATR   |

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And you won't find our stations playing one type of music, either. We run the gamut, from country or beautiful music to album rock. Formats that fit the needs of the communities we're in.

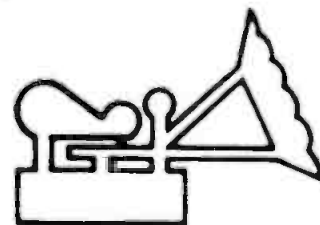
Stoner Broadcasting has a solid record of growth, commitment and service, to our communities, to our employees.

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STONER BROADCASTING SYSTEM



## Public broadcasting gets in its licks at the rewrite

**Even the would-be beneficiary of license fees doesn't like idea; even less does the medium like proposals for putting authority over it in hands of federal agency**

Too little money and too much regulation were the two most frequently repeated complaints about the public broadcasting chapter of the Communications Act rewrite in hearings last week.

Witnesses from the public broadcasting community, with a few exceptions, opposed the rewrite's proposed license fee as a means of providing the funds public broadcasting needs for programing. And there was uniform opposition to giving the bill's National Telecommunications Agency, proposed as a new executive branch agency, authority over funding of public broadcasting facilities and station interconnection.

Among those objecting to NTA's role in public broadcasting was the head of the current National Telecommunications and Information Administration, Henry Geller, who said it is NTIA's opinion that direct government involvement in station operations and interconnection systems is "fundamentally wrong." True, he said, NTA would have no role in the funding of programs, but the latter would still be within the agency's reach. Using the facilities program, the NTA "could easily apply the pressure of the purse to stations producing or carrying programs which displeased the agency or the incumbent administration," he said.

Henry Loomis, who left the presidency of the Corporation for Public Broadcasting three weeks ago, argued for the retention of CPB, which would be abolished in the rewrite, saying to remove the insulation it now provides between government and stations "doesn't just permit the government camel to stick its nose under the tent; it tempts the camel to take over the whole tent."

Representatives of CPB and the Public Broadcasting Service shared that view. In a joint statement, PBS Chairman Newton Minow and President Lawrence Grossman asked the question: "With the experience of the Nixon takeover attempt of public broadcasting which was spearheaded by the Office of Telecommunications Policy, what is the justification for creating a new OTP—and this time a super-OTP with \$100 million at its disposal—and giving that federal agency powers of life or death over station operations and program distribution?"

Some in the hearings before the House Communications Subcommittee found other potential dangers to the First Amendment rights of public broadcasters. Messrs. Minow and Grossman singled out

a provision in the bill prohibiting stations that receive operating funds from NTA from accepting contributions for specific programs and from giving sponsorship identification on the air. They contended those provisions would "wipe out" such programs as *Sesame Street*, *MacNeil/Lehrer Report*, *Masterpiece Theater* and *The National Geographic Specials*. "Why this severe limitation on public television's journalistic freedom, and its ability to fund major programs?" they asked.

When they introduced the bill last June, the rewrite's framers expressed concern about public broadcasting becoming over-commercialized in the frequent mentions of industry donors to programs. The same complaint was raised again last week by

William Fore, chief executive of the Communications Commission of the National Council of Churches, who said public broadcasting's dependence on corporate underwriting has made the service "much too bland." It is "perfectly clear," he said, "that when a certain oil company wants a certain kind of program, this is heard not only in the public broadcasting community, but in the creative community."

Fred Friendly, a consultant with the Ford Foundation and a normally staunch defender of public broadcasting's record, agreed on that point. "Underwriting has become a form of semicommercial," he said. But he added that he doesn't agree with the bill's solution. His would be to simply say in the legislation "that we are



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

Company	Period/Ended	Revenues	Current and change		Per Share	Year earlier			
			% Change	Net Income		% Change	Revenues	Net Income	Per Share
Charter.....	6 mo 6/30	\$923,704,000	+26.7	\$ 7,630,000	-17.5	\$36	\$729,052,000	\$9,248,000	\$ 46
General Instrument.....	26 wk 8/27	256,765,600	+ 3.9	5,511,800	+31.9	1.83	247,243,800	11,761,000	1.46
Harris.....	Year 6/30	872,249,000	+35.0	52,169,000	+30.7	2.11	646,268,000	40,059,000	1.63
Rust Craft Greeting Cards.....	6 mo 8/31	46,625,000	+5.0	1,986,000	+42.1	.30	41,089,000	1,397,000	.23
Sony.....	9 mth 7/31	2,198,320,000	+ 8.5	114,063,000	-23.6	.93	2,026,550,000	149,330,000	.69

not creating a semicommercial system."

Mr. Fore's answer, on the other hand, is to get the funds public broadcasting needs from commercial broadcasting. Specifically, he would tax commercial broadcast revenues at the rate of 4% a year, which, he said, would yield \$425 million in 1984. Although public broadcasting would have to share that money with programs for rural telecommunications and minority broadcast ownership, Mr. Fore estimates that with funds privately raised, it would have \$875 million to spend in 1984—about \$225 million more than it would have under the funding arrangement currently in effect.

Mr. Fore's tax on broadcasting would be in addition to the license fee proposed in the legislation, which he would dedicate solely to paying the costs of communications regulation.

The Ford Foundation's McGeorge Bundy, on the other hand, supported the bill's approach of dedicating part of the license fee to public broadcasting. "Without the spectrum use fee this package of carrots and sticks will fall apart," he said.

But while most others supported the creation of a fee, few agreed that it should be spent on public broadcasting programming. FCC Commissioner Abbott Washburn called the fee concept "a quagmire," and argued public broadcasting funds should not be "shackled to a mechanical percentage of fee-revenues." "The history of the achievements of public broadcasters," he said, "has earned them the right to their own authorizations and appropriations free from unrelated entanglements."

The PBS chiefs said the fee proposal is worth consideration, but they worried that it might result in public broadcasting being forced to take on all commercial broadcast-

ing's public interest responsibilities. And it would also put public broadcasting in competition with minority broadcasters and rural telecommunications programs for the funds, they said.

James B. Cardwell, vice president and treasurer of CPB, said the fee proposal does not respond to public broadcasting's need for long-range financial stability because it doesn't specify public broadcasting's share.

Henry Geller, who testified before joining the government that the fee concept might be a good way to insulate public broadcasting from government intrusion, has changed his mind. The sole purpose of the fee, he said, should be to encourage more efficient use of the electromagnetic spectrum.

On another provision, Mr. Cardwell urged the subcommittee not to establish fixed percentages for allocating funds within public broadcasting. Needs within the various segments of the community change, he said, and allocation should be flexible.

In general, the public broadcasting witnesses argued for the status quo in public broadcasting regulation. Mr. Friendly said that despite hard times in the first 10 years, public broadcasting has made "remarkable" progress, especially when compared to commercial broadcasting. "The miracle is that public broadcasting is as good as it is, and the shame is that commercial television is the embarrassment to the people within it that it has become," he said.

While it seeks to deregulate much of the broadcasting marketplace, he wondered, "why does the bill single out public broadcasting for increased regulation?"

Arguing against the Public Telecommunications Programming Endowment that

would replace CPB, PBS said that there is no mechanism in the bill for regular consultation with the stations. "Whatever the rough spots," Messrs. Minow and Grossman said, "The CPB-PBS-NPR [National Public Radio] relationship is now working reasonably well."

Witnesses outside the public broadcasting hierarchy disagreed with the last statement. DeeDee Halleck, president of the Association of Independent Video and Filmmakers, New York, charged that the operation of CPB "has resulted in an almost stagnant level of programming." She endorsed the creation of an endowment whose sole function would be to encourage American talent. "The dependence on British programming we have seen in the past few years is an insult to the growing numbers of Americans now engaged in some aspect of the arts," she said.

Arguing on a similar theme was Julie Motz, an independent film producer. "If public television is to succeed," she testified, "the bureaucratic tendencies which reside in the stations and the central organizations must be counteracted." She urged that funds be set aside specifically for independent program producers.

John Jay Iselin, president and general manager of noncommercial WNET(TV) New York, also applauded the endowment proposal, seeing in it, he said, an effort to make programming the central concern of public broadcasting. "In our own debates, we frequently forget that viewers do not really care about CPB or PBS or NPR," he said. "The public's identification with public broadcasting is with the idea of programming."

It is important that production decisions about that programming be completely insulated from government, however, added Jack G. McBride, secretary and general manager of the Nebraska Educational Television Commission. Mr. McBride said the endowment's role should be restricted to making program grants. With the money in the producer's hands, the endowment should have no further contact with scripts or rough cuts of programs, he said.

And they promised things will get better. CPB Chairman Lillie Herndon testified that the CPB board has under way a comprehensive review of its operations of the past 10 years, which will yield a report early in 1979 that should enable CPB "to put itself in a position to contribute significantly to change, not just react to it."

Public broadcasting's main problem, she and Mr. Cardwell said, is still too little money. They and others look forward to

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**MEDICAL CENTER**



**MGM TELEVISION**

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the report of the second Carnegie Commission, whose recommendations for the future of public broadcasting are expected early next year. Said Mr. Washburn, "I earnestly hope that the Carnegie report will call for a substantially higher level of funding ... of the order of \$1 billion a year."

The reaction of public radio to the rewrite was luke warm. Speaking for NPR, Chairman Edward Elson said the bill elevates radio to a level of equality with public television, but it doesn't make it free. "We wish to be limited partners" in the public broadcasting community, he said. "Let us run our own race."

NPR President Frank Mankiewicz, characterizing public radio stations as "adolescents," said the bill provides for "too much regulation, too soon." He wondered why, in a bill that strains to recognize differences between radio and TV in the commercial environment, the rewrite authors didn't take greater pains to separate public radio and TV.

Mr. Mankiewicz said he expected that when public service responsibilities are removed from commercial radio, public radio would be called on to "pick up the slack" in news and public affairs. "We need the freedom to do it," he said. Specifically he argued for flexibility in the use of funds for national radio programs, and in the use of funds by local stations.

Thomas J. Thomas, executive director of the National Federation of Community Broadcasters, a trade association and program supplier for 50 non-NPR radio stations, said his group initially liked the idea of having the radio program interconnect run by someone other than NPR. But it then wondered if not NPR, who? He suggested that perhaps a contract could be designed placing NPR in charge, but providing for access to the interconnect from non-NPR suppliers.

Mr. Thomas echoed Mr. Mankiewicz's call for more distinct recognition of public radio in the bill. He would have the bill put emphasis on expanding the number of radio outlets. For TV, he said, all that matters is to have one public station in each market. But for radio, where formats are far more specialized, it is important to develop more than one public format in each market—which means new stations.

## BFM to get tough on music money

**At special meeting during annual conference, financial group supports move to take ASCAP, BMI to court if need be to replace blanket music-license agreement**

TV broadcasting financial executives were reported last week to have shown widespread support for a hard-nosed approach to current efforts to get a new form of music license from the American Society of Composers, Authors and Publishers and Broadcast Music Inc.

Their reaction came in and after a special closed meeting during the 18th annual conference of the Broadcast Financial Management Association, held Sept. 17-20 at Las Vegas. Robert Steinberg of Meredith Broadcasting, New York, chairman of BFM's music-license committee and a member of the All-Industry Television Stations Music License Committee, told the meeting that the all-industry group had put ASCAP and BMI on notice that it will go to court, if necessary, to get a new form of license (BROADCASTING, April 17).

Mr. Steinberg said the all-industry committee considers the blanket music licenses that ASCAP and BMI offer, and that most broadcasters have traditionally used, to be in violation of the antitrust laws. The committee told both licensing organizations, Mr. Steinberg said, that it may file suit to prevent continued use of the blanket form. But it also indicated a willingness, he said, to negotiate on some formula other than the blanket basis.

Other sources said the all-industry group had told both ASCAP and BMI that the appeals court decision upholding CBS's bid for a per-use license—a decision that ASCAP and BMI have asked the U.S. Supreme Court to review (BROADCASTING, Aug. 28)—means that alternatives to the blanket license must be explored. One objective of the committee was said to be the exclusion of nonnetwork prerecorded programs—such as syndicated programming—from station license payments.

Both ASCAP and BMI sources said last

week they have indicated a willingness to continue their respective discussions with the all-industry group. These have been going on for several months. Both the ASCAP and BMI licenses expired last Dec. 31 but have been extended to permit negotiations to continue.

Most of the 150 TV financial executives at the special meeting during the BFM conference were said to have shown "strong support" for the committee's position.

They also were said to have indicated general approval of a new and simplified blanket-license agreement for radio stations, and a liberalized radio per-program license agreement, worked out with ASCAP by the All-Industry Radio Music License Committee (BROADCASTING, Aug. 21, 28).

The meeting was a highlight of the four-day BFM conference, which attracted a record attendance of 1,005—630 members, 275 spouses and 100 exhibitors.

## The team members for NAB's committees

National Association of Broadcasters President Vincent Wasilewski and NAB Chairman Donald Thurston of WMNB-AM-FM North Adams, Mass., jointly announced the composition of 17 NAB committees for the 1978-79 term. Those units and their make-ups:

**Executive**—Mr. Thurston, chairman; Thomas E. Bolger, WMTV(TV) Madison, Wis. (TV board chairman); Peter B. Kenney, NBC, Washington; Robert K. King, Capital Cities Communications, Philadelphia (TV board vice chairman); Walter E. May, WPKE(AM)-WDHR(FM) Pikeville, Ky. (radio board chairman); Carl V. Venters Jr., Durham Life Broadcasting Service, Raleigh, N.C. (radio board vice chairman); Mr. Wasilewski, and Wilson C. Wearn, Multimedia, Greenville, S.C. (immediate past chairman).

**Bylaws**—Walter L. Rubens, KOBE(AM)-KOPE(FM) Las Cruces, N.M., chairman; John H. Lemme, KLTF(AM) Little Falls, Minn., and Robert B. McConnell, Indiana Broadcasting, Indianapolis.

**Congressional Liaison**—Eugene S. Cowen, ABC, Washington, and Jerry Lee, WQVR(FM) Philadelphia, co-chairmen; Edward O. Fritts, Edward O. Fritts Stations, Indianola, Miss.; W. Frank Harden, State Telecasting Co., Columbia, S.C.; Mike Shapiro, WFAA-TV Dallas; Adrian L. White, KPOC-AM-FM Pochontas, Ark., and J. T. Whitlock, WLBN(AM) Lebanon, Ky.

**Convention**—Mr. King and Mr. Venters, co-chairmen; Mr. McConnell, Stanley W. McKenzie, KWED-AM-FM Seguin, Tex.; Frank W. McLaurin, KSRO(AM) Santa Rosa, Calif.; Mr. Shapiro; Bill Sims, Wycom Corp., Laramie, Wyo.; Mark Smith, KLAS-TV Las Vegas; Leonard A. Swanson, WJIC-TV Pittsburgh; Cullie M. Tarleton, Jefferson Pilot Broadcasting, Charlotte, N.C., and Charles E. Wright, WBYS-AM-FM Canton, Ill.

**Engineering Advisory**—Robert W. Flanders, McGraw-Hill Broadcasting, Indianapolis, chairman; Mr. Arries; Charles F. Abel, KFMB(AM) San Diego; Ralph F. Batt, WGN Continental Broadcasting, Chicago; William E. Garrison, Multimedia Broadcasting, Greenville, S.C.; Albin R. Hillstrom, KOOL-AM-FM-TV Phoenix; Eugene D. Jackson, National Black Network, New York; Martin H. Meaney, NBC-TV New York; James D. Parker, CBS-TV New York; R. Laverne Pointer, ABC, New York; Doyle D. Thompson, Landmark Communications, Norfolk, Va., and William Wisniewski, Mutual Broadcasting System, Arlington, Va.

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**Engineering Conference**—Gerald C. Vandersloot, WOOD-AM-FM Grand Rapids, Mich.; Robert J. Butler, NBC, New York; Edward H. Herlihy, Golden West Broadcasters, Los Angeles; Eldon Kanago, KICD-AM-FM Spencer, Iowa; Robert O. Niles, Capital Cities Communications; Philadelphia; Mr. Parker; Mr. Pointer; Mr. Shapiro; Leonard A. Spragg, Storer Broadcasting; Miami Beach; Robert Wehrman, Cox Broadcasting, Atlanta; Mr. Wisniewski, and Mr. Wright.

**First Amendment**—Herbert W. Hobler, Naussau Broadcasting, Princeton, N.J., chairman; Forest W. Amsden, KGW-TV Portland, Ore.; Mr. McKenzie; Mr. Rubens, and William J. Small, CBS, Washington.

**Hundred Plus Market**—Bill Bengtson, KOAM-TV Pittsburg, Kan., chairman; Alvina Britz, KTVO(TV) Kirksville, Mo.; Arthur Hamilton, WHSV-TV Harrisonburg, Va.; Tony Malara, WWNY-TV Watertown, N.Y.; John M. Rivers Jr., WCSC-TV Charleston, S.C.; Mark Smith, and Donald Smullin, KOB(TV) Medford, Ore.

**Inter-Association Liaison**—Michael O. Lareau, WOOD-AM-FM Grand Rapids, Mich., and Mr. Swanson, co-chairmen; Mr. Fritts, and Mark Smith.

**International**—Arch L. Madsen, Bonneville International, Salt Lake City, chairman; Kathryn F. Broman, Springfield Television, Springfield, Mass.; Raymond E. Carow, WALB-TV Albany, Ga.; William W. Hansen; WJOL(AM) Joliet, Ill.; Wayne Kearn, Harte-Hanks Television, San Antonio, Tex.; Mr. Kenney, and Daniel W. Kops, Kops-Monahan Communications, New Haven, Conn.

**Medium Market Radio**—Arnold S. Lerner, WLLH(AM)-WSSH(FM) Lowell, Mass., chairman; Ron B. Blue, KRMG(AM) Tulsa, Okla.; Fredric A. Danz, Sterling Recreation Organization, Bellevue, Wash.; Elliott E. Franks III, WOIC(AM) Columbia, S.C.; Mr. Lareau, and Jack Miller, KCOL-AM-FM Fort Collins, Colo.

**Membership**—Virginia Pate Wetter, WASA(AM) Havre de Grace, Md., chairwoman; Eugene B. Dodson, Gaylord Broadcasting, Tampa, Fla.; Mr. Harden; C. Edward Little, Mutual Broadcasting System, Arlington, Va.; Mr. McConnell; Pat Murphy, KCRC(AM) Enid, Okla.; Roy Redmon, WFTM-AM-FM Maysville, Ky.; Ted Smith, KUMA(AM) Pendleton, Ore.; Marion Stephenson, NBC, New York, and Sherrill Taylor, CBS, New York.

**Metro Market Radio**—Jack G. Thayer, NBC Radio, New York, chairman; Willie D. Davis, KACE(FM) Los Angeles; Richard Harris, Westinghouse Broadcasting, New York; William James, WJR-AM-FM Detroit; Gary Stevens, Double-day Broadcasting, Minneapolis; Mr. Tarleton, and Jack Willis, KHEP-AM-FM Phoenix.

**Public Affairs**—William F. O'Shaughnessy, WVOX(AM) New Rochelle, N.Y., chairman; Mr. Bengtson; Bruce Johnson, Starr Broadcasting, Westport, Conn.; William F. Turner, Forward Communication of Iowa City, and Ms. Stephenson.

**Reregulation**—Richard W. Chapin, Stuart Broadcasting, Lincoln, Neb., chairman; John Alexander, WFLA-TV Tampa, Fla.; Martin F. Beck, WGLI(AM) Babylon, N.Y.; John H. Lemme, KLTF(AM) Little Falls, Minn.; Paul Reid, WBHB(AM) Fitzgerald, Ga.; Joe Tennessen, KFKA(AM) Greeley, Colo., and Mr. Whitlock.

**Research**—Mr. Kops, chairman; Thomas Coffin, NBC, New York; Richard D. Dudley, Forward Communications, Wausau, Wis.; Jay Eliasberg, CBS/Broadcast Group, New York; Mr. Jackson; Harold L. Neal Jr. ABC Radio, New York; Paul Sonkin, ABC-TV, New York; Mr. Swanson, and Walter M. Windsor, WFTV(TV) Orlando, Fla.

**Small Market Radio**—Mr. Fritts, chairman; Roy Mapel, KIML(AM) Gillette, Wyo.; Robert M. McKune, KTTR(AM) Rolla, Mo.; Mr. Reid; Ernest Sparkman, WKIC(AM)-WSGS(FM) Hazard, Ky.; C. Thornton, WEPM(AM)-WESM(FM) Martinsburg, W. Va., and Thomas L. Young, president and general manager, KVON(AM) Napa, Calif.

**Television Information**—Peter Storer, Storer Broadcasting; Miami Beach, chairman; Mr. Arries; Mr. Bolger, Ms. Broman; Mr. King; Philip J. Lombardo, Corinthian Broadcasting, New York; Gene P. Mater, CBS Broadcast Group, New York; Ellis Moore, ABC, New York, and M. S. Rukseyer Jr., NBC, New York.

## NAB packs bags for fall meetings

**Talkers from the FCC and Hill, sessions for managers and engineers at conferences beginning next week in Boston**

Speeches by FCC commissioners and members of the House Communications Subcommittee are among the highlights of the National Association of Broadcasters annual fall conferences, scheduled for six cities across the country.

The conference series will begin in Boston Oct. 12-13 and move on to Atlanta Oct. 16-17, Chicago Oct. 19-20, San Francisco Oct. 26-27, Denver Oct. 30-31 and New Orleans Nov. 9-10.

The FCC commissioners scheduled to address special luncheon sessions are Joseph Fogarty (Boston and San Francisco), Margita White (Atlanta), James Quello (Chicago), Tyrone Brown (Denver) and Robert E. Lee (New Orleans). Not yet set are the Communications Subcommittee members who will speak, but sessions with them will include open discussion.

The six conferences will follow the same schedule with separate sessions for radio and TV managers and engineers, radio, engineering and television.

The radio sessions will cover such topics as "People Management," sales and satellites.

Television seminar subjects, will include sales, children's TV, community affairs programing and cable TV.

Radio and TV engineering workshops will explore TV blanking; TV, AM and FM stereo; ENG subcarriers; audio processing; test techniques, and an FCC session.

Joint sessions will include a seminar about newsroom staffing conducted by the Radio Television News Directors Association and a roundtable discussion with NAB executives.

## FCBA spreading word on communications law to minority students

A program to stimulate interest in communications law careers among minority law students has been established by the Federal Communications Bar Association.

The Minority Legal Internship Program will also make available work-study experience designed to increase minority participation in communications law.

To be eligible for the program, a student must be a minority student enrolled in an accredited law school, hired as a law clerk (part or full-time) by a law firm, corporation, association, congressional committee, government agency, etc. dealing with communications law and regularly attend special communications law seminars.

The two-hour seminars are at the National Association of Broadcasters building

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CLEVELAND—WUAB  
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PITTSBURGH—WTAE  
DALLAS/FT. WORTH—KTVT  
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HOUSTON—KRIV  
ATLANTA—WANX  
MINN./ST. PAUL—KSTP  
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BALTIMORE—WBAL  
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DENVER—KOA

NASHVILLE—WNGE  
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COLUMBUS, OH.—WCMH  
PROVIDENCE—WJAR  
PHOENIX—KPHO  
NEW ORLEANS—WVUE  
CHARLOTTE—WCCB  
SAN DIEGO—KFMB  
GREENVLE/SPART.—WFBC  
OKLAHOMA CITY—KOCO  
ORLANDO—WDBO  
CHAS./HUNT.—WOWK  
GRAND RAPIDS—WZZM  
SAN ANTONIO—KMOL  
ALBANY—WAST  
LOUISVILLE—WDRB  
SCRANTON—WDAU  
NORFOLK—WYAH  
SYRACUSE—WSYR  
GRNSBRO./WIN.-SAL.—WFMY

SALT LAKE CITY—KSTU  
TOLEDO—WDHO  
LITTLE ROCK—KTHV  
HARRISBURG/YORK—WLYH  
SHREVEPORT—KTAL  
WICHITA—KAKE  
MOBILE/PENSA.—WEAR

GREEN BAY—WLUK  
JACKSONVILLE—WTLV  
ROANOKE—WSLS  
YOUNGSTOWN—WFMJ  
SOUTH BEND—WNDU  
FRESNO—KMPH  
FT. WAYNE—WPTA  
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EVANSVILLE—WTVW  
TUCSON—KOLD  
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HUNTSVILLE—WHNT  
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MADISON—WMTV  
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in Washington and will be taught by members of the Federal Communications Bar Association.

The 1979 summer association program seminars are Mondays, June 11 to Aug. 6. Erwin Krasnow, NAB senior vice president and general counsel, is handling correspondence about the program.

**A bit more sunshine**

The National Association of Broadcasters says the FCC should make available to the public "abbreviated versions" of staff reports in advance of commission's "sunshine" meetings.

NAB's Erwin Krasnow, general counsel and senior vice president, and James J. Popham, assistant general counsel, said in a letter to FCC Chairman Charles D. Ferris that the public is at a disadvantage at FCC meetings. While commissioners are provided with staff reports on issues to be discussed well in advance, members of the public "are not given adequate summary," either in advance or at meetings, the NAB attorneys said.

Generally, staff members offer a brief summary as introduction to discussion. Consequently, the NAB letter said, those who attend meetings cannot understand the discussion. Accordingly, the letter suggested either that the commission place abbreviated versions of reports in the public record when reports are distributed to commissioners or—at minimum—that summaries be released 24 hours before meetings or on the same day.

**Media Briefs**

**Exception.** Messages by legally qualified candidates appearing on broadcasts under equal time rule would be exempt from personal attack rule and fairness doctrine in FCC proposal. Rulemaking proceeding (comments due Dec. 15, replies Jan. 16) results from NBC request for ruling in case involving candidate who, in paid political announcement, personally attacked private individual not associated with another candidate.

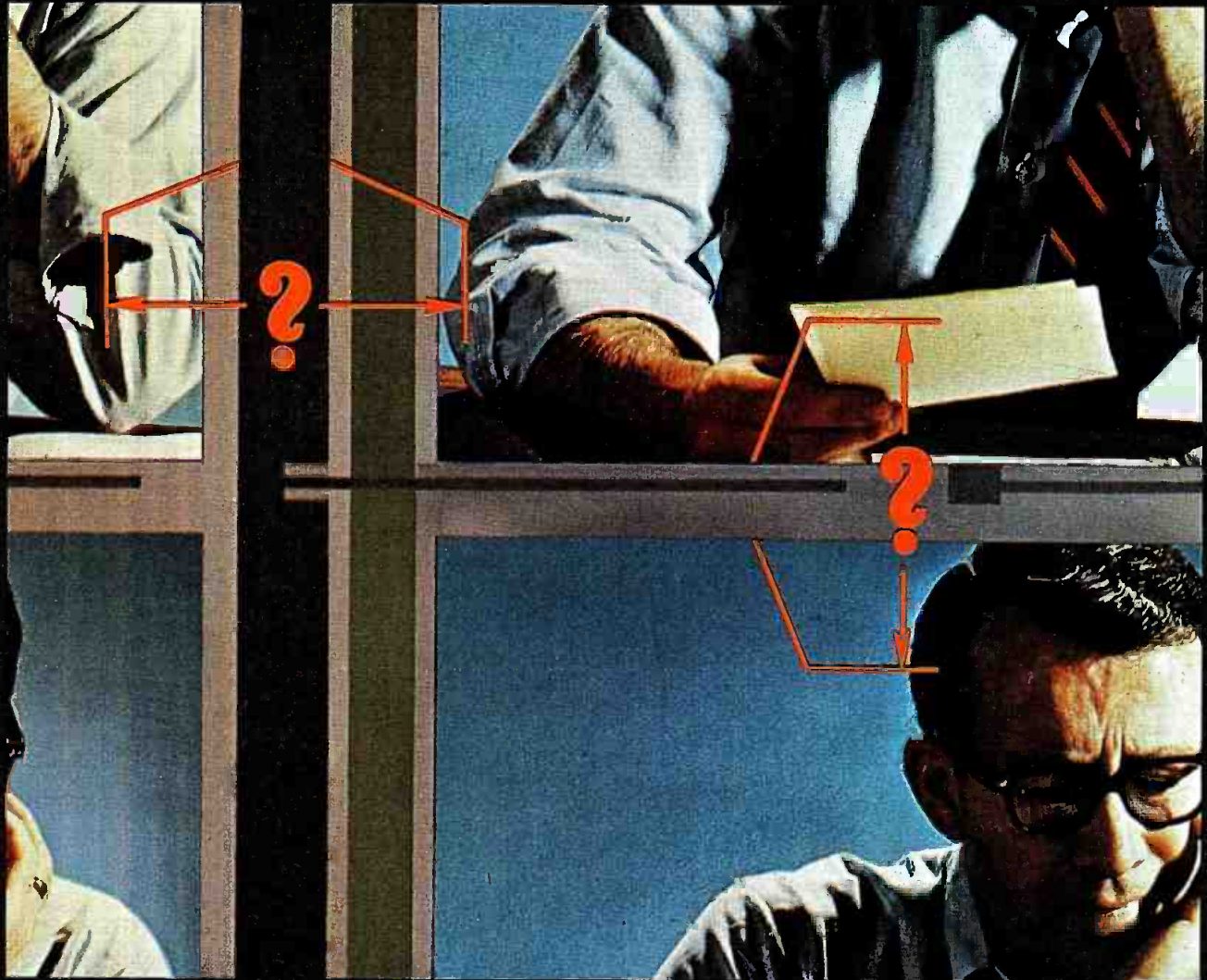
**NAB minority help.** National Association of Broadcasters has established minority legal fellowship program which will allow one graduating or recently graduated minority law school student to spend one year in NAB legal department. At end of year, NAB will help fellow find job in broadcasting, government or communications-related industry. Salary is \$17,500. Applications are being accepted up to Nov. 15 for fellowship beginning September 1979.

**Harriman FM case goes back to the commission**

The U.S. Court of Appeals in Washington rebuked the FCC in reversing its decision denying a construction permit for an FM station in Harriman, Tenn., to Folkways



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Broadcasting Co., and remanded the case to the commission for further proceedings.

The court held that the commission erred in its refusal to permit Folkways, owned by Kenneth J. Crosthwait, to amend its application to remedy a defective survey to ascertain community needs. The FCC had rejected Folkways' argument that the commission's grant of permission to the applicant in another case to amend its ascertainment survey was grounds for granting Folkways' petition.

The court, which directed the commission to consider the applicability of that other decision, said this was not the first time it has had to remind the commission that "agency action cannot stand when it is so 'inconsistent with its precedents as to constitute arbitrary treatment amounting to an abuse of discretion.'"

## Smith to EEOC from FCC

President Carter has nominated the FCC's associate general counsel, Clay J. Smith Jr., to be a member of the Equal Employment Opportunity Commission for a term that expires on July 1, 1982. Mr. Smith joined the commission in 1974 as deputy chief of the Cable Television Bureau. He was named to the general counsel office job two years later.

Mr. Smith, 36, received his BA degree

from Creighton University in 1964, a JD from Howard University School of Law (where he has served as an adjunct professor) in 1967, and an LLM in 1970 and SJD in 1977 from George Washington University School of Law.

## More on fairness

**In late-filed comments, COM pushes its 'right of access' plan; is opposed by UCC and Springfield Television**

Among comments filed after the Sept. 1 deadline in the FCC's look at two proposals involving the fairness doctrine were those of the Committee for Open Media, originator of one of the proposals.

Most broadcasters and broadcast organizations objected strongly to the COM "right of access" proposal (BROADCASTING, Sept. 11) in which television stations would provide an hour a week to the public, half on a first-come-first-served basis and half through representative spokesmen.

They also objected, almost as strongly, to the "10-issue" proposal offered by Henry Geller, assistant secretary for communication and information, Commerce Department. It would require stations to list annually the 10 issues they choose for most coverage and describe offers for

responses and representative programming.

In its comments, COM emphasized it is asking for a three-year experiment of a voluntary system, although it said it would support a mandatory program.

The existing fairness doctrine is a "paternalistic, unenforced, content-oriented system which involves the government directly in the content decisions of a broadcast station," COM said.

On the other hand, Springfield Television Corp. said the COM proposal would turn into a monopoly for a few well-organized groups, and that those left out would turn to the commission for relief and draw it into a position of continuous surveillance of the stations' access programs.

COM said its plan seeks to facilitate "less licensee discrimination and less censorship of vital discussion..." It said licensees "are trustees for the public; they are not necessarily representatives of various segments of the public." The public's interest is best served, COM said, when its members and their representatives discuss issues themselves.

On that point, in another late filing, the Office of Communication of the United Church of Christ said the COM proposal shifts the burden of selecting and presenting balanced discussion of controversial issues of public importance from the licensee to the public—"Licensee judgment would be replaced by a queue." Public advocates of causes, the church said, are by inclination "poor guardians of

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access to the air," and listeners and viewers must depend on broadcasters to present discussion of controversial issues in an equitable manner.

The fairness doctrine "sounds far better than it works," COM said. Only once, it said, has the commission refused license renewal on fairness doctrine grounds and only once has it found violation under the doctrines's affirmative obligation.

Along with news and other public affairs programing, COM said its access system would offer a better chance for the public to hear various sides of controversial issues because of the spot format. Also, it said there would be more partisan voices and issues.

COM said it has found that where access spots are offered, lines are not unduly long and discussion is more likely to be timely than where no access time is offered.

Springfield said where access was offered on CATV systems, it was monopolized by certain organized and vocal groups which had concerns that were "esoteric and hardly reflective of general community interests or standards."

Another late filing came from Phil Jacklin, COM's founder, who, speaking individually, said he wanted to present a "broad analysis of policy options" and not speak on the single access proposals. He said the commission should do what is necessary to design its own access system, test it and once proved, make it mandatory for all broadcasters.

## Who did this?

**Public interest law center finds nearly identical comments in ex parte proceeding coming from different parties, tells Ferris there should be requirement that bar associations that file with the commission identify the people and processes behind pleadings**

A public interest law institute based at Georgetown University Law Center says the Federal Communications Bar Association and other associations of attorneys should be required to identify the persons having a decision-making role in presenting their views to the FCC.

The Institute For Public Interest Law Representation expressed the need for such a requirement after finding that comments filed by the FCBA and by the GTE Service Corp. in the commission's inquiry concerning ex parte contacts were virtually identical. The similarities extended not only to their conclusions—both filings opposed the adoption of new rules and the retention of the strict interim policy that was established in the notice—but to much of the language.

Charles R. Halpern, director of the institute, and Douglas L. Parker, an associate director, in a letter to FCC Chairman

Charles D. Ferris, asked that the commission look into the circumstances surrounding the submission of the virtually identical comments.

They do not stop there. Noting that not all FCBA members are private attorneys—some represent citizen groups—they said the commission should adopt a policy designed "to deal with this problem."

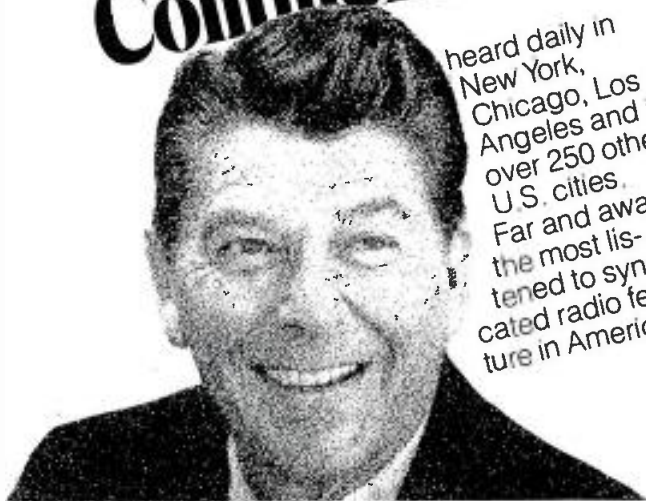
(The FCBA-GTE Service Corp. situation is not unique. It is not unusual to find identical, or virtually identical, comments filed in behalf of two or more parties by a law firm representing all of them.)

They would require any association of attorneys that presents its views to the commission to file with the agency a statement of the processes by which the organization adopts its views, identifying by name and office the persons who played a decision-making role. They would also require the associations to file with their comments a list of persons who prepared or adopted them, and to list any of the individuals' affiliations that would be affected by the commission action being considered.

One reason the FCBA and GTE Service Corp. comments were virtually identical, is that the same person prepared them. Vincent Gallogly, who is employed by the company, is a member of the FCBA Practice and Procedure Committee—Non-broadcast, which was responsible for preparing FCBA's comments in the inquiry.

Lloyd Young was chairman of the com-

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mittee in February, when it reached a consensus as to the arguments to be made in the pleading. He said the drafting job was assigned to Mr. Gallogly, who prepared a draft which the committee, and ultimately the association's executive committee, approved with only minor changes. "There was no disagreement that the draft reflected the consensus," Mr. Young said.

He also said he did not know about the GTE Service Corp. filing until he read the institute's letter.

To Mr. Gallogly, it was simply a matter of preparing sets of comments for two parties with essentially the same views. He said the two sets of comments were prepared "simultaneously" and left his desk "at the same time"—one set to the FCBA and the other to officials of GTE Service Corp.

Both sets, Mr. Gallogly noted, were approved. "The real question," he said, "is if the comments represent the views of the parties. And they do."

The FCBA executive committee met last week to consider the matter, and decided to file an "appropriate response," as R. Russell Eagan, FCBA president, put it. "We want to set the record straight, and avoid the creation of any false impressions." As did Mr. Young, he said the comments FCBA filed were approved by Mr. Young's committee and the executive committee. And, with the apparent exception of Mr. Gallogly, no one knew the two sets of comments were virtually identical.

## Changing Hands

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

### Proposed

■ **KZAP(FM)** Sacramento, Calif.: Sold by The New Day Broadcasting Co. to KLUC Inc. for \$1.4 million. Seller is principally owned by Dorothy Fickes, who has no other broadcast interests. Buyer is owned by Peer Pedersen and Howard C. Warren (30% each), Richard Phalen (26%) and William Phalen (14%). Buyers own KMJJ(AM)-KLUC(FM) Las Vegas and KMGX(AM)-KRQQ(FM) Tucson, Ariz. KZAP is on 98.5 mhz with 50 kw and antenna 250 feet above average terrain. Broker: William A. Exline Inc.

■ **WTNT(AM)-WLW(FM)** Tallahassee, Fla.: Sold by Walter-Weeks Broadcasting Co. to Robert Ingstad for \$1 million. Seller also owns WMFJ(AM)-WQXQ(FM) Daytona Beach, WSPB-AM-FM Sarasota and WJNO-AM-FM West Palm Beach, all Florida. Buyer owns KGRZ(AM) Missoula, Mont.; KKO(AM) Minot, N.D.; KKLS(AM)-KKHJ(FM) Rapid City, S.D., and KGFX(AM) Pierre, S.D. WTNT is on 1270 khz with 5 kw full time. WLW is on 94.9 mhz with 51 kw and antenna 210 feet above average terrain. Broker: Cecil L. Richards Inc.

■ **KAAT(AM)** Denver: Sold by Radio Colorado Corp. to Leo Payne Broadcasting Inc. for \$850,000. Seller is owned by John Gayer, who owns 85% of KFNF(AM) Shenandoah, Iowa, and with his wife, Dorothy, 40% of KBCR-AM-FM Steamboat Springs, Colo. Buyer is owned by Leo Payne (90%) and John R. Lego (10%). Mr. Payne owns Colorado auto dealerships. Mr. Lego is former general manager at KERE(AM) Denver. KAAT is on 1090 khz with 50 kw full time.

■ **KVSF(AM)** Santa Fe, N.M.: Sold by New Mexico Broadcasting to Fiesta Communications Corp. for \$410,000. Seller is principally owned by Goldie Hebenstreit, board chairman, who has no other broadcast interests. Buyer is owned by Wycom Corp. (51%) and Alfredo R. Sena (49%). Wycom owns KWO(AM)-KLWD(FM) Sheridan, KUGR(AM) Green River, KODI(AM) Cody and KOJO(AM)-KIOZ(FM) Laramie, all Wyoming, and KPSA(AM) Alamogordo, N.M. William R. Sims is president and principal owner. Mr. Sena is general manager at KVSF. KVSF is on 1260 khz with 1 kw full time.

■ **WTBQ(AM)** Warwick, N.Y.: Sold by Warwick Broadcasting Corp. to Sturr Communications Corp. for \$400,000. Seller is principally owned by Edward N. Klein, president, who is president and part owner of Warwick Cable TV Corp. He has no other broadcast interests. Buyer is owned by James W. Sturr Jr., Chester, N.Y., bank vice president who has no other broadcast interests. WTBQ is 250 w daytimer on 1110 khz.

■ **WGPA(AM)** Bethlehem, Pa.: Sold by The Holt Broadcasting Corp. of Pennsylvania to Chadwick Broadcasting Co. for \$400,000. Seller, principally owned by Arthur H. Holt, president, owns WZZO(FM) Bethlehem. Buyer is equally owned by Henry G. Chadwick and his wife, Mary. Mr. Chadwick is former general sales manager at WFIL-TV Philadelphia. Neither he nor his wife has other broadcast interests. WGPA is 250 w daytimer on 1100 khz.

■ **WIPS(AM)** Ticonderoga, N.Y.: Sold by Motsinger Communications Inc. to John Colagrande and Augustine M. Cawley for \$150,000. Seller is owned by John K. Motsinger, who has no other broadcast interests. Mr. Colagrande, former operations manager at WWOM(AM) Albany, N.Y., is news director at WIPS. Mr. Cawley is vice president and general manager at WWOM. WIPS is 1 kw daytimer on 1250 khz. Broker: Keith W. Horton Co.

■ **WMFL(AM)** Monticello, Fla.: Sold by Townsend Broadcasting Corp. to Monticello Broadcasting Co. for \$100,000. Seller is principally owned by H. L. Townsend, president, who owns WTBP(AM) Parsons, WBRY(AM) Woodbury and WSEV-AM-



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FM Sevierville, all Tennessee. Buyer is owned by Mike Piscitelli, producer at non-commercial WSRE(TV) Pensacola, Fla., and J. Lefton Westmoreland, Pensacola attorney. Neither has other broadcast interests. WMFL is 1 kw daytimer on 1090 khz. Broker: Chapman Associates.

## Approved

■ WPGH-TV Pittsburgh: Sold by Pittsburgh Telecasting Inc. to Meredith Broadcasting for \$11.7 million plus additional sum of up to \$500,000 if closing occurs prior to Dec. 31. Seller is wholly owned by Sttip Realty, Pittsburgh, which, in turn, is owned by Pittsburgh Outdoor Advertising Inc. Henry Posner Jr. is principal owner of advertising firm. Buyer, major group broadcaster, is subsidiary of Meredith Corp., Des Moines, Iowa, publisher of *Better Homes & Gardens*, *Successful Farming* and consumer books. Meredith owns KPHO-TV Phoenix; WGST(AM)-WPCH(FM) Atlanta; WNEM-TV Bay City, Mich.; KCMO-AM-TV-KCEZ(FM) Kansas City, Mo.; WOW(AM)-KEZO(FM) Omaha, and WTVH(TV) Syracuse, N.Y. WPGH-TV is channel 53 independent with 2,338 kw visual, 191 kw aural and antenna 1,024 feet above average terrain.

■ WADO(AM) New York: Sold by Charter Broadcasting Inc. to Wilson Communications Inc. for \$6.5 million. Seller is subsidiary of publicly traded Charter Co., which acquired original owner, Bartell Media Corp., and parent, Downe Communications Inc., late last year. Charter's broadcasting division owns WDRQ(FM) Detroit, WMJX(FM) Miami (now in license-renewal hearing and conditionally sold to minority group [BROADCASTING, Aug. 28]), WOKY(AM) Milwaukee, KSLQ(FM) St. Louis and KCBQ(AM) San Diego. Charter also publishes *The Ladies Home Journal*, *Sport*, *American Home*, *Redbook*, *Womensport* and *Discount Merchandiser* magazines. Buyer is owned by Nelson G. Lavergne (30%), Hugh W. Downe (25%), Premier Maldonado (20%), Manuel F. Silverio (15%) and Ben Morales (10%). Mr. Lavergne is vice president, general manager of station. Mr. Downe is New York business consultant. Mr. Maldonado owns San Juan, Puerto Rico, advertising firm of which Mr. Silverio is financial director. Mr. Morales is WADO sales manager. None has other broadcast interests. Buying group was reorganized after earlier purchase of same station fell through after transfer application was caught in FCC delay caused by investigation of another Bartell station (BROADCASTING, June 27, 1977). George Wilson, former Bartell vice president, was original principal in buying group but sold to others after involvement in FCC case concerning WMJX(FM) Miami. WADO is on 1280 khz with 5 kw full time.

■ WDBC(AM)-WFNN(FM) Escanaba, Mich.: Sold by KVZ Inc. to Delta Broadcasting Co. for \$600,000 plus assumption of \$235,000 in notes. This and sale of KHAK-AM-FM Cedar Rapids, Iowa (see following item), were contingent upon transfer of control of Communications Properties

Inc. from estate of Hart N. Cardozo Jr. (83.3%) to KVZ Inc., which is owned by former officers of Communications Properties: Philip T. Kelly, president (8.5% before transfer and 49.9% after); Richard C. Voight, vice president (4.22% before, 25.8% after), and James L. Zimmerman, vice president (3.97% before, 24.3% after). KVZ will retain WDBQ(AM)-KIWI(FM) Dubuque, Iowa; KATE(AM)-KCPI-FM Albert Lea, Minn.; KFGO(AM) Fargo, N.D., WNFL(AM) Green Bay, Wis., and applications for new FM's in Fargo and Green Bay. Buyer, Delta Broadcasting, is joint venture of Midwest Wireless and Blackacre Ltd. Midwest is owned by Jack E. Kaufman (80%) and Robert L. Haslow (20%), partners in WKKI(AM) Celina, Ohio. Mr. Kaufman is part owner of WBMB(AM)-WBMI(FM) West Branch, Mich. Blackacre is principally owned by James R. Cooke and his wife, Betsy. Mr. Cooke is communications lawyer in Washington and partner in Arlington, Va., investment firm where his wife is employed. Neither has other broadcast interests. WDBC is on 680 khz with 10 kw daytime and 1 kw night. WFNN is on 104.7 mhz with 100 kw and antenna 350 feet above average terrain.

■ KHAK-AM-FM Cedar Rapids, Iowa: Sold by KVZ Inc. (which also sold WDBC(AM)-WFNN(FM) Escanaba, Mich. [see preceding item]) to Stoner Broadcasting System for \$575,000 plus \$100,000 in noncompetition and consulting agreements. Stoner,

principally owned by trusts for Thomas H. and Ruth H. Stoner, owns KSO(AM)-KGGO(FM) Des Moines, Iowa; WNB(AM)-WQYT(FM) Binghamton, N.Y., and has sold, subject to FCC approval, WVEZ(FM) Louisville, Ky. KHAK is 1 kw daytimer on 1360 khz. KHAK-FM is on 98.1 mhz with 6.8 kw and antenna 210 feet above average terrain.

## Still working on a deal: Rust Craft and Ziff Corp.

Rust Craft Greeting Cards Inc. last week scheduled its annual shareholders meeting for Oct. 5, but was still trying to meet a Nov. 9 deadline for a special meeting of shareholders to consider the controversial \$80.8-million acquisition offer by Ziff Corp.

Ziff had increased its second, \$30-a-share offer for Rust Craft stock to \$30.50 a share, conditioned on Rust Craft's holding a special stockholders meeting by Nov. 9 to vote on the merger (BROADCASTING, Aug. 28). Officials of Rust Craft, a group TV and radio station owner with diversified interests, said last week they were trying to meet the Nov. 9 deadline but were not sure they could.

The projected acquisition, already approved by the FCC, has been held up by two Rust Craft stockholder-directors, Jack and Myles Berkman, who contend Ziff's offers are too low.

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## Broadcast Advertising

### A solution looking for a problem

**CBS's Rosenfield, in speech to Washington Ad Club, says FTC proposal to ban ads to children uses questionable research; he points to rise in smoking after cigarette ban to question value of sugared food prohibition**

James H. Rosenfield, president of the CBS-TV network, last week denounced the Federal Trade Commission staff's proposal to restrict advertising to children as the work—and shoddily based work, at that—of regulators who would “protect” the American people from themselves, at the expense of children's programming.

In developing its case against children's advertising, Mr. Rosenfield said in a speech to the Washington Advertising Club, the FTC staff relied on questionable research and ignored findings that contradicted its conclusions.

“When you get all the way to the bottom of this,” he said, “what you have is a particular estimate of human nature and a particular view of how it should be dealt with. It says that humankind is weak and does not know what is good for it. That may well be true—alas. But the rub is the proposition that goes with this: *You don't know what's good for you—but I do!* And therefore I must protect you from yourself—by removing certain things from your path.

“The curious thing is that many of the claims being made about television [by the FTC staff] are so unrelated to common sense and based on such sketchy evidence that they strike the advertising professional as coming from a dream world. He must support his claims and defend his copy before one tough tribunal after another—his own lawyers and company experts to begin with; those of the media (particularly television), those of various regulatory bodies and, ultimately, before the consumer, the user of his product.”

When the FTC expects its proposed restrictions to reduce the consumption of sugared foods, Mr. Rosenfield said, it forgets what happened when broadcast advertising of cigarettes was banned: “The presumed greatest benefactors of that move were to be the oncoming generation of smokers. So where do we find the greatest increase in cigarette consumption today? Among teen-agers, of course—most of whom probably never saw a cigarette commercial on television.”

Even if sugared foods are harmful—“which is not at all clear”—the harm is in the product, not in the advertising; he asserted.

In contending that many young children do not understand that advertising is intended to sell, he said, the FTC staff ignored its own research evidence that substantial numbers of children do under-

stand. “In any case,” he added, “those children too young to understand the purpose of advertising will not be making the family's buying decisions.”

In arguing that TV turns children into “highly successful naggers” of their parents, he said, the staff cited a study conducted among a skimpy sample of 41 children and their parents—but ignored a finding in that same study showing that “more of the ‘requests’ made by these 41 children were for products rarely if ever advertised to them on television than for products whose advertising does appear in children's programs.”

As for parents' “helplessness” against their children's viewing habits, he observed: “Quite a scenario—Rabid children, driven by deceptive commercials, compelling defenseless parents to feed them harmful foods.”

CBS, he said, treats children “seriously and honestly and with special consideration.” He ticked off some of the children's programs, saying “we are delighted to be challenged on our record in this area—if only we could get some of our critics to look at it.”

He noted that the FCC a few years ago rejected a similar ban on advertising on children's television, acknowledging that “without advertising, broadcasting would not exist.”

“Here,” he said, “we are at the heart of the matter. The FTC staff report takes a collection of theories about television ... the psyches of young children ... parent-child relationships ... American dietary habits ... and consumer behavior ... connects them as though they had been demonstrated in a single laboratory experiment ... and arrives at a radical conclusion that clearly will not remedy the harm it supposes to exist. What it certainly *will* do is undermine the funding for children's television.”

## More and better research will bring in more dollars to TV

**That's gist of seminar held by Katz; Sears's Miller urges support of plan to get Arbitron to put newspaper data in TV reports; Gimbel's Sciaky sees need for more independent studies**

Television stations have been urged by two retail executives to improve and intensify their research activities as a means of luring additional retail advertising dollars to TV.

These suggestions were offered at a seminar conducted in New York for its represented TV stations on Sept. 20 and 21 by the marketing division of the Katz Agency. The speakers were Bernard Miller, manager of media services of Sears, Roebuck & Co., Chicago, and Judy Sciaky,





Sciaky of Gimbels



Miller of Sears, Roebuck



George of KOVR(TV)

broadcast director of Gimbels Philadelphia stores.

Mr. Miller exhorted the audience of 80 TV station executives to support Sears, Roebuck in its effort to persuade Arbitron to include newspaper readership data in its TV rating reports. He said that "the mechanics are available for Arbitron to obtain newspaper data and through its Arbitron Information on Demand (AID) research system to supply otherwise not available reach and frequency information which Sears very much needs for making media-mix decisions."

Mr. Miller claimed that at present the company's zone and group merchandise managers and their agencies do not have data available to make valid comparisons of reach among media in Sears's various marketing zones. The addition of the newspaper data, he said, would help Sears's advertising decision-makers to "better pinpoint media effectiveness in reaching target audiences."

He noted that broadcasters should support the Sears proposal, adding he felt the data "might prove favorable to television in determining retailers' media-mix decisions."

In the question-and-answer period, Peter Goulazian, vice president of the Katz Marketing Division, indicated that the consensus among Katz-represented TV stations is to support the Sears position and said that Katz already has informed Arbitron of its stance.

"We believe that this data will conclusively show that television—and for that matter, radio—can deliver more effective reach and frequency than most retailers currently are willing to accord broadcast media."

Ms. Sciaky of Gimbels said the way to increase use of TV and radio is to provide retailers with objective surveys prepared by outside agencies rather than by stations. She referred specifically to the Orion Broadcasting Katz Agency study as an example of independent research that is valuable to retail advertising.

(The Orion Broadcasting/Katz Agency project profiled women shoppers, 18-64, in eight Iowa counties surrounding Cedar

Rapids, Iowa. It investigated women's shopping habits and attitudes to determine where they shop, why they shop there and how best to reach them.)

Ms. Sciaky pointed out that "heavy newspaper use is a habit with retailers" and said broadcasters "must become as entrenched as newspapers in advertising departments by presenting proof-positive to buyers." In this connection, she urged that TV work closely with store buyers and educate them on broadcast operations.

"The facts show that retail advertising needs to change," Ms. Sciaky asserted. "The market has changed. Heavy dollars spent in print are wasted. Print just doesn't have enough reach for today's market. I'd like to see my broadcast budget tripled."

The value of the Katz PROBE computerized systems was underlined in talks by Hudson Shubert of KTVY(TV) Oklahoma City, Wayne Croasdell of WESH-TV Daytona Beach, Fla., and Ken George of KOVR(TV) Sacramento, Calif. They pointed out that PROBE has been helpful in building sales by showing clients how to maximize their advertising within a set budget by using a media mix to reach the most customers in the proper geographic areas at the best frequency.

## Engineers seek help from ad community on blanking problems

Pass on the word to production houses, they're told at D.C. meeting

A technical problem, usually the province of television engineers, was taken to the advertising community for assistance during a meeting last week of the Washington Advertising Club. The growing number of TV commercials with vertical and horizontal blanking intervals that exceed FCC specifications (BROADCASTING, Aug. 21,

28) was the subject of a workshop moderated by Ralph Thompson, chief engineer at WDVM-TV Washington, who was assisted by engineers from other Washington stations: WTTG, WRC-TV, WDCA-TV and WJLA-TV. Washington broadcasters are especially concerned because the FCC is constantly monitoring their stations, Mr. Thompson said.

Programing with excessive blanking widths has lately become an issue in the broadcasting community, Mr. Thompson explained, because of the proliferation of

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material produced on three-quarter-inch ENG equipment. Each piece of equipment in the process (cameras, time base correctors etc.) can add blanking space resulting in reduction in the size of the TV picture. And each time a tape is dubbed, Mr. Thompson explained, the blanking is increased. Since many pieces of equipment are factory adjusted to the upper limits there is no room for additions during, say, the editing process.

The panel explained blanking and went on to urge the people at ad agencies to tell production houses that they should be paying careful attention to the specs on the spots produced and to see that the copy finally sent to stations is within tolerance.

"Once the picture size is reduced," Mr. Thompson said, "there's no way to get the material back." The only solution is to expand the picture to fill the screen, resulting in a loss of sharpness in the center.

The FCC has relaxed the limits slightly until next June to give broadcasters time to study the problem and come up with solutions. But, according to Mr. Thompson, agencies and producers should not view the extension as a solution. Every effort should be made, he said, to supply spots meeting the limits.

A broadcaster group formed to deal with the matter, the Broadcasters Ad Hoc Committee on Television Blanking Widths, is meeting weekly to study operational problems and may come up with a list of equipment causing most of the problems and offer some solutions.

## Advertising Briefs

**Rethinking.** FCC is re-examining its rule banning networks from serving as national spot reps for affiliated stations. It adopted notice of proposed rulemaking asking whether rule should be changed for specialized networks. Commission also waived present rule for one year for Spanish International Network. SIN had prompted commission consideration with request for five-year waiver.

**Other side of the matter.** On heels of Federal Trade Commission's ordering corrective advertising for Anacin (BROADCASTING, Sept. 25) comes report on impact of FTC and Federal Drug Administration efforts to control language used in advertising over-counter medicines. "Regulated Advertising and the Process of Self-Medication," by Clemson University professor Bruce Yandle, published by The Proprietary Association, Washington, says federal restrictions may so inhibit advertising that messages provide less information than consumers need to make intelligent judgements about products.

**Ogilvy sets RC.** Royal Crown Cola Co., Chicago, has named Ogilvy & Mather, New York and Chicago, as agency for its soft drink account, previously at Leo Burnett Co., Chicago. Account bills more than \$13 million, virtually all of it in broadcast. RC Cola will be handled out of O&M's Chicago office and Diet Rite out of New York.

## Programming

### CBS, NBC vie for second best to ABC's first

**Latest premiere week's ratings: ABC 20.9, NBC 17.4, CBS 17.3**

The prime-time premiere weeks of CBS-TV and NBC-TV ended with the two networks in a virtual tie for second place in the ratings averages (NBC by a nose), but in terms of new series introductions, CBS took the lead. (See box on facing page.)

ABC-TV remained on top in both respects, scoring a 20.9 average for the week of Sept. 18-24 to NBC's 17.4 and CBS's 17.3. ABC had 13 of the top 20 shows to CBS's five and NBC's two.

NBC stayed in contention by scheduling movies on five nights of the week and pulling fair to good audiences with them—a 34 share for "Audrey Rose" on Monday, 30 and 33 shares for "Airport '77" on Tuesday and Wednesday, (BROADCASTING, Sept. 25) a 30 share for "Burnt Offerings" on Saturday and a 37 for "The Other Side of the Mountain" on Sunday.

The network's series didn't do as well. Of the 18 new shows aired by all three networks during the week, eight, split evenly between ABC and CBS, scored 30 shares or better. Of the 10 new shows pulling sub-30 shares, six belonged to NBC, three to CBS and one to ABC (see table).

Some of ABC's new programs did settle a bit after their initial outings the previous week; *Galactica*, for example, pulled a 42 share with its three-hour premiere, then came in with a 36 in its second outing. But with one exception all of ABC's new programs still won their time periods, a feat accomplished by none of the other networks' new shows.

The exception for ABC was *Apple Pie*, which premiered at 8:30-9 p.m. NYT Saturday with a 24 share, two points down from its lead-in, *Carter Country*. Both programs were third in the time periods. NBC's *CHiPs*, the only hold-over from the network's crop of new shows last fall, won it with a 37 share. CBS premiered *Rhoda* with a 27 share at 8-8:30 p.m. and *Good Times* with a 29 at 8:30-9 p.m.

ABC won the rest of the night handily with *Love Boat* and *Fantasy Island*, leaving CBS's *American Girls* with a 19 share and *Dallas* with a 23.

NBC came in a distant third on each of the two nights it did not have movies. On Thursday, the network premiered its new line-up of *Project UFO*, *Quincy* and *W.E.B.*, pulling 18, 26 and 20 shares, respectively. *The Waltons* led off CBS's night with a two-hour, 35-share season premiere, followed by *Barnaby Jones*'s 36 share. ABC took the night with *Mork and Mindy*'s 41 share, *What's Happening's* 37, *Barney Miller's* 35, *Soap's* 33 and *Family's* 36.

On Friday, NBC premiered *Waverly*

*Wonders* and *Who's Watching the Kids* in the 8-9 p.m. lead-off hour. They scored 22 and 18 shares, behind *Donny and Marie's* 35 share on ABC and *Wonder Woman's* 29 on CBS. "The Bad News Bears" took the rest of the evening for ABC with a 42 share. While CBS married off *The Incredible Hulk* in a two-hour, 28-share season premiere, NBC's *Quincy* and *Eddie Capra Mysteries* were pulling 26 and 21 shares.

CBS had its best luck with *People* (a 32 share), *Mary* (31), *WKRP in Cincinnati* (32) and *Kaz* (31) and its worst with *In the Beginning* (26), *Paper Chase* (19) and *American Girls* (19). *Dick Clark's Live Wednesday* was NBC's top-rated new entry, followed by *Grandpa Goes to Washington*, *The Eddie Capra Mysteries*, *Waverly Wonders*, *W.E.B.* and *Who's Watching the Kids*. ABC scored highest with *Taxi* (enjoying *Three's Company's* lead-in on Tuesday), followed by *Mork and Mindy*, *Vega\$, Galactica* and *Apple Pie*.

### Another big drama for CBS Radio

**Affiliates learn of Sears plan to sponsor five-nights-a-week hour; return to the days of advertiser program ownership and control; more news coming**

Advertiser-produced and sponsored westerns, adventures, romances, horror stories and comedies, long-time staples of the vintage years of radio, will make their return Feb. 5 when the CBS Radio network launches the weeknightly *Sears Radio Theater*.

The announcement of the one-year commitment (130 originals, 130 repeats) came last week during the CBS Radio network affiliates' 21st biennial convention at the Arizona Biltmore in Phoenix attended by more than 400 broadcasters. Affiliates also were informed of programming and commercial schedule revamping as well as plans for Olympics coverage.

Production for the *Sears Radio Theater* will be entirely in the hands of Sears, Roebuck & Co., which has hired Elliot Lewis as executive producer. The plays and a theme song will be original.

Among the writers/producers working with Mr. Lewis are Norman Corwin, Fletcher Markel and Arch Oboler. Production already has begun and a Hollywood soundstage will be used for the broadcasts.

Gar Ingraham, Sears vice president for retail sales, who made the announcement with Sam Cook Digges, CBS Radio president, said Vincent Price and Andy Griffith already have been signed for two of the five host roles and verbal commitments have come from others. "The response from every actress and actor we've spoken with—from stage, television and film—has been enthusiastic," Mr. Ingraham said.

Sears plans to mail advance program



RANK	PROGRAM (NETWORK)	RATING	SHARE	RANK	PROGRAM (NETWORK)	RATING	SHARE
1.	<i>Laverne and Shirley</i> (ABC)	30.3	48	33.	<i>Tuesday Big Event: "Airport '77, Part I"</i> (NBC)	18.9	30
2.	<i>Three's Company</i> (ABC)	29.8	45	34.	<i>Donny and Marie</i> (ABC)	18.5	35
3.	<i>Charlie's Angels</i> (ABC)	29.2	44	35.	<i>Monday Night Football</i> (ABC)	18.4	31
4.	<i>Happy Days</i> (ABC)	28.7	48	36.	<i>Starsky and Hutch</i> (ABC)	18.1	30
5.	<i>M*A*S*H</i> (CBS)	26.9	40	—	<i>Kaz</i> (CBS)	18.1	31
6.	<i>One Day at a Time</i> (CBS)	25.3	40	37.	<i>Tuesday Movie: "The Shootist"</i> (CBS)	17.4	28
7.	<i>Taxi</i> (ABC)	24.6	38	38.	<i>Quincy</i> (NBC)	16.8	26
8.	<i>All in the Family</i> (CBS)	24.4	36	39.	<i>The Jeffersons</i> (CBS)	16.6	29
9.	<i>Love Boat</i> (ABC)	24.3	43	40.	<i>Sunday Football Special</i> (ABC)	16.3	28
10.	<i>Alice</i> (CBS)	23.9	35	41.	<i>Dick Clark's Live Wednesday</i> (NBC)	16.0	27
11.	<i>Friday Movie: "The Bad News Bears"</i> (ABC)	23.8	42	—	<i>The Incredible Hulk</i> (CBS)	16.0	28
—	<i>Sunday Big Event:</i>			—	<i>Saturday Movie: "Burnt Offerings"</i> (NBC)	16.0	30
	<i>"The Other Side of the Mountain"</i> (NBC)	23.8	37	44.	<i>In the Beginning</i> (CBS)	15.4	26
13.	<i>Mork and Mindy</i> (ABC)	23.6	41	45.	<i>Wonder Woman</i> (CBS)	15.4	29
14.	<i>Little House on the Prairie</i> (NBC)	23.2	36	—	<i>Good Times</i> (CBS)	15.4	29
15.	<i>What's Happening</i> (ABC)	23.0	37	47.	<i>Rockford Files</i> (NBC)	14.6	26
16.	<i>Vega\$</i> (ABC)	22.6	36	48.	<i>Grandpa Goes to Washington</i> (NBC)	14.0	23
—	<i>Battlestar Galactica</i> (ABC)	22.6	36	49.	<i>Wednesday Movie:</i>		
18.	<i>Barney Miller</i> (ABC)	22.4	35		<i>"Are You in the House Alone?"</i> (CBS)	13.4	21
19.	<i>Fantasy Island</i> (ABC)	21.6	40	—	<i>Rhoda</i> (CBS)	13.4	27
20.	<i>Waltons</i> (CBS)	21.5	35	51.	<i>Special Middle East Report</i> (ABC)	13.1	23
21.	<i>People</i> (CBS)	21.2	32	52.	<i>Carter Country</i> (ABC)	13.0	26
—	<i>Wednesday Movie: "Airport '77, Part II"</i> (NBC)	21.2	33	53.	<i>Apple Pie</i> (ABC)	12.8	24
23.	<i>Soap</i> (ABC)	21.1	33	54.	<i>Dallas</i> (CBS)	12.5	23
24.	<i>Eight is Enough</i> (ABC)	20.7	35	55.	<i>Eddie Capra Mysteries</i> (NBC)	11.9	21
25.	<i>Family</i> (ABC)	20.1	36	56.	<i>Paper Chase</i> (CBS)	11.8	19
26.	<i>Barnaby Jones</i> (CBS)	20.0	36	57.	<i>Waverly Wonders</i> (NBC)	11.1	22
27.	<i>60 Minutes</i> (CBS)	19.8	36	58.	<i>Project UFO</i> (NBC)	11.0	18
—	<i>Mary</i> (CBS)	19.8	31	—	<i>W.E.B.</i> (NBC)	11.0	20
29.	<i>WKRP in Cincinnati</i> (CBS)	19.7	32	60.	<i>Special Middle East Report</i> (CBS)	10.9	20
30.	<i>CHiPs</i> (NBC)	19.3	37	61.	<i>Lassie Special</i> (ABC)	10.8	22
—	<i>Wonderful World of Disney</i> (NBC)	19.3	33	62.	<i>American Girls</i> (CBS)	10.6	19
32.	<i>Monday Movie: "Audrey Rose"</i> (NBC)	19.2	34	63.	<i>Who's Watching the Kids</i> (NBC)	9.9	18

schedules to its 22 million credit-card holders and use newspaper advertising to promote local call letters and frequencies. Local Sears stores will have the opportunity to further advertise through the minutes being left to the stations to sell commercially.

CBS Radio, following its hourly newscasts, will send two nightly feeds of the broadcast: 7:08-7:58 and 9:08-9:58. Four minutes will be given to local spots and Sears will take six minutes within the play itself.

Neither CBS Radio nor Sears would reveal the budget for advertising and production, but Mr. Digges said the deal involves "several million dollars." It appeared to be among the biggest, if not the biggest, in recent network radio history.

In formal remarks, Mr. Digges explained that "with the success of the *CBS Mystery Theater* [on more than 220 stations], which will celebrate its fifth anniversary in January, we have learned that there is a large and enthusiastic audience for radio drama."

When questioned, Mr. Digges said that he "felt for years that we could have block programming back," adding enthusiastically, "God knows what [*Sears Radio Theater*] could lead to." Right now, however, Mr. Digges said there was "nothing else on the front burner."

Affiliates will be encouraged to run the plays during the 7 p.m. hour or at 9 p.m. However, in those cases where sports programming might conflict or stronger affiliated stations are needed, delays will be ar-

ranged. McCann-Erickson is handling Sears advertising.

■ While CBS Radio will be beefing up its weekday drama, news programming will be added to weekend schedules. Richard M. Brescia, vice president and general manager of the network, told affiliates of the *CBS News Weekend Report*, 20-part "instant" specials that will be fed down the line when it is judged that news events warrant such coverage.

The *Weekend Report*, with each segment expected to run about four minutes, is in addition to the six *Weekend Specials*, also 20-parters, already scheduled for 1979: "Superbowl XIII," (Jan. 20-21); "Your Taxes '79" (Feb. 24-25); "The Movies '79" (March 31-April 1); "The Masters: Golf's Finest Tradition" (April 7-8); "The Wonderful World of Baseball" (Sept. 29-30), and "Meet the Cook for the Holidays" (Dec. 8-9).

*Weekend Specials*, CBS Radio fare since 1972, no longer will pre-empt regularly scheduled programming. *Weekend Report* also will not be a source of pre-emption.

■ On the Olympic front, Mr. Brescia outlined plans for 728 broadcasts beginning in January 1979 and running through the Aug. 3, 1980, closing ceremonies (for NBC Radio's plans, see page 54). Joining CBS Radio sports reporters Pat Summerall, Brent Musburger, Win Elliot, Jim Kelly and Ron Weber will be former Olympic gold medalists Pat McCormick (diving) and Parry O'Brien (shotput).

Mr. Brescia explained that his net-

John Wilson  
Vice President/Manager  
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work's coverage would increase progressively through the Olympic trials and Pan American games, following to the Lake Placid, N.Y., winter Olympics and then the Moscow games. *The Olympics*, a weekend series, is to begin Jan. 27, and in early 1979, another series, *The Olympic Trials*, will debut. During August 1979, CBS Radio plans coverage from Puerto Rico of *The Pan American Games*, and other pre-Olympic activities will be taken care of in *Countdown to the Games*, scheduled six weeks before the Lake Placid events commence Feb. 13 and six weeks prior to the Moscow opener July 19.

National advertisers, Mr. Brescia said, will have commercial sponsorship available for the coverage, with local distributors being offered tie-ins.

■ In other areas as well, Mr. Brescia presented the affiliates with a programming package he said will make them "even more competitive for both listeners' ears and advertisers' dollars." That involves streamlining several features to allow more local coverage and commercials as well as making local commercial time in 18 weekend shows available for the first time.

Over-all, CBS Radio will be cutting six-minute shows to four-and-a-half minutes; nine-minute features will drop to six. And within those programs where CBS Radio currently has two national commercial minutes, it will be returning 30 seconds to local stations.

Shortened will be morning and after-

noon drive features: *First Line Report*, *Sports World Roundup*, *Newsbreak* and *Walter Cronkite Reporting*.

Among the programs with scheduling changes in store will be *Mike Wallace at Large*, from weekdays to twice on both Saturdays and Sundays. Mr. Brescia characterized the Wallace move as "an important part of our process to intensify the sound of our weekends."

CBS also is making a weekend sports drive, Mr. Brescia explained, noting for example, that Win Elliot's *Sports Central USA* will move to the afternoon and be broadcast five times a day, at 25 minutes past the hour.

In other sports scheduling, Mr. Brescia discussed expanded golf and tennis coverage including more tournaments and *Golf Tips* and *Tennis Tips* (all with local commercial availability).

And in addition to the new *Sears Radio Theater*, affiliates were informed of the return of Harry Reasoner's *The Reasoner Report* Monday through Friday and the new weekday *Health, Science and You* with Charles Crawford.

■ The CBS Radio affiliates continued a tradition during an awards ceremony honoring stations that have been in that network fold for 30 years. Receiving golden microphones and bringing membership in the "30-year club" up to 65 were WKRG(AM) Mobile, Ala.; KBOW(AM) Butte, Mont., and KFRB(AM) Fairbanks, Alaska.

## NBC Radio will set the pace for Olympic coverage

Nearly 1,000 special programs will be carried before and during the 1980 games

Under the umbrella title *Olympic Odyssey*, NBC Radio has scheduled 984 programs covering the action before and during the 1980 Olympic Games from Moscow ("Closed Circuit," July 10). The series, ranging from the games themselves to personal profiles of potential Olympians, begins Jan. 2, 1979, and continues for more than a year and a half until the Olympics' closing ceremonies Aug. 3, 1980.

"Never before has a radio network been so fully committed in covering an event of this magnitude," said Richard P. Verne, NBC Radio executive vice president. He explained that it will cost "several million dollars" for radio coverage.

And as with NBC's television coverage, the *Olympic Odyssey* effort is being taken as a way not only to bolster audience for those interested in the games, but also to build the network's sports reputation thereafter.

NBC Radio will be proceeding with a three-phase coverage effort. From Jan. 2

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Hear it at the N.A.B. in Las Vegas Hilton Suite 1669





**Help for homes.** Stars of *Battered*, program about wife beating broadcast Sept. 26 on NBC, met with congressional supporters of the Domestic Violence Assistance Act at a press conference Sept. 21. L-r: Representatives William Green (R-N.Y.), Lindy Boggs (D-La.), House Majority Whip John Brademas (Ind.), and Newton I. Steers Jr. (R-Md.), with co-author and star of the program, Karen Grassle, and actress Chip Fields.

through Dec. 31, 1979, 364 daily programs will be fed to affiliates at 5:45 p.m. (this and all following times are NYT), each four and a half minutes in length. Featured elements will be the National Collegiate Athletic Association, Amateur Athletic Union and international competitions in Olympic sports, Olympic trials, personality profiles, and special events including World Cup Gymnastics; the Millrose indoor track and field games, and the Pan American Games.

From Jan. 1, 1980, through July 18 that year, NBC will have two four and a half minute programs daily, at 4:45 p.m. and 5:45 p.m. These 400 programs will involve live reports from the Winter Olympics in Lake Placid, N.Y., Olympic trials in the U.S. and abroad, more personality features and interviews with Olympians and coaches.

Opening day of the Olympic Games in Moscow launches the third and final phase of NBC Radio coverage, beginning July 19. On both the opening and closing days of the actual events, NBC Radio will offer five four and a half minute broadcasts. Between those days, coverage is to start at 5:45 a.m., with an eight and a half minute summary of events a day earlier, followed with 13 four and a half minute actuality reports from 6:45 a.m. to 6:45 p.m., concluding with another eight and a half minute summary at 10:45 p.m. That amounts to 220 programs.

NBC Radio has yet to determine who will be the on-air talent for *Olympic Odyssey*. However, current thought is to have a pool of six sportscasters and commentators, one big-name sportscaster, three NBC Radio sportscasters, one European sports talent on-air and one former Olympic star.

## Public promotion

**PBS kicks off largest ad campaign in its history with \$2 million for print and broadcast push of its 'world of difference'**

The largest advertising campaign in the history of the Public Broadcasting Service began yesterday (Oct. 1). It is promoting its fall campaign (BROADCASTING, Sept. 18) with more than \$2 million in Corporation for Public Broadcasting and local station matching funds.

In the past, most public TV series and specials have been advertised on a per-program basis, with funds provided by corporate underwriters. This year 117 public stations and CPB are sharing the financing of the extensive advertising effort that will continue through December.

Advertisements will run in local editions of *TV Guide*, newspapers and broadcast media—almost all placed locally. PBS asked stations to spend two-thirds of their advertising funds on national shows and one-third on local programming. The initial advertising theme is: "There's a world of difference on public TV." PBS is coordinating the campaign and its agency, Pearlman/Rowe Inc., New York, is producing the advertisements.

Among the first programs to be advertised are a documentary on opium traffic, a feature film—"Pumping Iron"—on muscle building and a live New York City Opera performance of a Rossini work featuring Beverly Sills.

Creative aspects of the campaign are handled by Pearlman/Rowe, which is headed by Gil Pearlman, an executive long

associated with public broadcasting promotion, and Gerry Rowe, who was NBC's vice president in charge of advertising and promotion until he joined Mr. Pearlman last January. Jack Heller, who has been director of print advertising design for NBC, has resigned to supervise design activities for the agency.

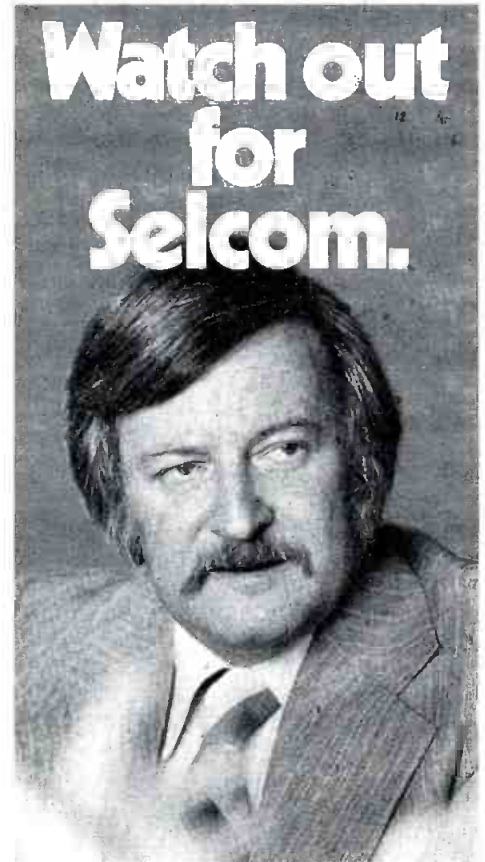
## 325(b) or not to be

**Another battle erupts at FCC over programming sent to Mexico that's beamed back to states**

A company affiliated with a Tijuana, Mexico, radio station has given the FCC an opportunity to clarify its position on a law requiring a permit to deliver programming to Mexico for broadcast back to the United States.

Pacific Radio International Inc., as U.S. sales representative for XHRM(FM) Tijuana, has filed with the FCC for a permit under Section 325(b) of the Communications Act to transport programming to Mexico. A group of San Diego broadcasters organized as the Committee for Equality in Radio Frequencies (CERF) has filed a petition to deny.

Keith Putbrese, attorney for Pacific Radio, said the request for a permit was filed as a cautionary measure since Pacific Radio does not believe one is necessary to



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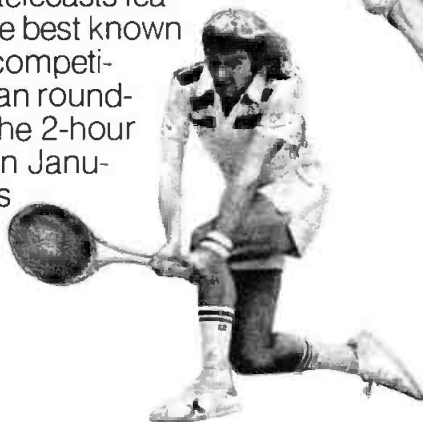
# 37 weekends of World Championship Tennis!

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1979 will be the richest year in World Championship Tennis tournament history and the biggest year in WCT-TV! Nearly \$750,000 in prize money in these three big TV events alone—and they're yours for programming now—40 hours of top tennis action featuring the biggest stars in the game.

### 1 The \$320,000 Challenge Cup

Fourteen 1-hour telecasts featuring some of the best known players in world competition. The eight man round-robin leads into the 2-hour final. Play starts in January and continues through April. Last year's winner: Jimmy Connors.



### 2 The \$200,000 Tournament of Champions

Sixteen top professionals, each a champion in a previous year's event, meet in single elimination competition. It's an all-star TV series of fourteen 1-hour matches and a 2-hour championship final. That's 15 weekends of top tennis excitement! Last year's winner: Bjorn Borg.



### 3 The \$200,000 WCT Dallas Finals

The culmination of the entire WCT year. Six 1-hour telecasts and a 2-hour final featuring the most dazzling names in international tennis. Winners of the previous three finals: Vitas Gerulaitis, Jimmy Connors, Bjorn Borg.



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(212) 688-2191



## Van Deerlin says, reluctantly, that cable will get some of what it seeks in revision of rewrite

**He tells Atlanta meeting that next version will have provisions limiting state regulation, imposing some federal rules and hints there may also be ban on telco crossownerships; Hollings willing to go even farther**

The next draft of the Communications Act rewrite will likely grant cable television's wish for some regulation at the federal level, but the chief rewriter, Representative Lionel Van Deerlin (D-Calif.) has some "trepidations" about such a change.

The House Communications Subcommittee chairman told the Southern Cable Television Association in Atlanta last week: "I am not ready to admit that we were wrong in our approach—but I willingly admit to overestimating the courage of your industry. Perhaps self-confidence would be a better term."

The rewrite affects cable in two significant ways—both loudly protested by the industry. First, it eliminates all federal regulation of cable, a provision Mr. Van Deerlin said was intended to release cable from what he considers "immoderate and unnecessary" regulation and to allow operators to devote more time and money to serving their customers.

Second, the bill would remove bans on crossownership of cable and telephone systems, which he said would allow telephone companies to offer broadband services in rural and urban areas that cable cannot afford to build.

The congressman indicated some sympathy, however, with cable's complaints that if federal regulation is eliminated, states and local regulatory authorities might try to reinstate FCC signal carriage and access rules that the industry says hamper its growth. He said after his speech that the next rewrite will probably have a provision barring states from establishing restrictions on pay cable, leapfrogging and distant signals. It might also establish a federal standard on the number of access channels cable systems should provide. But the number would be a minimum standard, which states could augment.

Following recurrent cable complaints that the elimination of the crossownership ban would bring AT&T into the business, Mr. Van Deerlin also hinted that the next bill will limit telephone's entry to those areas where cable cannot provide service. But he mocked cable's "David and Goliath" arguments against permitting

transport taped programming (the CERF petition contended the programming would be sent by wire to Mexico, but Mr. Putbrese said it would be delivered on tapes). Wording of the law makes that distinction important. One interpretation is that taped programming requires no permit, only that sent by wire. Another is that a permit is required in both instances. Both sides claim precedents, and facts in the history of the dispute are muddled enough to give each of them hope the FCC will see it his way.

Mr. Putbrese said Pacific Radio filed for the permit because it wanted to make sure it was in compliance. The station, he said, already has an audience and advertising sales in San Diego. Nothing is changing, he said, except that Pacific will become involved with the station. The only real question, Mr. Putbrese said, is whether 325(b) applies to the situation at all.

CERF believes there are more questions, and it asks that the petition be denied, or designated for hearing. Its attorney, Mark Fowler, said the Pacific Radio relationship with the Mexican station is unclear, that it appears to be more of a joint venture. That, he said, would mean the FCC could not issue a permit because Pacific Radio would have more than the minimum percentage allowed for alien involvement. Also, he said Pacific Radio said the XHRM format would be 63% Spanish and English "inspirational and talk" and 37% English "black contemporary" music, but that FCC regulations require a more detailed accounting of format.

CERF has always maintained the 325(b) permit was required in these instances and vowed to fight them when applied for. It is involved in ongoing battles with other Tijuana stations. "If we are to be keepers of the gate," Mr. Fowler said, "we want to know what's going through." He said they weren't going to "sit around idly."

### Program Briefs

**Westwood's sixth.** Radio barter syndicator, Westwood One, Los Angeles, is planning January launch of *The Great American Radio Show*, two-hour weekly countdown of top-20 rock and jazz selections. Artist interviews and vignettes also will be included in radio series with Mike Harrison as host/producer.

**Animated sci-fi.** *Battle of the Planets*, produced and distributed by Sandy Frank Film Syndication, has been sold in 75 U.S. and 22 Canadian markets. Eighty-five-episode TV package is designed primarily for afternoon or access stripping.

**QM quits.** Quinn Martin, chairman of QM Productions, announced agreement in principle for sale of company to its vice chairman and chief executive officer, Allan Yasni, and its president and chief operating officer, Merrill H. Karpf. Mr. Martin, who will become exclusive consultant to 18-year-old independent company, plans to devote his attentions to theatrical film production.

telephone competition, pointing out that three of the largest cable multiple-system operators, Times-Mirror, Warner Communications, and Time Inc. rank 16th, 17th and 18th respectively among the biggest companies in electronic communications (according to BROADCASTING's top-100 listing, June 26). And he turned cable's arguments against AT&T's monopoly back on itself. "Your own industry has developed on a noncompetitive, monopolistic basis in each area you serve," he said, "thus denying cable subscribers the protection afforded consumers who have a choice among alternative suppliers of service."

Mr. Van Deerlin said he and the rewrite's co-author, Lou Frey (R-Fla.), anticipated the kind of reaction they received to the rewrite from the communications community. "For the most part, we were congratulated for our courage," he said. But following the praise "were criticisms of specific provisions that were perceived as being against the best interests of the particular industry involved—the industry's interests, I might add, were more often than not equated with the public interest."

In cable's case the industry apparently made some good points, and although Mr. Van Deerlin is willing to make changes cable wants, "I do so reluctantly," he said. He warned the cable operators that putting the federal government back in the business of cable regulation might lead to renewed demands from "your present and

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Andy Rainey, Vice President  
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## FCC will take a look at uses for TV line 20

**Picking up on NBC proposal, commission starts rulemaking to investigate digital-signal possibilities for that portion of vertical blanking interval**

The FCC has begun a rulemaking to consider permitting transmission of program-related signals with several potential uses within the vertical blanking interval of standard television signals.

Initiative for the rulemaking came from a proposal by NBC—supported by ABC, CBS, the Public Broadcasting Service and others—which asked that line 20 of the vertical blanking interval be used to transmit a digital source of information. NBC said potential uses of the proposed signal are verification of network service transmitted, faster and more accurate program ratings, and automatic logging and operation of cable television nonduplication switching equipment.

NBC's was not the first proposal for program-related signal transmission to be brought before the commission, which has previously ruled that such transmissions are in the public interest. NBC had suggested as an alternative to rulemaking that the commission implement the proposal by order. The commission said, however, a rulemaking was necessary since the proposal involves a new utilization of the limited vertical blanking interval space that remains available.

The FCC said the proceeding would provide an opportunity to comment on potential benefits and uses of the signal, the impact of the proposal on current and future use of the vertical blanking interval spectrum and the possible existence of other technologies that might produce the same benefits more effectively and reliably.

Comments are due by Nov. 8, replies by Nov. 28.

## New York broadcasters paint bleak picture on radiation limits

The radiation limits proposed by the New York City Board of Health (BROADCASTING, Aug. 7) would so "radically" reduce broadcast coverage there that the area's economy would suffer "incalculable damage," many people would have to alter their lifestyles and many would move away, while "thousands" who work in broadcasting would lose their jobs.

This assessment was offered by the TV Broadcasters All Industry Committee, composed of commercial and noncommercial TV stations in the city, in comments filed with the board of health. Vir-

future competitors"—demands for ownership restrictions, exclusivity provisions, limits on signal carriage, strict EEO enforcement "and, of course, applying common carrier status to cable television." He said, "It troubles me that by opening the door to federal regulation of cable we may be closing the door to the unfettered growth of your industry."

The same convention heard Ernest Hollings (D-S.C.), the Senate Communications Subcommittee Chairman, revive his call for a federal mandate for cable television. The senator indicated he will introduce next year a cable bill that he had held back earlier this year in deference to the rewrite. He told the cable operators that he disagrees with the rewrite's elimination of federal cable regulation. The industry provides an interstate service and should be treated as a national medium, he said.

It isn't known now what the Hollings cable bill will say, but among the points in his speech was a reference to the "bureaucratic absurdity" of the FCC's signal carriage rules—especially, he said, in rural areas and in a state such as Delaware

where the rules apply despite the absence of local commercial TV service.

The Senator indicated one of his major concerns is the promotion of broadband TV systems in rural areas. He offered two major proposals: one, the elimination for rural areas of the FCC's rules barring crossownership of translators, cable and telephone systems; and two, the establishment of a federal government framework to fund and plan rural telecommunications expansion. He would make the National Telecommunications and Information Administration the chief planner and coordinator; the Rural Electrification Administration would handle the funds—about \$30 million to \$40 million, he estimated; and the FCC, as expert on community needs, would advise. Presumably the proposal will be incorporated in Mr. Hollings' new cable bill.

While effusive in his compliments for Representative Van Deerlin, Mr. Hollings begged off comment on the over-all rewrite, saying, "How it will be revised and who will be supporting it will largely determine its fate in the 96th Congress [the one beginning next year]."

## Certificates of compliance laid to rest

**FCC takes giant deregulatory step; systems will merely file notices when they start up or add stations**

The FCC has taken another step down the road to deregulation of cable television, eliminating the process by which cable systems, since 1972, have been required to obtain certificates of compliance from the commission. Now the only requirement will be that cable systems, when they begin operating or add new signals, file a brief registration statement.

The commission, which only three months ago initiated the rulemaking leading to last week's action, feels that the certification process is no longer necessary. The process required that the commission staff check each cable system's proposals and its local franchise for compliance with the rules, and provided a forum for resolution of complaints lodged by broadcasters. Until the process was completed, the system could not begin operation.

Under the new procedure, a cable system can begin operating or can add signals as soon as it files a registration statement that identifies the system, gives its location and lists the signals to be carried. A separate filing will be required for each community served.

The commission believes that the new forfeiture authority Congress has given it (systems may be fined up to \$20,000 for rule violations), the copyright act amendment imposing copyright liability on cable systems, and the reduction in the number of cable rules, as well as what the commission feels is the generally high level of compliance with them warrant abandonment of the certification process.

The commission noted that systems will be operating at their own risk under the

new set-up. They will be subject to fines and to cease-and-desist orders if they violate commission rules.

Broadcasters concerned about the initiation of a cable television service may request special relief, including an immediate stay. But commission officials made it clear that such a stay would be issued only in the face of strong evidence of the likelihood of serious harm to the station.

The elimination of the certification process will permit the reassignment of some 20 staff jobs. (The certification division, which once had 35 employees, now has 17). Some will be absorbed by the Common Carrier Bureau, to help discharge the commission's new responsibility—given it by Congress—of overseeing cable-utility company pole-attachment agreements. And some—perhaps 10—will be retained by the bureau in a new enforcement office, which among other things will be used to help implement a new cable television equal employment opportunity program that was adopted last week (see "Top of the Week").

Only one aspect of the proposal to eliminate the certification process caused any controversy among the commissioners—the action would deny public broadcasting stations the right they have now, along with commercial stations, to block the inauguration of service simply by objecting.

Commissioner Abbott Washburn expressed concern that public television stations would be hurt in their effort to develop audiences—and raise funds needed to match federal grants—if they were denied the right to an automatic stay. "I'm concerned about public television a hell of a lot more than I am about cable subscribers getting 'X' number of signals," he said.



tually all of the stations now broadcast from atop the Empire State building and all are expected to move to the top of a World Trade Center tower in the reasonably near future.

The committee's comments were based on a study by Jules Cohen & Associates, Washington-based consulting engineering firm. Unlike the National Association of Broadcasters, which opposed the board's proposed rule but held that it would have no impact on most broadcast transmitters most of the time (BROADCASTING, Aug. 7), the New York broadcasters and the Cohen report said it would cause "literally millions of New York residents [to] suffer a substantial loss in television picture quality."

"Compliance with the proposed amendment on a pro rata basis," the committee's statement asserted, "will necessitate a power reduction to a level of one-30th of that authorized by the FCC, with a resulting loss of 53% to 60% of the broadcast area of the television stations."

The Board of Health will hold hearings on the radiation issue Thursday (Oct. 5).

## Moving ever so carefully to market: MCA/Philips Disco-Vision

**Introduction set for year-end in test markets; library of 200-300 pieces is expected**

MCA and Philips Corp. continue to gear up for the domestic introduction late this year of their video-disk system, but both companies are keeping quiet about many of their specific plans.

The joint "Disco-Vision" marketing arrangement, in which MCA is to supply the program disks and Philips the player, is set to kick off gradually in a few unnamed test markets. An official announcement is to be made 30 days before the project is launched, but the companies are now downplaying the Christmas buying season as a factor in their timing.

The player will bear the label of and be distributed by Magnavox, a Philips subsidiary, and is to sell in the \$500 range, according to Norman Glenn, senior vice president of programs and marketing for MCA. Mr. Glenn said he plans to have a library of 200-300 disks available, about half of them carrying feature films and the rest various how-to, educational and cultural subjects. Film titles include earlier classics such as "Frankenstein," "Dracula" and Charlie Chaplin's comedies, and such recent hits as "Jaws," "The Sting," "American Graffiti," "Slapshot" and "Animal House." Besides MCA/Universal titles, Mr. Glenn said other companies, including publishing houses, will also supply product.

Feature films are to sell for about \$15,



**Hardware.** MCA/Philips's Disco-Vision equipment.

while other programs such as Julia Child cooking lessons, National Football League games and Jacques Cousteau documentaries will go for \$6-\$10, Mr. Glenn said, with opera and other programs of more limited appeal selling at slightly higher prices.

MCA and Philips will not reveal the number of players to be made available in the regional test markets, although some reports indicate 20,000 or so. Presumably the readings of consumer preferences gained in those markets will be as important to the project as immediate sales. "When you face a long-term market development," said Philips Vice President Robert T. Cavanagh, "you do it very carefully."

Indeed, the Disco-Vision system was first demonstrated at least six years ago, and some sources familiar with the history of it and other disk systems say they'll believe a marketing announcement when they see product in the stores.

Because of the caution being exercised in Disco-Vision's introduction, Mr. Cavanagh declines to give sales projections. He did say that when the disk market reaches "maturity," it is hoped that one disk player will be sold for every three color TV sets sold. He wouldn't venture a guess as to when maturity will be reached.

The players are to be manufactured by Magnavox in Tennessee, the disks by MCA near Los Angeles. Mr. Cavanagh said "there will be no problem in plant capacity if it takes off," a happy problem that plagued consumer video-tape recorders last Christmas.

## Stephenson: satellites the key to radio future

**NBC Radio executive outlines wider program horizons possible through new network technology**

Radio may be "just a few years" away from "another golden age," Marion Stephenson, the NBC Radio Group's vice president for radio and industry relations, said in a keynote address prepared for delivery Friday at the annual convention

of the Massachusetts Broadcasters Association.

"Through the magic of satellites and the ground station dishes that will dot the landscape," she said, networks will be able to provide a tremendous variety of programming for stations all over the country—24 hours a day, seven days a week, should it be desired.

"There will be many options for station use—to insert their local news, information, weather, traffic, public-service programming, emergency announcements—all those inputs that the public wants and should have. We will be able to take ad-

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*Bill Smither, Senior Vice President  
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## The Miss USA State Pageant Network

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We're using the same expertise responsible for the highly successful Miss USA and Miss Universe Pageants and turning it loose on a network of regional shows. That's the 1979 "Miss USA State Pageant Network."

Here's our first success story — "The 1979 Miss Texas USA Pageant." You've got to have **BIG** ratings in Texas.

*Air Date: August 21st — Live*

<u>Stations</u>	<u>Market</u>	<u>NY Time</u>	<u>Rating</u>	<u>Share</u>
KTVT	Dallas/Fort Worth	9:30-11:00 PM	13	24
KHOU	Houston	9:30-11:00 PM	24	39
KDBC	El Paso	9:30-11:00 PM	27	46

Other stations in the Texas Network included KENS (San Antonio), KAMR (Amarillo), KCEN (Waco/Temple), KCBD (Lubbock), KAUZ (Wichita Falls), KOSA (Odessa/Midland), KTVV (Austin), KZTV (Corpus Christi), KVTU (Laredo), KCTU (San Angelo).

Here are some of the State Pageants we plan to produce in the coming months:

- |                           |                       |                      |
|---------------------------|-----------------------|----------------------|
| North Carolina (December) | California (February) | Pennsylvania (March) |
| Arkansas (January)        | Georgia (April)       | New York (March)     |
| Florida (January)         | Virginia (April)      | Maryland (April)     |
| Ohio (January)            | Massachusetts (March) | Illinois (March)     |

For more information, contact.

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Miss Universe, Inc.  
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(212) 757-9396



MISS UNIVERSE, INC.  
*The Mark of Beauty*™



vantage of satellites much sooner than television, and satellites undoubtedly will have a much greater impact on our special medium of radio.

"It is beyond the ability of our imaginations to properly assess the tremendous potentials that almost are within our grasp."

Ms. Stephenson had a word of caution about the Communications Act rewrite in its present form: "Through deregulation and the elimination of composite-week reports, radio would not be required to do any newscasts, local or otherwise. If this were to take place, many young adults 18-34—who keep in touch with the outside world virtually only through radio—would be unaware of what was going on in the world around them."

## Booming business in London town

**International Broadcasting Convention posts record crowd of broadcasters and equipment exhibitors; announces move of 1980 gathering to Brighton**

Attendance far exceeded pre-estimates of the sponsors of last week's International Broadcasting Convention. The handsome, supermodern Wembley Conference Center in suburban London, where the IBC moved its meeting this year after outgrowing the central-city headquarters of the past five meetings, still proved no match for the more than 4,000 attendees and the 94 exhibitors who converged there.

By the second day of the conference, officials confirmed reports that the already popular show had grown too popular for its London home and that the next meeting, in 1980, will be held at the British seaside resort of Brighton—where, according to one convention official, the Metropole Convention Center "can offer sufficient space for yet another great increase in attendance."

That is, indeed, what the IBC had on its hands last week. The pre-convention goal of 3,000 participants was exceeded by the morning of the first day (the meeting did not officially commence until 2 o'clock that afternoon), and by Tuesday afternoon officials counted 4,385 at the registration desk. Ninety-four companies exhibited their wares to conference delegates. At the last IBC, in 1976, attendance reached just above 2,600, with 72 exhibitors.

The move to Brighton was to have been announced at the conclusion of the five-day meeting. The conference sponsors, stressing that they were not necessarily dissatisfied with the facilities offered at Wembley (almost a full hour away from central London where many of the attendees were staying), said that the move to Brighton was prompted, in part, by the unavailability of the Wembley hall in the early autumn of 1980, the traditional time for the IBC. But their decision was being

read in some circles as a tacit admission that complaints made by some of the exhibitors concerning cramped space and awkward traffic flow had been well-founded.

One exhibitor said that the IBC was also following the example of the International Television Symposium, held at Montreux, Switzerland, and moving itself to a location away from the "distractions" of a major city.

As had been expected, there were relatively few new products being offered. Some equipment, such as Hitachi Denshi Ltd.'s SK-90 electronic news-gathering systems, for example, were first viewed last spring in Las Vegas at the National Association of Broadcasters convention.

Vital Industries of Atlanta demonstrated its new Squeezoom switching system and its attendant Program Switcher Automation System (PSAS) for what company President Nubar Donoyan said was the first time. (The systems were introduced to American TV viewers, however, during recent network telecasts of the Miss America Pageant and the Emmy Awards presentations).

And International Tapetronics Corp. introduced, through its British distributor, F.W.O. Bauch Ltd., a new line of audio tape cartridge machines designed especially for the technologically "much more demanding" European broadcasters, who, an ITC spokesman said, have tended to be much less enthusiastic over the performance of cartridge equipment than their American counterparts. The new generation of ITC machines, he said, should be ready for overseas delivery by the first quarter of 1979, perhaps as early as February, and will be introduced to the U.S. market at next year's NAB in Dallas.

There was also considerable interest last week in the sophisticated digital switching systems offered by a number of the convention's exhibitors. In addition to the Squeezoom, Pye TV Ltd., Thomson-CSF, the Grass Valley Group subsidiary Tektronics Ltd., and American Data, through its British distributor, Crow of Reading Ltd., also displayed advanced switching systems.

## Newest wrinkle in delivery of pay TV

**Queens, N.Y., operation sends out HBO service to individual homes via MDS to roof-top antenna arrays**

Transmissions directly to private homes offer the next "target of opportunity" for pay-TV marketers using multipoint distribution services (MDS), in the opinion of Al Simon, president of Orth-O-Vision Inc., and he says he has a 500-homes start on it.

That's the number of private homes Mr. Simon said Orth-O-Vision has signed for installation in the New York borough of

Queens, where the firm has been providing pay-TV programming to apartment houses via MDS since 1974. He started hooking up private homes in early summer, he said, and the number of subscribers keeps growing.

The company charges the homes \$100 each for installation and \$13.95 a month for programming, which is the Home Box Office service. The company's 4,000 apartment-house subscribers, he said, pay \$25 for installation and \$11 a month for the programming.

The receiving units used for homes are not the conventional dishes but may be any one of three new configurations. One, he said, is shaped like a pyramid but is hollow. Another he described as a two-to-three-foot-long pole with round disks, and the third as "like a pennant but round," about three feet long and tapering from five to three inches in diameter.

He said they eventually would be developed into an addressable system, with each home capable of being turned on and off from a remote location, making possible a pay-per-program service.

Mr. Simon told an annual seminar of the Common Carrier Association for Telecommunications last month that individual homes represent the next step forward in the development of MDS pay-TV services, both in cities and in isolated rural areas, and that other companies are developing this market in at least a dozen cities.



Barbara Crooks  
Vice President/Manager  
Dallas

**Selcom, Inc., Radio Representatives**  
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# The Broadcasting Playlist Oct 2

## Contemporary


<i>Last This</i> <i>week week</i>	<i>Title</i> □ <i>Artist</i>	<i>Label</i>
1 1	<i>Boogie Oogie Oogie</i> □ <i>A Taste of Honey</i> .....	Capitol
6 2	<i>Hot Blooded</i> □ <i>Foreigner</i> .....	Atlantic
2 3	<i>Three Times a Lady</i> □ <i>Commodores</i> .....	Motown
3 4	<i>Summer Nights</i> □ <i>John Travolta/Olivia Newton-John</i> .....	RSO
4 5	<i>Hopelessly Devoted to You</i> □ <i>Olivia Newton-John</i> .....	RSO
8 6	<i>Reminiscing</i> □ <i>Little River Band</i> .....	Harvest
7 7	<i>Don't Look Back</i> □ <i>Boston</i> .....	Epic
9 8	<i>Hot Child in the City</i> □ <i>Nick Gilder</i> .....	Chrysalis
5 9	<i>Grease</i> □ <i>Frankie Valli</i> .....	RSO
10 10	<i>Kiss You All Over</i> □ <i>Exile</i> .....	Warner Bros.
15 11	<i>You Needed Me</i> □ <i>Anne Murray</i> .....	Capitol
16 12	<i>Whenever I Call You "Friend"</i> □ <i>Kenny Loggins</i> .....	Columbia
12 13	<i>Shame</i> □ <i>Evelyn "Champagne" King</i> .....	RCA
19 14	<i>Get Off</i> □ <i>Foxy</i> .....	TK
13 15	<i>Fool If You Think It's Over</i> □ <i>Chris Rea</i> .....	United Artists
14 16	<i>You and I</i> □ <i>Rick James</i> .....	Gordy
17 17	<i>Right Down the Line</i> □ <i>Gerry Rafferty</i> .....	United Artists
24 18	<i>Who Are You</i> □ <i>Who</i> .....	MCA
18 19	<i>An Everlasting Love</i> □ <i>Andy Gibb</i> .....	RSO
21 20	<i>Hollywood Night</i> □ <i>Bob Seger</i> .....	Capitol
20 21	<i>Got to Have Loving</i> □ <i>Don Ray</i> .....	Polydor
22 22	<i>Miss You</i> □ <i>Rolling Stones</i> .....	Rolling Stones
23 23	<i>Magnet and Steel</i> □ <i>Walter Egan</i> .....	Columbia
31 24	<i>How Much I Feel</i> □ <i>Ambrosia</i> .....	Warner Bros.
11 25	<i>Love Will Find a Way</i> □ <i>Pablo Cruise</i> .....	A
30 26	<i>MacArthur Park</i> □ <i>Donna Summer</i> .....	Casablanca
28 27	<i>Beast of Burden</i> □ <i>Rolling Stones</i> .....	Rolling Stones
26 28	<i>You Never Done It Like That</i> □ <i>Captain and Tennille</i> .....	A&M
33 29	<i>Josie</i> □ <i>Steely Dan</i> .....	ABC
29 30	<i>Double Vision</i> □ <i>Foreigner</i> .....	Atlantic
37 31	<i>Ready to Take a Chance Again</i> □ <i>Barry Manilow</i> .....	Artista
32 32	<i>Back in the U.S.A.</i> □ <i>Linda Ronstadt</i> .....	Asylum
38 33	<i>Love is in the Air</i> □ <i>John Paul Young</i> .....	Scotti Bros.
39 34	<i>Talking in Your Sleep</i> □ <i>Crystal Gayle</i> .....	United Artists
35 35	<i>It's a Laugh</i> □ <i>Daryl Hall &amp; John Oates</i> .....	RCA
46 36	<i>Come Together</i> □ <i>Aerosmith</i> .....	Columbia
41 37	<i>She's Always a Woman</i> □ <i>Billy Joel</i> .....	Columbia
34 38	<i>Macho Man</i> □ <i>Village People</i> .....	Casablanca
27 39	<i>Life's Been Good</i> □ <i>Joe Walsh</i> .....	Asylum
44 40	<i>I Love the Nightlife</i> □ <i>Alicia Bridges</i> .....	Polydor
25 41	<i>Got to Get You Into My Life</i> □ <i>Earth, Wind and Fire</i> .....	Columbia
36 42	<i>Last Dance</i> □ <i>Donna Summer</i> .....	Casablanca
40 43	<i>Paradise by the Dashboard Light</i> □ <i>Meatloaf</i> .....	Epic
43 44	<i>Just What I Needed</i> □ <i>The Cars</i> .....	Elektra
47 45	<i>Close the Door</i> □ <i>Teddy Pendergrass</i> .....	Phila. Intl.
45 46	<i>I Just Wanna Stop</i> □ <i>Gino Vannelli</i> .....	A&M
42 47	<i>Took the Last Train</i> □ <i>David Gates</i> .....	Elektra
- 48	<i>Sharing the Night Together</i> □ <i>Dr. Hook</i> .....	Capitol
48 49	<i>Oh Darling</i> □ <i>Robin Gibb</i> .....	RSD
- 50	<i>Alive Again</i> □ <i>Chicago</i> .....	Columbia

## Playback

**Chicago returns.** *Alive Again* (Columbia) by Chicago enters "Playlist" at 50 this week. It's cut from *Hot Street*, the group's first album since the death last January of lead guitarist Terry Kath, who has been replaced by Donny Dacus. The song has been added by CKLW(AM) Windsor, Ont. (Detroit), KFRC(AM) San Francisco and WRKO(AM) Boston, where Richard Woodward says: "It's real good Chicago music. It's probably the best they've put out in a couple of years. Considering the loss of an important member, it's a very strong album." **Under the wire.** Just missing "Playlist" at 52 is *Change of Heart* (Arista) by Eric Carmen, who holds to his credit such hits as *Never Gonna Fall in Love Again* and *All By Myself*. Jeff Gerber of WGCL(FM) Cleveland says "It's a typical Eric Carmen hit-sounding record. It's very commercial and the production is just excellent." *One Nation Under a Groove* (Warner Bros.) by Funkadelic is in the top five at WPGC-AM-FM Washington and CKLW and misses "Playlist" at 54. Curt Hansen of WAVZ(AM) New Haven, Conn., calls it "black teeny-bopper into white teeny-bopper crossover. It's good for image in an R&B market." And WGCL's Mr. Gerber calls it "a smash record, leaning heavily with black appeal. But the appeal becomes white as soon as it's exposed." **Coming up.** Al Stewart's *Time Passages* (Arista), the title cut from his new album, is being well received. "It's another *Year of the Cat*," says Alan Edwards of WPRO-FM Providence, R.I., "but it's a little more classy—superb production, good instrumental riffs and nice sax. It's destined to be a number one record." Paul Davis's *Sweet Life* (Bang), already an established hit in the South, is now picking up adds in other markets, including KJR(AM) Seattle and WFIL(AM)

## Country

<i>Last This</i> <i>week week</i>	<i>Title</i> □ <i>Artist</i>	<i>Label</i>
5 1	<i>I've Always Been Crazy</i> □ <i>Waylon Jennings</i> .....	Columbia
2 2	<i>Heartbreaker</i> □ <i>Dolly Parton</i> .....	RCA
4 3	<i>Who Am I to Say</i> □ <i>Statler Bros.</i> .....	Mercury
7 4	<i>Let's Take the Long Way Around the World</i> □ <i>R. Millsap</i> .....	RCA
24 5	<i>Ain't No California</i> □ <i>Mel Tillis</i> .....	MCA
1 6	<i>If the World Ran Out of Love</i> □ <i>Brown &amp; Cornelius</i> .....	RCA
- 7	<i>Do It Again Tonight</i> □ <i>Larry Gatlin</i> .....	Monument
6 8	<i>Hello Mexico</i> □ <i>Johnny Duncan</i> .....	Columbia
- 9	<i>Easy From Now On</i> □ <i>Emmylou Harris</i> .....	Warner Bros.
11 10	<i>Penny Arcade</i> □ <i>Cristy Lane</i> .....	LS
12 11	<i>Womanhood</i> □ <i>Tanny Wynette</i> .....	Epic
- 12	<i>Here Comes the Hurt Again</i> □ <i>Mickey Gilley</i> .....	Epic
19 13	<i>Tear Time</i> □ <i>Dave &amp; Sugar</i> .....	RCA
9 14	<i>With Love</i> □ <i>Rex Allen</i> .....	Warner Bros.
3 15	<i>It's Been a Great Afternoon</i> □ <i>Merle Haggard</i> .....	RCA
10 16	<i>Hopelessly Devoted to You</i> □ <i>Olivia Newton-John</i> .....	RSO
16 17	<i>If You've Got Ten Minutes</i> □ <i>Joe Stampley</i> .....	Epic
- 18	<i>Little Things Mean a Lot</i> □ <i>Margo Smith</i> .....	Warner Bros.
- 19	<i>Cryin' Again</i> □ <i>Oak Ridge Boys</i> .....	ABC
25 20	<i>Caribbean</i> □ <i>Sonny James</i> .....	Columbia
8 21	<i>Boogie Grass Band</i> □ <i>Conway Twitty</i> .....	MCA
- 22	<i>No Sleep Tonight</i> □ <i>Randy Barlow</i> .....	Republic
17 23	<i>Blue Skies</i> □ <i>Willie Nelson</i> .....	Columbia
15 24	<i>Rake and Ramblin' Man</i> □ <i>Don Williams</i> .....	ABC
18 25	<i>Rose Colored Glasses</i> □ <i>John Conlee</i> .....	ABC

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

**Gene C. Robinson**, station manager and general sales manager, WMBD-TV Peoria, Ill., appointed VP-general manager of WMBD-AM-TV and co-owned WKZW(FM) there.

**Sandy Goldberg**, VP-general manager, WLQR(FM) Toledo, Ohio, named VP-regional manager of WLQR and co-owned WLQA(FM) Cincinnati.

**William M. Quigg**, VP, KTRM(AM)-KIEL(FM) Beaumont, Tex., elected president of licensee, Central Broadcasting Corp., and general manager of its WKBV(AM)-WRIA(FM) Richmond, Ind. He succeeds **Lester G. Spencer**, who retires.

**Thomas D. Boock**, general manager, WCHA(AM)-WIKZ(FM) Chambersburg, Pa., elected VP of licensee, Chambersburg Broadcasting Co.

**George Barber**, general manager, WTRL(AM) Bradenton, Fla., joins WQSA(AM) Sarasota, Fla., as VP-station manager.

**Christopher T. Gallu**, general sales manager, WFBR(AM)-WBKX(FM) Baltimore, joins WNOX(AM) Knoxville, Tenn., as general manager.

**Brad Murray**, program director, WSCP(AM) Sandy Creek, N.Y., appointed general manager.

**Joseph A. Martin Jr.**, general manager of non-commercial WSCI(FM) Charleston, S.C., joins noncommercial WHIL-FM Mobile, Ala., in same capacity.

**Bill McMahon**, sales manager, KIRO(AM) Seattle, named station manager.

**Bruce Andis**, graduate, Indiana School of Business, Bloomington, joins WXTA(FM) Greencas-



**Honoring heritage.** During National Hispanic Week, the White House held a Sunday brunch for more than 600 Hispanic leaders from across the country. Among them was WNBC-TV New York weekend anchor and reporter, Felipe Luciano, shown here with Rosalynn Carter.

tle, Ind., as assistant general manager and news director.

**M. F. Kershner**, VP-general manager, WBJW-FM Orlando, Fla., named VP-operations of Roundsville Enterprises' seven radio stations, including WBJW-FM, where he will continue to be based.

**Marcia Fortune**, from program department of WTMJ-TV Milwaukee, appointed operations manager.

**William D. (Butch) Brannum**, from WKGN(AM) Knoxville, Tenn., joins WKDA(AM)-WKDF(FM) Nashville as operations manager.

**Edward P. Weber**, director of advertising and press information, WDIV(TV) Detroit (formerly WWJ-TV), named director of creative services for group station owner, Field Communications, San Francisco.

**Donald R. Quayle**, consultant for long-range planning, noncommercial WETA-TV Washington, appointed VP for planning and special projects.

Appointments, noncommercial WYES-TV New Orleans: **Peggy Scott**, producer assistant, named public information specialist; **Phil Evans**, interim project director, named project director; **Rodney Gibson**, production technician, named production supervisor; **Nancy Weldon**, reporter and assistant news producer, WAFB-TV Baton Rouge, joins WYES-TV as assistant project director and reporter, and **Susanne J. Bornkessel**, from office of consumer affairs in mayor's office, New Orleans, named membership manager in station's department of development.

**Rasma Narins**, director of business and personnel, noncommercial KOCE-TV Huntington Beach, Calif., joins WHYI Inc., Philadelphia, as VP-finance and business affairs, responsible for noncommercial WHYI-TV Wilmington, Del. (Philadelphia) and WUHY-FM Philadelphia.

**Terry Miller**, from FR. Lazarus Co., Columbus, Ohio, joins WTVN-TV there as assistant business manager.

Officers, Washington Area Broadcasters Association: **Ted Dorf**, WGAY-AM-FM, chairman; **Jerry R. Lyman**, WGMS-AM-FM, vice chairman, and **Susan Breakefield**, WASH(FM), secretary-treasurer.

## Broadcast Advertising

**Dan Heagy**, creative director, D'Arcy-MacManus & Masius, St. Louis, elected VP.

**James E. Pinkin**, corporate director, financial planning, Faberge Inc., New York, joins Benton & Bowles, New York, as senior VP-treasurer.

**Howard Sirinsky**, director of network television relations, Foote, Cone & Belding, Chicago, appointed associate manager, network resources, Needham, Harper & Steers, Chicago. **Robert K. Speed**, account executive for Foote, Cone & Belding, New York, named senior account executive, Needham, Harper &

Steers, New York.

**Claude Caylor**, associate media director, Tracy-Locke Advertising and Public Relations, Dallas, joins Sive Associates, division of Young & Rubicam in Cincinnati, as VP-media director.

**Brian McCarthy**, associate creative director, D'Arcy-MacManus & Masius, San Francisco, joins Cunningham & Walsh there in same capacity.

**Eugene S. Hahnel**, VP-account supervisor, Kenrick Advertising, St. Louis, retires.

**Nancy Petrino**, assistant buyer, Century Media Corp., New York, named media buyer.

**J. Christopher Brouilire**, marketing director, Wolff Co., Baltimore, named regional account executive, Mace Advertising, Washington.

**Barton A. Cummings**, chairman of executive committee of Compton Advertising Inc., New York, elected chairman of National Advertising Review Council, which is policy-making body for advertising industry self-regulation program and elects chairman and members of National Advertising Review Board.

**Gordon French**, TV station marketing consultant, joins H-R Television, New York, as VP-research and marketing. **Don Caparis**, sales



Watch out  
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Jim Forrer  
Vice President/Manager  
Detroit

**Selcom, Inc., Radio Representatives**  
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manager at H-R Television's Los Angeles office, named sales manager in New York of firm's TV II—White Division.



Knowlton

**Archa O. Knowlton**, director of media services, General Foods Corp., New York, joins Vitt Media International there as executive VP of client services.

Named VP's, Bolton Broadcasting Ltd., national sales representative, New York: **Robin Adrian**, West Coast Angeles; **Ron**

**Cochran**, Eastern sales manager, New York, and **Irwin Siegel**, manager of Midwest sales, Chicago.

**William A. Morrison**, national sales manager, KTXL(TV) Sacramento, Calif., appointed director of sales development and research. **Bob Parante**, regional sales manager there, succeeds Mr. Morrison.

**Bruce A. Barrett**, account executive, KSTU(TV) Salt Lake City, appointed national sales manager. **Jens Lund**, account executive there, named local sales manager.

**Jeff Trumper**, station manager, KFFO(FM) Des Moines, Iowa, joins KWK(AM) St. Louis as general sales manager.

**Charles Guy**, sales manager, WGAY-AM-FM Washington, retires after 14 years with station.

**Ward E. McCleary**, regional account execu-

tive, WHO(AM) Des Moines, Iowa, named sales manager of WHO and co-owned KLYF(FM) there.

**Ned Arthur**, sales representative, Indiana Rural Radio Network, New Palestine, Ind., named sales manager.

**Barbara Graff**, senior media planner, Doyle Dane Bernbach, New York, joins WOR(AM) there as account executive.

**Dan de Percln**, operations supervisor, Allstate Insurance Co., named account executive, WINS(AM) New York.

**Timothy Rappe**, account executive, WTMJ(AM) Milwaukee, and **Phillip Zeni**, from U.S. Department of Energy's Chicago office, join WIND(AM) Chicago as account executives.

**Bruce McCubblin**, from retail advertising sales, Sunpapers, Baltimore, joins sales staff of WMAR-FM there.

## Programing

**Robert Singer**, head of television for Lawrence Gordon Productions, Los Angeles, named VP, drama development, NBC-TV, based in Burbank, Calif.

**H. Delaney (Buddy) Young Jr.**, manager, financial forecasting, NBC Television Stations division, New York, appointed manager, program operations, NBC Radio Network, New York.

**Christy Welker**, program executive, special programs, CBS Entertainment, New York, joins ABC Entertainment as director, daytime program development, New York.

**Edward Sobel**, art director, advertising and promotion, CBS-TV, New York, named art director, advertising and promotion, West Coast, CBS Entertainment, Los Angeles.

**Ronald C. Bernard**, chief financial officer, Datascope Corp., named treasurer, Viacom International, New York. **Irene Mizwinski**, associate director, business affairs, Viacom International, named director, business affairs administration, Viacom Enterprises.



Capice

**Phillip Capice** senior VP in charge of television, Lorimar Productions, New York, named president of new Lorimar Television division.

**Bill Fischer**, production executive, Columbia Pictures Television, Los Angeles, named director of videotape production.

**Jon E. Currie**, programming research associate, Frank N. Magid Associates, Cedar Rapids, Iowa, joins Drake-Chenault, Canoga Park, Calif., as national programming consultant.

**Bailey Diggins**, assistant VP and program operations manager, wwBT(TV) Richmond, Va., named VP-managing director of co-owned Jefferson Productions, Charlotte, N.C.

**Nat Vuolo**, promotion director, WWKR(AM)-WNIC(FM) Detroit, joins Radio Programming/Management, Southfield, Mich., as national sales and promotion manager.

**David Kramer**, executive VP of Oden Inc.,

marketer of gift and decorative accessories, joins Schulman Berry Kramer Co., broadcast production company headquartered in Narberth, Pa.

**Michael Fierman**, unit manager, KNBC(TV) Los Angeles, named production manager.

**Bill Hansard**, from Public Broadcasting System, Washington, and **Bill Brennan**, freelance producer-director, join WCVB-TV Boston as producers and directors of health care programs. **Charles Esler**, producer, WDIV-TV Detroit, joins WCVB-TV as director of *Good Day* program.

**Tom West**, program director of WBJW-FM and WLOF(AM), both Orlando, Fla., named VP-programing for Rounsaville Enterprises' seven radio stations, which include WBJW-FM and WLOF. He will continue to be based at WBJW-FM.

**Rick McDonald**, program director, WLQR(FM) Toledo, Ohio, named regional program director for WLQR and co-owned WLQA(FM) Cincinnati.

**Jay A. Krone**, air personality, noncommercial WTBS(FM) Cambridge, Mass., named program director.

**Gary M. Brown**, air personality, KRNA(FM) Iowa City, named production director.

**Thomas Wood**, air personality, WKZW(FM) Peoria, Ill., named assistant program director.

**Mike Ocean**, air personality and country music director, KTKN(AM) Ketchikan, Alaska, named assistant program director.

**Franklin H. Williams**, president of Phelps-Stokes Fund and former U.S. ambassador to Ghana, named twice-weekly commentator, Westinghouse Broadcasting Co. radio stations.

**Wayne Cody**, sports personality, KIRO-TV Seattle, named sports anchor.

**R. R. Bradbury**, president of Los Angeles jewelry manufacturer, and former news director of KPOL-AM-FM there, joins KJR(AM) Seattle as sports commentator.



**Select company.** Pioneer broadcaster Stanley E. Hubbard, chairman of Hubbard Broadcasting (KSTP-AM-FM-TV St. Paul and broadcast properties in New Mexico and Florida), was named "Outstanding Minnesotan of 1978" by the Minnesota Broadcasters Association during its annual convention in Bemidji Sept. 21. He was cited for both technical and programing innovations in radio and television. Among earlier recipients of the honor were Vice President Walter Mondale and the late Senator (and former Vice President) Hubert Humphrey. At left: outgoing MBA President Frank Befera, WMFG-AM-FM Hibbing.

## WHERE HAS SINTRONIC BEEN FOR THE PAST 15 YEARS? WELL, FOR ONE THING...



... there's a 10kW Sintronic AM transmitter in the Sahara Desert country of Ifni. There are Sintronic AM, FM, and shortwave transmitters in 35 countries. (And now there's a brand new line of Sintronic FM transmitters!)

# Sintronic

Sintronic Corp., 212 Welsh Pool Road, Lionville, PA 19353. (215) 363-0444.





**Roadrunner.** Jim McCallum, general sales manager at KNXT(TV) Los Angeles, finished the Santa Monica Marathon in three hours, five minutes, coming in 89th out of a field of 2,000. Mr. McCallum is an avid marathoner who runs in eight to 10 long-distance races a year.

## News and Public Affairs

**Jim McGilincy**, veteran newspaper reporter who has worked for *New York Daily News*, *London Daily Express* and United Press International, named assistant to managing editor Walter Cronkite on *CBS Evening News with Walter Cronkite*. **Grace M. Diekhaus**, documentary producer, named executive producer, *Magazine* and *Your Turn: Letters to CBS News*, CBS News, New York.

**Earl Casey**, news manager, WDIV(TV) Detroit, joins WDCM(TV) Washington in same capacity.

**Hal Levinson**, news director, WTTG(TV) Washington, joins Independent Television News Association as Washington bureau chief. **Jim Schultz**, acting news director, WTTG named news director.

**George Nice**, operations manager, WILM(AM) Wilmington, Del., joins WCAU-FM Philadelphia as director of news and public affairs.

**David Gelber**, field producer in Chicago bureau of ABC News, joins WCVB-TV Boston as assistant news director.

**Bunny Raasch**, anchor and co-host of weekly magazine show, WISN-TV Milwaukee, named assistant news director.

**Jay Ricci**, weekend anchor and producer, WOTV(TV) Grand Rapids, Mich., assumes additional duties as news producer on three weekdays.

**Thomas H. Lindner**, news dispatcher and sports writer, WCCO-TV Minneapolis, joins WDJQ-TV Duluth, Minn., and co-owned WIRT(TV) Hibbing, Minn., as news producer and reporter.

**Ken Chapin**, weather reporter for both stations, assumes additional duties as public service director.

**Christine Harris**, consumer and general assignment reporter, WAVE-TV Louisville, Ky., named co-anchor. **Ron Regan**, anchor, WSAZ-TV Huntington, W. Va., joins WAVE-TV as Indiana bureau reporter.

**Betsy Ashton**, reporter, WJLA-TV Washington,

named weekend anchor.

**Bob Hughes**, anchor, KTAR-TV Mesa (Phoenix), joins WTVD(TV) Durham, N.C., in same capacity. **Bob Kaplitz**, reporter, WTVJ(TV) Miami, joins WTVD as news producer. **Cheryl Toney**, weather reporter, WRBL-TV Columbus, Ga., named weekday weather reporter for WTVD.

**Maria De Caria**, field producer, WABC-TV New York, joins WAFF(TV) Huntsville, Ala., as reporter. **Tony Troiano**, from WTVF(TV) Nashville, joins WAFF as reporter and photographer. **Glenn Bracken**, from KTHV(TV) Little Rock, Ark., joins WAFF as weather reporter.

**Russ Coleman**, news photographer, WANE-TV Fort Wayne, Ind., joins KHOU-TV Houston as photographer and editor. **Edward Clegg**, photographer, editor and lab technician, WDBO-TV Orlando, Fla., joins KHOU-TV as news photographer.

**Bob McAllister**, news director, WFBC-AM-FM Greenville, S.C., joins WIS(AM) Columbia, S.C., in same capacity.

**Paul A. Lester**, in news department of WDLG-AM-FM Port Jervis, N.Y., named news director.

**Ron Harbaugh**, weekend anchor and reporter, KARD-TV Wichita, Kan., named news director, KSAL(AM) Salina, Kan.

**David Hartman**, from WJBO(AM) Baton Rouge, joins WGSO(AM) New Orleans as co-anchor.

**Jay W. Bradbury**, radio news service editor, California Medical Association, joins KDIG(AM) San Bernardino, Calif., and co-owned KBON(FM) Lake Arrowhead, Calif., as newscaster.

**Scott Cortelyou**, operations manager and news director, WDUR(AM) Durham, N.C., named reporter, KIMN(AM) Denver.

**Susan E. Rist**, reporter, *Christian Science Monitor*, Boston, joins KAAV(AM)-KEZQ(FM) Little Rock, Ark., as reporter.

**Penny Pinsker**, director of public service and community affairs, WOR(AM) New York, named community affairs director, WTFM(FM) Lake Success, N.Y.

**Elizabeth Clancy Hoehne**, anchor, KRNA(FM) Iowa City, named community affairs director.

**Jack Hogan**, news director, WZZM-TV Grand Rapids, Mich., and **Ed Godfrey**, news director, WSB-TV Atlanta, elected directors-at-large, Radio Television News Directors Association, at Atlanta convention (BROADCASTING, Sept. 25). **Colonel Barney Oldfield**, USAF (ret.), founder, director and treasurer, Radio Television News Directors Foundation, honored with RTNDA Distinguished Service award.

**Mike Wallace**, correspondent/co-editor, *60 Minutes*, CBS News, received Thomas Hart Benton Award Sept. 29 for "excellence in investigative reporting" and "willingness to go against sometimes popular attitudes in seeking the truth." Award is presented by Thomas Hart Benton Associates and Kansas City Art Institute.

## Promotion and PR

**Randi Cone**, associate publicist, Alpert/LeVine Public Relations, New York, named senior publicist, Public Broadcasting Service, New York, succeeding **Janis Hirsch**, named

senior associate, Stone & Associates, New York.

**Eileen Marin Kissler**, research project director, Glenn, Bozell & Jacobs Public Relations, New York, named associate research director for Dallas office.

**Welton Smith**, publicist for MCA-TV Universal, joins ICPR public relations as account executive in New York.

**Linda Price**, director of creative services, WFTQ(AM)-WAAF(FM) Worcester, Mass., named promotion manager for co-owned WEZN(FM) Bridgeport, Conn.

**Kathy Calhoun**, from Private Stock Records, New York, joins WNEW(AM) there as promotion director.

## Cable

**Henry Heilbrunn**, AP chief of bureau at Newark, N.J., named executive in charge of AP cable television services throughout U.S., based in New York.

**Charles Hamilton**, director of broadcasting for Disciples of Christ, appointed director of community development for Teleprompter Corp., New York. **Marcus Poole**, graduate, Case Western Reserve University Law School, Cleveland, named assistant director of franchises for Teleprompter.

**Dr. Gerry Jordan**, consultant, Board of Cooperative Educational Services, Yorktown Heights, New York, joins Warner Cable-Qube division, Columbus, Ohio, as director, educational development.



Lynn Picadio  
Vice President/Manager  
San Francisco

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**Fred Furnish**, manager of General Electric Cablevision Corp.'s Decatur, Ill., system, named manager of central operations responsible for Anderson, Decatur and Peoria systems, all Illinois. **Paul F. Schonewolf**, Midwest regional manager, named manager of Eastern operations. Mr. Schonewolf will also serve as manager of marketing and pay-TV operations for all General Electric Cablevision systems.

**Jerry P. Pilcher**, purchasing agent for Summit Communications, Winston-Salem, N.C., named manager of Summit Cable Services of Statesville, N.C.

**Gerald L. Bahr**, VP-engineering, Cox-owned Mission Cable TV, San Diego, joins Cox Cable there as chief engineer of company's Trans Video operating division.

**William Robbins**, secretary-treasurer of Fetzer Television Corp. and Fetzer Broadcasting Co., Kalamazoo, Mich., given additional duties as administrator of Fetzer Cablevision.

## Equipment and Engineering



Duvall

**Bud Duvall**, general manager of Utility Tower Co., Oklahoma City, joins Allied Tower Co., South Houston, Tex., as VP.

**Dennis R. O'Neel**, director of operations, Anaconda Telecommunications, joins Magnasync/Moviola Corp., Los Angeles, as VP-operations and plant manager.

Appointments, CBS Technology Center, Stamford, Conn.: **Robert A. Castrignano** named director of advanced television technology; **Abraham A. Goldberg** named associate director for advanced television research, and

**Arthur Kaiser** named associate director of advanced television development. All were researchers at center.

**William A. Fink**, manager of television products, Conrac Division of Conrac Corp., Covina, Calif., joins Thomson-CSF Laboratories, Stamford, Conn., as VP-director of marketing.

**Joe Brier**, chief engineer for Windsor Total Video, named VP, engineering, New York.

**Wade O. Hansen Jr.**, VP-marketing for Test Inc., Van Nuys, Calif., joins RCA Commercial Communications Services Division, as manager of West Coast creative services, based in Van Nuys.

**Carl Doug Buterbaugh**, Western regional sales manager, Dynair, San Diego, joins Grass Valley Group, Sherman Oaks, Calif., as district sales manager.

**Donald Lyang**, head of industrial engineering group, GTE Lenkurt, San Carlos, Calif., appointed manager of industrial engineering.

**Tom Creighton**, Eastern regional sales manager for TFI Inc., joins Ampro Broadcasting, Feasterville, Pa., as sales manager.

**Kenneth Erickson**, assistant chief engineer, KETV(TV) Omaha, joins WQAD-TV Moline, Ill., as chief engineer.

**Tim Anderson**, chief engineer, WFZS(FM) Richmond, Va., joins co-owned WEZB(FM) New Orleans in same capacity. **Kevin McCarthy**, assistant chief engineer, WRNL(AM) Richmond, succeeds Mr. Anderson at WEZS.

**Bill Pulliam**, supervisor of radio engineering, WTAR(AM) Norfolk, Va., elected chairman of Tidewater chapter of Society of Broadcast Engineers.

## Allied Fields

**Terence P. Mahony**, legislative counsel, National Association of Broadcasters, Washington,

joins FCC there as attorney in general counsel's office.

**Joseph A. Finley**, regional manager in Menlo Park, Calif., office of A.C. Nielsen Co., retires after 41 years with company. **Walter Cummings**, VP in Menlo Park office, named regional manager for marketing research services.

**Peter M. Marcus**, president and general manager, wvco(AM) Waterbury, Conn., joins Arbitron, New York, as account executive for mid-Atlantic sales.

## Deaths

**Bret Morrison**, 66, who portrayed Lamont Cranston in *The Shadow*, radio series during 1930's and 1940's, died Sept. 25 of heart attack in Los Angeles. Mr. Morrison began his career in 1937 as Mr. First Nighter in Chicago and was active until his death. He was taping radio segment of *Heartbeat Theater* series and was enroute home when heart attack occurred.

**Ruth Etting**, 80, singer and movie star, died Sept. 24 at St. Francis hospital in Colorado Springs after long illness. She began her singing career on radio in Chicago in 1922. Her movie career began with appearance in *Ziegfeld Follies* in 1927 and she appeared in many other *Follies* pictures. Other movies to her credit include "Whoopee" (1928), "Simple Simon" (1930), *Gift of Gab* (1934). In early thirties she had had own network show sponsored by Chesterfield. She retired briefly but made comeback in 1946 on *Rudy Vallee Hour*. Survivors include stepson, John Alderman, and four grandchildren.

**Ben Caine**, 76, former Albuquerque, N.M., news commentator, died Sept. 20 there after short illness. Mr. Caine was heard for 17 years on KPAR-FM where he became VP-general manager of station's former licensee, Sun Country Radio. He retired from station in 1972. He also worked for short time as newsmen for KGGM-TV there. Survivors include one son and one daughter.

# For the Record

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	<p><b>Negotiators For The Purchase And Sale Of Radio And TV Stations • CATV Appraisers • Financial Advisors</b></p> <p>5530 Wisconsin Avenue, Washington, D.C. 20015 301-652-3766</p>

As compiled by BROADCASTING based on filings, authorizations, petitions and other actions announced by the FCC during the period Sept. 18 through Sept. 22.

Abbreviations: ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. freq.—frequency. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. SL—studio location. SH—specified hours. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. \*—non-commercial.



## New Stations

### TV applications

■ West Palm Beach, Fla.—Wilshire Corp. seeks ch. 53; ERP 822 kw vis., 164 kw aur., HAAT 478 ft.; ant. height above ground 499 ft. Address: P.O. Box 2291, Palm Beach 33480. Estimated construction cost \$715,000; first-year operating cost \$250,000; revenue \$965,000. Legal counsel Midley & Reddy, Washington; consulting engineer E. Harold Munn, Jr. Principals: John B. Stetson Co. (50%), Bernard J. Harris and Stanley Franks (25% each). Both are real estate developers; Mr. Harris owned, until 1967, WQXT-AM-FM Palm Beach, Fla. None has current broadcast interests. Ann. Sept. 15.

■ Watertown, N.Y.—R.B.D. Productions seeks ch. 50; ERP 30 kw vis., 6 kw aur., HAAT 633 ft.; ant. height above ground 577 ft. Address: 29A Gifford Rd., Rte. 2, Watertown 13601. Estimated construction cost \$717,188; first-year operating cost \$229,500; revenue \$350,000. Legal counsel Lauren Colby, Frederick, Md.; consulting engineer E. Harold Munn Jr. Applicant is owner of WOTT(AM)-WNCQ(FM) Watertown. J. Graham is president. Ann. Sept. 11.

■ Springfield, Ohio—Miami Valley Christian Broadcasting seeks ch. 26; ERP 1,219 kw vis., 116.9 kw aur., HAAT 488 ft. Address: 7333 Manning Rd., Miamisburg, Ohio 45342. Estimated construction cost \$211,181; first-year operating cost \$114,300; revenue \$290,400. Legal counsel Miller & Fields; consulting engineer Robert Purcell. Applicant is non stock corporation; L. M. Weimer, president; Marvin Sparks, general manager. Ann. Sept. 6.

### FM applications

■ Mechanicsville, Va.—Hanover Radio Inc. seeks 92.7 mhz, 3 kw, HAAT 295 ft. Address: 4615 W. Broad St., Richmond, Va. 23230. Estimated construction cost \$170,409; first-year operating cost \$347,369; revenue \$180,000. Format: oldies. Principals: John L. Sinclair, his wife, Virginia and daughter. Ann. Mr. Sinclair owns WCVL(AM)-WLFQ(FM) Crawfordsville, Ind. and WANT(AM) Richmond and WHNE(AM) Portsmouth, Va. Ann. Sept. 13.

■ Mechanicsville, Va.—Ninety Two Point Seven Broadcasting Inc. seeks 92.7 mhz, 3 kw, HAAT 300 ft. Address: 322 6-1/2 St. SW, Charlottesville, Va. 22901. Estimated construction cost \$99,780; first three months operating cost \$44,938; revenue \$100,000. Format: black. Principal: Marilyn N. Taylor, public school teacher with no other broadcast interests. Ann. Sept. 13.

### Other actions

■ Dadeville, Ala.—Returned as unacceptable for filing application by Fidelity Broadcasting Inc. for new AM on 1450 khz. Action Sept. 12.

■ Harvey, N.D.—Returned as unacceptable for filing application by Shamrock Communications Inc. for new AM on 1540 khz. Action Sept. 5.

■ Fredericksburg, Pa.—Returned as unacceptable for filing application by Sico Communications Inc. for new AM on 1290 khz. Action Sept. 5.

## Ownership Changes

### Applications

■ KAAT(AM) Denver, Colo. (AM: 1090 khz, 50 kw-U)—Seeks assignment of license from Radio Colorado Corp. of Leo Payne Broadcasting Inc. for \$850,000. Seller: owned (100%) by John Gayer, who owns 85% of KFNF(AM) Shenandoah, Iowa and; with his wife, Dorothy, 40% of KBCR-AM-FM Steamboat Springs, Colo. Buyer: owned by Leo Payne (90%) and John R. Lego (10%). Mr. Payne owns auto dealership. Mr. Lego has had extensive broadcast experience, most recently as general manager at KERE(AM) Denver. Ann. Sept. 5.

■ KLLR(AM) Walker, Minn. (AM: 1600 khz, 1 kw-D)—Seeks assignment of license from Edward De La Hunt Jr. to Stagg Broadcasting for \$64,000. Seller: Mr. De La Hunt is co-owner of KPRM-AM-FM Park Rapids and KEHG-AM-FM Fosston, Minn. Buyer: owned by Donald P. Steigerwald (Paul Stagg) his wife, Verna and his brother, Donald. Paul Steigerwald is operations manager, staff announcer at WCCO-FM Minneapolis. His wife is housewife. Donald Steigerwald is manager and staff announcer at KWLM(AM)-KQIC(FM) Willmar, Minn.

■ KVSF(AM) Santa Fe, N.M. (AM: 1260 khz, 1 kw-U)—Seeks assignment of license from New Mexico Broadcasting to Fiesta Communications Corp. for \$410,000. Seller: principally owned by Goldier Hebenstreit, chairman of board, who has no other broadcast interests. Buyer: owned by Wycom Corp. (51%) and Alfredo R. Sena (49%). Mr. Sena is general manager of station. Wycom is group owner of KWYO(AM)-KLWD(FM) Sheridan, KUGR(AM) Green River, KODI(AM) Cody, KOJO(AM)-KIOZ(FM) Laramie, all Wyoming and KPSS(AM) Alamogordo, N.M. It is principally owned by William R. Sims, president.

■ WTBO(AM) Warwick, N.Y. (AM: 1110 khz, 250 w-D)—Seeks assignment of license from Warwick Broadcasting Corp. to Sturr Communications Corp. for \$400,000. Seller: principally owned by Edward N. Klein, president, who is president and part owner of Warwick Cable TV Corp.; has no other broadcast interests. Buyer: owned (100%) by James W. Sturr Jr., Chester, N.Y. bank vice president with no other broadcast interests.

■ WGPA(AM) Bethlehem, Pa. (AM: 1100 khz, 250 w-D)—Seeks assignment of license from The Holt Broadcasting Corp. to Chadwick Broadcasting Co. for \$400,000. Seller: principally owned by Arthur H. Holt, president, who also owns WZZO(FM) Bethlehem. Buyer: equally owned by Henry G. Chadwick and his wife, Mary. Mr. Chadwick has had extensive broadcast management experience, most recently as general sales manager at WFIL-TV Philadelphia.

Neither has other broadcast interests.

## Facilities Changes

### AM applications

■ KFIA Carmichael, Calif.—Seeks mod. of CP to increase daytime power to 10kw; install DA-2. Ann. Sept. 21.

■ KDES Palm Springs, Calif.—Seeks CP to increase nighttime power to 1kw; make changes in ant. system. Ann. Sept. 21.

■ KWOW Ponomo, Calif.—Seeks CP to increase nighttime power to 5 kw using DA-N; make changes in ant. system. Ann. Sept. 21.

■ KAAT Denver, Colo.—Seeks CP to change SL; add night service with 1kw and change DA-D to DA-2. Ann. Sept. 21.

■ WMLB West Hartford, Conn.—Seeks CP to increase day power to 10kw; add night service with 2.5kw; install DA-2; change TL; operate trans. by remote control; change trans. Ann. Sept. 21.

■ WFVR Aurora, Ill.—Seeks CP to change frequency; increase power to 500w; make changes in ant. system; change type trans. Ann. Sept. 21.

■ WKKO Hibbing, Minn.—Seeks CP to change frequency from 1060khz. to 1080khz.; increase daytime power to 10kw; add night service with 5kw. DA-N; change hours of operation to U; change type trans. Ann. Sept. 21.

■ KTGO Tioga, N.D.—Seeks CP to increase power to 1kw; change type trans. Ann. Sept. 21.

■ WTNN Millington, Tenn.—Seeks CP to increase power to 1kw and make changes in ant. system (increase height). Ann. Sept. 21.

■ KKYN Plainview, Tex.—Seeks mod. of CP to increase daytime power to 5kw. Ann. Sept. 21.

■ WTZE Tazewell, Va.—Seeks CP to increase power to 5kw and change type trans. Ann. Sept. 21.

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Bill McHale  
Executive Vice President  
New York

## Selcom, Inc., Radio Representatives

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## 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

### In Contest

#### Designated for hearing

- Moulton, Ala.—Broadcast Bureau designated for hearing mutually exclusive applications of Moulton Broadcasting Co. (WHIY[AM]), Benny Carle Broadcasting Inc., and Mississippi Broadcasting Co. for new AM on 1190 khz (BC Doc. 78-287-289). Action Sept. 12.
- Columbia, S.C.—FCC has designated for hearing competing applications of Nuance Corp. and Midcom Corp. for new FM on 103.1 mhz (BC Doc. 78-297-98). Action Sept. 14.

#### Actions

- Sudbury, Mass.—FCC granted application by WLSR-FM Inc. for new noncommercial FM on 88.1 mhz and granted increase of power for WTBS Foundations \*WTBS(FM) from 10 w to 200 w, denying petitions against both applications filed by WGAL Television Inc. (WTEV[TV]) New Bedford, Mass.) Action Sept. 14.

#### Petitions to deny

- West Chicago, Ill.—Weigel Broadcasting (WCIU-TV) filed petition to deny new TV there. Received Sept. 7.
- Providence, R.I.—Universal Subscription TV Inc. filed petition to deny permit assignment and STV authorization for channel 64 there. Received Sept. 11.
- Peterborough, N.H.—Concerned Listeners for Responsive Radio filed petition to deny assignment of license of WSCV(AM)-WSLE(FM) there. Received Sept. 13.
- Taylorville, Ill.—Great Trails Broadcasting (WING[AM]) Dayton, Ohio filed petition to deny facilities change for WTIM(AM). Received Sept. 15.
- Southampton, N.Y.—EFEM Inc. filed petition to deny assignment of license of WWRJ(AM). Received Sept. 15.

### Rulemaking

#### Proposed

- Scottsville, Mich.—Eugene A. Barre seeks amendment FM table of assignments to assign ch. 240 A to Scottsville (RM-3201). Ann. Sept. 18.
- Ontario, Ore.—Inland Radio Inc. (KSRV(AM)) seeks amendment FM table of assignments to assign ch. 297 in lieu of ch. 226 at Ontario (RM-3202). Ann. Sept. 18.
- San Jose, Calif.—Donald B. Thomason seeks amendment TV table of assignments to assign ch. 65 to San Jose (RM-3203). Ann. Sept. 18.
- West Jordan, Utah—Busch Corp. seeks amendment FM table of assignments to assign ch. 274 to

West Jordan (RM-3204). Ann. Sept. 18.

- Catonsville, Baltimore, Md.—Key Broadcasting Corp. (WKTK-FM) seeks amendment FM table of assignments to assign ch. 289 from Catonsville to Baltimore (RM-3030). Ann. Sept. 18.

### Fines

- WRMS-AM-FM Beardstown, Ill.—Notified of apparent liability for \$1,250 for technical and logging violations. Action Sept. 11.
- WSHO(AM) New Orleans—Notified of apparent liability for \$600 for repeated failure to maintain operating power within prescribed limits. Action Sept. 11.
- KWHP(FM) Edmond, Okla.—Ordered to forfeit \$1,000 for repeated failure to maintain center frequency within 2 kw of that assigned. Action Sept. 11.
- WMBA(AM) Ambridge, Pa.—Notified of apparent liability for \$550 for repeated failure to provide proper control circuits at remote control point. Action Sept. 11.
- WCAY(AM) Cayce, S.C.—Notified of apparent liability for \$500 for repeated failure to have licensed operator on duty. Action Sept. 12.
- WLAC(AM) Nashville, Tenn.—Notified of apparent liability for \$10,000 for failure to log commercial matter and identify sponsors in connection with station's "Music Week '77" concert/promotion. Action Sept. 7.
- KETX-AM-FM Livingston, Tex.—Ordered to forfeit \$400 for failure to file renewal application on time. Action Sept. 11.

### Translators

#### New TV's

- K07PG Seward, Alaska—Alaska Public Television Inc. granted CP for new VHF station to operate on 174-180 mhz., to rebroadcast signal of KAKM(TV). Anchorage. Action July 21.
- K39AA Clam Culch, Alaska—Alaska Public Television Inc. granted CP for UHF translator to operate on 620-626 mhz. and rebroadcast signals of KAKM-TV Anchorage. Action July 18.
- K08IR, K10JT, K12KM Fifteen Mile Valley, Calif.—County of San Bernardino granted licenses covering new VHF TV translators. Action Aug. 4.
- K10EN Willow Creek, Calif. granted license covering changes for VHF translator. Action Aug. 4.
- K08JJ, K110E, K03EX, K130T, Red Feather Lakes area, Colo.—Mountain Lions of Red Feather Lakes granted licenses covering new VHF translator. Action Aug. 4.
- K08JB, K12KY Heart Butte, Mont.—School District No. 1 granted licenses covering new VHF-TV

translators. Action Aug. 4.

- K04HZ Palisade, Neb.—Village of Palisade granted license covering changes for VHF translators. Action Aug. 4.

#### New FM's

- K276AH K280AN, K288BA, K296AM, Prescott, Ariz.—Prescott Area Antenna Television Inc. granted licenses covering new FM translator stations. Action Aug. 4.
- K261AK Basalt, Colo.—Roaring Fork T.V. Assn. Inc. granted license covering new FM translator. Action Aug. 4.
- K276AN Durango, Colo.—Durango Jaycees Inc. granted license covering new FM translators. Action Aug. 4.
- K296BA Leaderville, Colo.—Lake County TV-FM Inc. granted license covering new FM translator. Action Aug. 4.
- W296AB Silver Bay, Minn.—Stereo Broadcasting Inc. granted license covering new FM translator. Action Aug. 4.
- K285AH Aztec and Bloomfield, N.M.—Radio San Juan Inc. granted license covering new FM translator. Action Aug. 4.
- W257AC Batavia, Ohio—Judith A. Miller granted CP for new FM translator to operate on 99.3 mhz., to rebroadcast signal of WURD(FM). Action July 18.
- K217AC, K220AA, Klamath Falls, Sutherlin and Glide, Ore.—State Board of Higher Education granted CP's for new FM translators operating on 91.3 and 91.9 mhz. to be used with KSOR(FM) Ashland, Ore. Action Aug. 1.
- W221AC Mount Pocono area, Pa.—granted license covering changes for FM translator. Action Aug. 4.
- K269AF Hurricane, Utah—Julie P. Miner granted license covering new FM translator. Action Aug. 4.
- K221AL Kanab, Utah—Kanab Lions TV granted license covering new FM translator. Action Aug. 4.
- K296BD Newcastle, Wyo.—Midland Broadcasting of Wyoming granted license covering new FM translator. Action Aug. 4.

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## RADIO

### HELP WANTED MANAGEMENT

**G.M./G.S.M.** broadcast trained to administer staff and manage sales force of newly acquired twice a week 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 being desk, bring desire. Box M-179.

**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

**Executive Career Position**—Sales-oriented GM—Salary plus percentage, insurance program, paid vacation, security. Buy-in available. Established small market AM/FM in beautiful central Virginia. EOE. Box N-36.

**General Manager.** 100,000 watt, 24-hour classical music, fine arts, NPR station at the University of Missouri-St. Louis. Candidates must have degree or equivalent, four year's broadcasting/management, 3rd Class FCC license. Salary range: high teens to 20's. Send resume, reference letters and salary requirements to: KWMU Search Committee, 426 Woods Hall, University of Missouri-St. Louis, 8001 Natural Bridge Road, St. Louis, MO 63121. Equal Opportunity Employer M/F

### HELP WANTED SALES

**Learn to sell** at a professional Midwest radio station. Continuous sales training. Box M-68.

**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.

**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.

**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.

**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.

**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.

**WYSE—E.O.E.** New ownership! Needs experienced salespeople! Avoid the snow! Resume P.O. Box 335 Inverness, FL 32650.

**Near-Disney Florida** 5 KW upping power, needs salesperson capable of earning \$24,000+. Resume from you gets full details from us. Box N-37.

**KRDR, Portland.** Oregon suburban station, seeks experienced radio sales person. High growth area, expanding station account list, liberal commission. Company will be expanding with station acquisitions pending before FCC. Call or send resume to Charles Banta, KRDR, P.O. Box 32, Gresham, OR 97030. EEO Employer.

**Aggressive, Experienced** sales person needed at WTTS/WGTC in Bloomington, IN. Service and expand active list of accounts. Opportunity to become Sales Manager. Earnings up to \$25,000. If you're ready to move up ... send your resume to Charlotte Webb, Administrative Assistant, WTTS/WGTC, 535 South Walnut Street, Bloomington, IN 47401. An equal opportunity employer.

**Advertising salesperson** with prior experience in broadcast sales. Send resume to Doyle Ritter, KVRV/KVRF, P.O. Box 282, Vermillion, SD 57069. EOE.

**Sales Manager—WDBO** and WDBO-FM, Orlando FL, top adult formatted station in dynamic growth market. Experience necessary. Contact or send complete resume to Manager, P.O. Box 158, Orlando, FL 32802. Phone 305-843-5800 EOE.

**Local Salesperson.** Must be neat in appearance, enthusiastic, with even temperament, a self-starter. Send resume and statement outlining contributions you can make with a highly professional station to the Personnel Director, WSM, Inc., Box 100, Nashville, TN 37202. An Equal Opportunity Employer.

**Number 2 person** in new and growing AM-FM group. Sales oriented with broad radio background. Choice account list; big \$ earnings; room for advancement. Send resume to Bob Schneider, Pres. & G.M., KBBB, P.O. Box 1478, Borger, TX 79007. EOE.

**If you want** to be in on the ground floor of what will be Northern Illinois No. 1 station, if you have the stuff to work long, hard hours building a future, please call us. We offer a fat commission in exchange for your hard street work and creative talent. We're WEFA, Waukegan's bright, new young sound. Call Roger Kaplan. 312-662-0540. Equal Opportunity Employer.

### HELP WANTED ANNOUNCERS

**Minimum Two Years** experience in Rock. Upper Midwest. Box K-125.

**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.

**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.

**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, P.O. Box 149, Valparaiso, IN 46383.

**FM Rocker** has immediate openings for newperson, full & part-time jocks. Tapes, resume. Tom Kennedy, WSEA, Georgetown, DE 19947 or call 302-856-7355.

**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/MF.

**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.

**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.

**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, P.O. Box 215, La Salle, IL 61301. An Equal Opportunity Employer, M/F

**No. 2 Adult Contemporary** 50KW looking for right morning person. One of West Coasts most liveable Major Market cities. Applicants should be experienced, creative, run tight board and know production. Excellent salary & benefits. Reply Box N-2.

**The Lure of the Sea.** Major New England FM (50 KW) Beautiful Music seeks an energetic, seasoned announcer for on-air and production. Must understand automation and all facets of successful Beautiful Music station operation. Station located on the beach. \$1300/month to start. EOE. Reply in confidence to Box N-15.

**Program Director-Announcer** wanted for leading Florida 5 county Contemporary Rock 100,000 FN. \$15,000-\$18,000 annually. Equal Opportunity Employer. Send resume Box N-41.

**Hawaii—talent hunt.** News, Jocks & first phones. Resumes-tapes—rush. Rod Williams, Assistant Mgr., KMVI Radio, Wailuku Maui, HI 96793.

**Announcer, Country,** who can also handle local sports, pbp. Good voice & production a must. Send aircheck and resume to Bob Schneider, Pres. & G.M., KBBB, P.O. Box 1478, Borger, TX. 79007. EOE.

**KBKB, Small Market,** Contemporary Station is in need of nighttime air personality, strong production, experience not necessary. EOE, tapes and resumes to KBKB, P.O. Box 369, Fort Madison, IA 52627.

**Better Pay and working** conditions! If you're good enough to deserve these check us out. Your talent will be appreciated and recognized. Need experienced announcer to join other professionals. Good community and schools, recreation. Tape, resume to Fred Manahan, WAWK AM-FM Stereo, Box 37, Kendallville, IN, 219-347-2400.



## HELP WANTED ANNOUNCERS CONTINUED

**Production and News** person needed for fast growing medium market. Third endorsed, good voice and experience required. No beginners. Send tape and resume to Lyle Richardson, KUDE/KJFM Box K-1320, Oceanside, CA 92054. This is a good opportunity with an Equal Opportunity Employer.

**WQXA-FM Harrisburg**, York, Lancaster, PA. Contemporary leader has an opening for talent with above average skills in production. Rush tape and resume including production samples to: WQXA-FM, Box M-88, York, PA 17405. E.O.E.

**Beautiful Music Announcer** to work nights and weekends with automation. Opportunity for growth in a quality company. Mail tape and resume to: Eric Marengi, WSSH, 4 Broadway, Lowell, MA 01853.

**Announcer-Carolina's** top billing small market station. Experience, talent, and

**Announcer-Carolina's** top billing small market station. Experience, talent, and maturity necessary. Benefits plus profit sharing. EOE. Box J-99.

**100,000 Watt** modern C&W FM needs top announcer, good reader w/prod experience. Good pay, benefits, college community. Best hunting and fishing area. Contact Mgr., KXKZ, 105 Park Ave., Ruston, LA 71270. 318-255-5000.

**Immediate openings** in growing Midwest chain. The parent station boasts of finest small market broadcast reputation. If you have general broadcast experience and/or management potential, call Dave Shepherd at 816-425-6380.

**Immediate opening** for young, aggressive announcer who knows modern country and contemporary music, and can do creative production. Rush tape and resume to Bob Townsend, WLSE, Box 520, Wallace, NC 28466. EOE.

**Community-minded Midwest** AM/FM seeks experienced announcer that can handle all phases of broadcasting, from interviews to sports, news and board work. PD potential a strong selling point. Box M-51.

**Personality needed**, good money for an experienced adult entertainer. MOR AM/FM operation needs one immediately. Rush tape and resume to PD., Box 610, Pittsburg, KS 66762.

**Announcer wanted** for traditional MOR and news block format. Must have mature voice. Also possibility of some TV. Send tape as soon as possible to Dan Rivers, Program Director, WFMJ, 101 West Boardman St., Youngstown, OH 44503. EOE Employer.

**WSNY-AM Jacksonville**, Florida needs mid day announcer and nighttime announcer. Will consider young pro with good voice and strong on production. FCC Third Class with endorsement required. Call Ron Wayne 904-786-1131 for details.

**Program Director** to improve country station's sound and appeal. Handle morning drive on 5 kw AM and "C" FM. Develop new staff and assist in "splitting" present simulcast op. Creative ideas, writing and production a must. Board and announcing experience. Send resume, audition/tape to Bob Schneider, Pres. & G.M., KBBB, PO. Box 1478, Borger, TX 79007. EOE.

**WFHR, Wisconsin Rapids** is seeking a mature personality for mid mornings or afternoons. Experience and top shelf production a must. No beginners. Send tape and resume to Scott Chapin, WFHR, 220 First Avenue South, Wisconsin Rapids 54494.

## HELP WANTED TECHNICAL

**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.

**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.

**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/WSNI, 2043 Locust Street, Philadelphia, PA 19103 (215-564-2300). Equal Opportunity Employer.

**Wanted engineer**-anncr. Some construction on new station. E. Central Illinois market. All new equipment and building. Stereo FM. Permanent position. Only best ref. Apply. Box N-13.

**New and growing** major market group needs Chief Engineer for dominant FM rocker in Midwest. Experience in all phases of FM stereo is necessary, including processing, microwaves, transmitters, as well as maintenance. We need a pro who knows how it should sound and how to keep it there. Salary commensurate with ability. Box N-29.

**Chief Engineer** for AM/FM. Must be familiar with directional and FM stereo. Digital. Medium/Small Market. Apply Broadcasting Box N-31.

**Retired Engineer**: Part time. Beautiful resort, warm year round. Maintain Collins FM 830 F. 1B. That's all EOE. Box N-40.

**Chief for No. 1 FM** in Syracuse market plus AM daytime. Very good pay for experienced pro. Contact Bob Rooney, GM, WKFM, Fulton, NY 13069. (315-695-2165).

**Chief Engineer** for AM Da/2, plus 50 KW FM. Must be able to construct the AM and maintain both. Opening occurs in October. Salary open. Optional announcing (classical music) pays extra. Send resume including salary requirements (tape if applicable) to Fred Miller, General Manager, WDCS Radio, 638 Congress Street, Portland, ME 04101. Equal Opportunity Employer.

**Ass't Chief Engineer**, AM-FM combo. Automation experience helpful for FM operation. Must be solid on maintenance. Good salary and full company benefits. Low rent offered on country home near tower site. Utilities paid. Great city (40,000) and professional staff. Contact Dennis Rund, Chief, 419-422-4545. Findlay, OH. EOE.

## HELP WANTED NEWS

**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.

**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.

**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.

**News and sports** person with three to four years experience wanted to help make outstanding operation even better. Missouri sports-minded station looking. Box N-38.

**New Mexico needs** enthusiastic, dedicated broadcasters. Send resume to NMBA, 790-9D Tramway Lane NE, Albuquerque, NM 87122. 505-299-6908. NMBA-Clearing House for all member stations.

**WSAI in Cincinnati** is looking for an anchor person. We're looking for someone with good writing ability and an uptempo, conversational delivery. Tape and resume to Robert Schuman, News Director, WSAI Radio, W. 8th and Matson Place, Cincinnati, OH 45204. M/F E.O.E.

**Production and News** person needed for fast growing medium market. Third endorsed, good voice and experience required. No beginners. Send tape and resume to Lyle Richardson, KUDE/KJFM Box K-1320, Oceanside, CA 92054. This is a good opportunity with an Equal Opportunity Employer.

**WSNY-AM Jacksonville**, Florida needs News Director. Will consider young pro with good voice. Responsibilities include managing news, production and staff. Call Ron Wayne 904-786-1131 for details.

**Hard Working Radio** newperson for one person department, you do it all—heavy local commitment. Small Market Upstate N.Y. Good pay, benefits. Tapes, resumes, references to G.N., WSCP Sandy Creek, NY 13145. Immediate opening!

**News Director** Handle gathering, writing, airing, of local news on 5 kw public affairs oriented AM and "C" FM. Musts: 2 yrs. experience; solid journalistic background in public affairs reporting & radio writing, editing, production; produce issues and community-oriented talk shows. Opening now. Send resume, tape and salary requirements to Bob Schneider, Pres. & G.M., KBBB, PO. Box 1478, Borger, TX 79007. EOE.

**WCSI, Columbus, Indiana** needs a morning news person who will also do an early afternoon talk show. Must be able to gather and write local news. Send tape and resume to Mike King, PO. Box 709 Columbus, IN 47201. No phone calls. E.O.E.

**Immediate opening** for newperson to fill an on the air position at a Midwestern medium market FM. Equal Opportunity Employer. Send tape, resume to Dennis Little, WRBR-FM, 100 Center, Mishawaka, IN 46544.

## HELP WANTED PROGRAMING, PRODUCTION, OTHERS

**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.

**Production Director!** Major Market West Coast AM/FM Radio station needs creative, self-starting, talented Production Director with multi-track experience. First Class Radiotelephone License desirable. New equipment and studios March '79. EOE M/F Send complete resume to: Box N-30.

**Continuity/Production**—Full time AM has immediate opening for experienced Continuity Director. Must have good, strong, commercial voice and ability to create, write, and produce effective commercials. Call Joe Haas, WWCA, Gary, IN 219-886-9171.

**Director**: Fast, versatile, productive professional. Work with TD. Experienced only need apply. Send resume, tape (prefer 3/4). Harold Hodges, WKRG-TV, PO. Box 2367, Mobile, AL 36601. An EOE employer.

**Program Director** with strong production skills for adult contemporary station. Send tape, resume and salary requirement to Cynthia Georgina, WKNE, Box 466, Keene, NH 03431.

**Can you do it all?** See CATV Help Wanted ad!

**WCSI Columbus, Indiana** needs experienced afternoon drivetime personality. Good production. Write Mike King at Box 709, Columbus, IN 47201. Recent tape essential. No phone calls. E.O.E.

## 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.

**Look for a professional?** 39 year old broadcast veteran of 20 years seeking to relocate. Heavy background of management, sales, programming, production and promotion. No drifter, 13 years same company. All offers considered. Box N-32.

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**SITUATIONS WANTED MANAGEMENT  
CONTINUED**

**Extensive back ground** all phases AM FM CATV former successful ownership want back into broadcasting can invest in right situation but not necessary available now. Box N-25.

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**SITUATIONS WANTED  
SALES**

**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**

**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.

**Broadcast School Grad.** 3rd Endorsed, looking for first job. Phone weekdays 716-834-4457.

**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.

**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.

**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.

**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.

**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.

**How to profit** from an experienced D.J., Newscaster, Sportscaster (2 yrs.). Send for my "Free" tape and resume. Box N-4.

**Female 23 3rd Endorsed** w/some air experience and good music sense seeks DJ Announcer position in small or medium market. Box N-23.

**4 yrs. of experience** most in Contemporary Christian music, some in adult rock. Looking for position as DJ and MD or PD. Clark, Box 6242, Santa Ana, CA 92706.

**Rookie Jock Bats .1000.** Proven successful answer to a College AM Dream, now can perform micro-wave magic for your format. 3rd Endorsed. Contact: Hank London 1179 Kensington Road, Teaneck, NJ 07666, 201-836-8396.

**Jock Itchin** for first job in Radio. Professionally trained, 3rd, will relocate now. West Preferred. Contact Mark Jay Muller, 9047 Crawford, Skokie IL 60016. 312-649-9808 (9A-3P). 312-673-9047, after 4 PM.

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**Northeastern Medium Markets.:** Capable Telephone-talk/Country/MOR broadcaster seeks stability. 6 years experience. Nick Seneca, 716-632-6033.

**First Phone Announcer** seeking new position. Six years experience, on-air and administrative, in small market. Will relocate anywhere. Box N-11.

**Seasoned professional** 9 years experience, single, anywhere U.S. Bob Cole, 234 Crescent St., New Haven, CT 865-3528-562-5244.

**Broadcasting graduate** looking for first position in radio Broadcasting. Please call Robert Benkelman 716-627-5867.

**A Good Fulltime Jazz Show** is not hard to find. It's here. 30, 1st. 8 yrs. radio. Let's talk Jazz. Box M-12.

**Over two-years** on-air experience, First Phone and excellent references. Call Tom 218-229-2102.

**One Years Experience** at a 1000 Watt AM N.W. Ohio station as News Director. Looking for a position in a larger market. B.A. '77 with majors in political science and telecommunications. Heavy on production and public affairs. 3rd Phone Endorsed. Contact Bill Gilmer, Box 251, Defiance, OH. 43512. 419-782-1088.

**Male 23 3rd Endorsed** D.J. Broadcasting school grad. Doni Reed, 3549 S. Federal, No. 206, Chicago IL 60601, 312-373-0670.

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**SITUATIONS WANTED  
TECHNICAL**

**Engineer.** Past two years salesman. Want back in engineering. Fifteen years experience directionals, maintenance, stereo, automation. Box N-14.

**Experienced radio chief** taking early retirement soon wants to work for a quality low key station. Box N-17.

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**SITUATIONS WANTED  
NEWS**

**Experienced sportscaster** and/or newsmen—play by play all sports—replies any market. Box M-184.

**Experienced announcer**—newsmen—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.

**Authorative Newscaster.** Four years medium market experience with news and commercials. Seeks greater challenge in a major market. Box N-6.

**Third Phone DJ,** good production, news, commercials, will relocate, some experience, hard worker. Box N-20.

**NFL, NHL, AL producer,** 12 years p-b-p. Box N-42.

**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.

**Experienced news** and sports broadcast reporter-news gatherer-writer seeks position with radio station, preferably on the East Coast. Have FCC 3rd endorsement and am also experienced with DJ work. Interested in a young pro? Call 203-259-1288.

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**SITUATIONS WANTED PROGRAMING,  
PRODUCTION, OTHERS**

**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.

**Top creative radio ad** Writer and Producer. Seeks First rate station or ad agency. Top notch, serious inquiries only. Box M-200.

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**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 programming 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.

**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 FCC 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.

**Versatile Talented Announcer** with extensive production, advertising and news experience now available. Will relocate. Box N-5.

**Experienced Major** and secondary market oper/program dir. seeks challenging position. Contemporary, black or disco format. Box N-35.

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**TELEVISION**

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**HELP WANTED MANAGEMENT**

**Business Manager.** Major market television station is seeking a qualified & experienced Business Manager. Candidate must be familiar with all phases of broadcasting and have several years of experience with broadcast data processing. All replies to be held in strict confidence. We are an Equal Opportunity Employer. Box N-28.

**Executive Coordinator.** Friends of Channel 21, Inc. Grant funded academic specialist at WHA-TV, Madison. Responsible for coordination, direction and development of PTV citizen support group. Major responsibilities include: supervision of Friends' staff; development and coordination of volunteer activities; membership development; liaison with community groups, WHA staff and Friends' Board; fund raising through special projects and local underwriting; and long-range planning. Bachelor's degree required. Applicants should have: minimum of 3 years full time successful experience (5 years preferred) in community/volunteer leadership and program coordination plus demonstrated organizational capability, knowledge and successful experience in management, fiscal and program planning. Oral and written communication skills and proven successful experience in human relationships essential. Demonstrated knowledge and experience in public television citizen support activities and development required. Salary: \$18,000-\$22,000. Completed application deadline: October 18, 1978. Write for application and details: Mr. Dick Hiner, Station Manager, WHA-TV, 821 University Avenue, Madison, WI 53706. An Equal Opportunity/Affirmative Action Employer.

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**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.

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**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.



## HELP WANTED TECHNICAL CONTINUED

**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.

**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, P.O. 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.

**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.

**Television Engineer wanted.** California school district. Write Barstow, 6930 Clovercliff, Palos Verdes, CA 90274.

**Wanted: Electronic Technician** who is tired of the snow and ice of winter. South Texas television station is looking for a technician with previous experience in maintenance and repair of Sony electronic news gathering equipment, single tube cameras, U-Matic editing equipment, and Ampex and IVC Camera/Tape. Contact the Personnel Director, KGBT-TV, P.O. Box 711, Harlingen, TX 78550 or call 512-423-3910 if you have the above qualifications and are wanting to migrate to the new booming sunbelt area before winter sets in. We are an affirmative action, equal opportunity employer.

**Television Transmitter Supervisor**—We need a top engineer to maintain two parallel Harris BT18H's on Channel 11 located in the worlds tallest building. First Class FCC license plus five years of high power RF experience is required, along with a good understanding of digital electronics. Good benefits go along with a salary of \$27,924 per year. Send your resume in confidence to: Larry W. Ocker, Director of Engineering, WTTW-TV, 5400 N. St. Louis Ave., Chicago, IL 60625.

**Equipment Technician II:** Radio-TV-Film Department. Full-Time \$1298-1562 monthly. Responsibilities: Chief Engineer of KCSN-FM. Responsible for operation of FM radio transmitter and studio facilities to comply with FCC specifications. Maintain current first class FCC Radio Telephone License. Perform preventive maintenance and repair as required on audio and video electronic equipment. Operate all standard electronic test equipment, such as oscilloscopes, meters, signal generators, etc. Design and construct custom electronic equipment as required. Responsibility for supervising and training broadcast equipment operators. Minimum qualifications: First class FCC Radio Telephone License. Extensive broadcasting experience so as to perform preventive maintenance and repair as required. Must be familiar with the current state of the art of broadcast equipment. Must be able to recommend, write specifications, evaluate and install broadcast equipment. Please forward resumes to—Dr. John Alllyn, Chairman, Radio TV Film Department, California State University, Northridge, CA 91330. Applications due October 15, 1978.

**Engineer**—Television broadcast engineer. First class license required. Contact Lou Iaconetti, WCAE, 219-365-8507, St. John, IN 46373.

**ENG Camera-Tape Maintenance.** Immediate opening for experienced Engineer to work with JVC-Sony VTR's and TK-76 cameras. One of Midwest's top hardware stations. Contact Chief Engineer, KCRG AM-TV, 2nd Avenue at Fifth Street, SE, Cedar Rapids, IA 52401, 319-398-8407. An Equal Opportunity Employer.

**Experienced engineer** for master control and maintenance. KOAA-TV, Colorado's most progressive station, 2200 7th Avenue, Pueblo, CO. Ken Renfrow, Chief Engineer.

**TV Broadcast Engineer:** To operate and maintain modern television production studio and transmitting equipment. Twelve month contract with base salary at \$10,000 (renewable), full benefit package provided. First-Class Radio Telephone FCC License required, two years of Electronic School, two years of experience in maintenance of television systems, including master control operations. Experience with Sony BVU equipment useful. Contact: Mr. Thomas Aube, Chief Engineer, KAVT-TV Channel 15, 1900 8th Ave. N.W. Austin, MN 55912 Phone: 507-433-6000. KAVT-TV is owned and operated by Independent School District No. 492 and is an equal opportunity employer.

**Videotape Maintenance Engineer.** Quality Northern Rockies station in top outdoor recreation area, sharp operation, seeking the right person to help us stay that way. Must have First Phone and solid TV studio and Videotape maintenance experience. EOE. Contact Karl Black, KRTV, Box 1331, Great Falls, MT 59403.

**TV Studio Maintenance and Operation Engineer.** Minimum 3 years experience with all phases of studio equipment, including E.N.G. TV Transmitter Engineer. Experienced with RCA TT10AL and TT25BL. Write Chief Engineer, P.O. Box 510, Palm Beach, FL 33480. Equal Opportunity Employer.

**Assistant Chief Engineer** for studio maintenance. Knowledge of RCA, TK-27, TR-22 and Sony 2860, essential. 209-529-2024. Equal Opportunity Employer.

## HELP WANTED NEWS

**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.

**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.

**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.

**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.

**News anchor** for prime 6 & 11pm, Monday-Friday, news strip. Dominant medium market VHF station—CBS affiliate—excellent benefits—growth position with solid station group. \$15-20 K range. An Equal Opportunity Employer, M/F. Send resume and pertinent data to Box N-8.

**Weatherperson.** Must have at least one year's experience. Excellent opportunity with dominant station in medium Southern market. Equal opportunity employer. Write and send audition VTR Tape to: Dick McMichael, News Director, WRBL-TV, P.O. Box 270, Columbus, GA 31902.

**Meteorologist/Weather Anchor** who can also handle environment, health and science beat. KOVR - TV, the ABC affiliate in Sacramento, California, seeks a person with substantial television experience. We offer excellent pay and benefits and a great place to live and work. Send resume and 3/4" cassette of recent aircheck to: Norm Hartman, KOVR-TV News Director, 1216 Arden Way, Sacramento, CA 95815. An Equal Opportunity Employer.

**ENG/Live Camera Producer.** KOVR-TV, the ABC affiliate in Sacramento, California, seeks a person with substantial ENG and live camera experience. Excellent pay and benefits, the best equipment, and a great place to live and work. Please send resume to: Norm Hartman, KOVR-TV News Director, 1216 Arden Way, Sacramento, CA 95815. An Equal Opportunity Employer.

**Expanding staff,** looking for anchor, sports director, reporter, feature reporter, documentary producer, documentary reporter, and photographer. No calls. Send tape and resume to John Willer, WVEC-TV, 110 Third Street, Norfolk, VA 23510. E.O.E.

**Exceptional Opportunity** for experienced, enthusiastic on-air reporter. Small market experience preferred, excellent benefits. Send resume and tape to Station Manager, WABI-TV Bangor, ME 04401 E.O.E.

**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.

## HELP WANTED PROGRAMING, PRODUCTION, OTHERS

**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.

**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.

**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 higher programming management position. An equal opportunity employer. Contact Cal Boltwinkel 916-441-2345, if qualified, for interview.

**Cameraperson.** Experienced production person. Ministry oriented. Top 10 market. Great opportunity and rewarding. Handheld experience helpful. Must be able to work well with team. Send resume to Box N-9.

## HELP WANTED PROGRAMING PRODUCTION, OTHERS CONTINUED

**Reporter/Producer** Seeking an experienced Reporter/Producer for News and Public Affairs Department of Southeastern Broadcast station. Candidates should have on-air and news production experience, ability to supervise a tv crew, be familiar with film, VTR, remotes and documentaries. Responsibilities range from telephone contact through production and on-camera presentation. Salary approximately \$12K. Send resume to Box N-24.

**Studio Camera Operator** with minimum two year's experience—handheld experience helpful—music programs and studio routines. Send resume to Personnel Director, WSM, Inc., P.O. Box 100, Nashville, TN 37202. An Equal Opportunity Employer.

**Producer/Director** for PTV Station. Responsible for the production of television and/or film programs for broadcast or closed-circuit use. Demonstrated competence in producing/directing/editing video tape and film productions. 3-5 years experience desirable. Salary \$13,400-\$14,400 depending upon qualifications. Equal Opportunity, Affirmative Action Employer. Send three letters of recommendation, letter of application, resume and sample work on 3/4" or quad tape to: Don Checots, WBGU-TV, Bowling Green, OH 43403. Application deadline October 31, 1978 or whenever filled.

**Producer.** For daily financial report program. Must have strong financial background, thorough knowledge of business climates and television journalism with at least two years experience in tv production of a similar type program. Position supervises all elements of this program including substance and creativity, on-air talent, writing and directing. Prefer background education at M.A. level, letters or Business Economics. Salary approximately \$20K. Interested applicants apply Personnel. WPBT, P.O. Box 610001, Miami, FL 33161.

**Producer-Director** for daily live variety show. Professional experience, creative ability and aptitude for organization required. Write or call Joe Weber, KAKE-TV, Box 10, Wichita, KS 67201 316-943-4221. An EOE.

**Associate Producer** for Cultural Affairs Specials at St. Paul Minnesota Public TV station. Starting date 1/1/79. Experience in television and film drama and music. Assist executive producer on local and national specials. Ability to produce programs, do research, supervise remote & studio crews. Send resume and sample tape to Cyrus Bharucha, KTCA TV, 1640 Como Avenue, St. Paul, MN 55108.

**Can you do it all?** See CATV Help Wanted ad!

**Public Affairs Producer**—handle 2 public affairs programs for KUSD-TV and South Dakota Public Television. College degree and at least 2 years experience in public affairs. Experienced on-air reporter with extensive writing and editing skills, and proven research abilities. Must be familiar with all facets of ENG, quad and cassette editing. Application deadline, October 18, 1978. Reply to: USD Personnel Department, University of South Dakota, Vermillion, SD 57069. An Equal Opportunity Employer.

**Public Television** in Minnesota. Director Production Services. Opportunity to join rapidly expanding Public Television Station in important management role, strong EFP-CMX Editing, Studio experience, Administrative skills, Producer sensitivity. Send resume, references, salary requirements to Alvin H. Goldstein, Director Programming, KTCA-TV 1640 Como Ave., St. Paul, MN 55108.

## 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.

**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 N-21.

**Past President** of Southern three station communications corporation available immediately. Background in both Radio and Television with strong financial education and expertise. 301-770-4166.

## SITUATIONS WANTED ANNOUNCERS

**Four years radio** in a 100,000 market. Looking for first TV position. Box N-26.

**Female seeks position** as booth announcer. Crisp, clear announce style. Good news delivery. Can also write news. Experienced commercial copywriter-voiceover. Broadcast school grad and B.A. Tape. Box N-27.

## SITUATIONS WANTED NEWS

**Newspaper reporter, 27**, seeks opportunity in Electronic News Gathering. Box M-129.

**Frequent network contributor** in 30's market seeks top twenty reporter job. Ten years experience, extensive ENG background, four years as photographer are responsible for my visual, fast-moving 'people' stories. Box N-16.

**Craftsman, News Producer**, Major market experience, looking for new challenge. Box N-18.

**Young Black Female** College Grad with Broadcasting-Journalism degree seeking job as Television Reporter. Presently in major market. Proven achiever. Box N-22.

**Need experienced Reporter**, writer, producer? 10 years in Australian and English TV news, now seeking a job anywhere in the U.S. Box N-34.

**Experienced Trial Lawyer (30)**, with prior association with TV news and documentary production seeks challenging investigative or "impact" reporting position. Background includes journalism, all areas of civil and criminal practice, as well as investigative, prosecutorial experience. Consider any serious news market. Box M-98.

**M.S. B.A. in Broadcasting** from CUNY. Graduate Internship in TV production. Professional apprenticeship in 16mm, ENG. Single, 25. seek news cameraman/reporter position. All markets considered. Resume, VCR immediately. Michael Brewer, 177-37 Troutville Rd., Jamaica, NY 11434. 212-341-3138.

## SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

**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.

**Art Director**—Top 10 Market, nine years Television experience plus other. Management, slides, video, print, sets, logos, darkroom, still photography, university design degree, operational knowledge of much equipment. Need more creative position with future. Box N-39.

**Summer's over**, time to fall into better productions. Leave that to a 7 year professional who does it all, from Producer - Director to Cameraman. Graham Brinton, 215-664-3346.

## CABLE

### HELP WANTED PROGRAMING, PRODUCTION, OTHERS

**You'll do it all!** CATV wants creative manager/salesperson/sportsperson/newsperson/host to operate local origination channel. Personal interview required. CATV, Box 375, Coalinga, CA 93210.

## 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.

**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. PE, 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.

**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.

**Electronic Engineer.** As a leading manufacturer of audio broadcast equipment, our growth has necessitated expansion of our product development group. We are seeking a BSEE with a minimum of 3 years of analog circuit design experience. This position offers excellent growth potential for the creative engineer and one who thrives on accomplishments. Submit resume or call: Mr. L. Mandziuk, Audio Designs & Manufacturing, Inc., 16005 Sturgeon, Roseville, MI 48066. 313-778-8400.

## 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.

## HELP WANTED INSTRUCTION

**Assistant Professor.** Radio-Television—Teach a minimum of three courses per semester. These courses would include beginning and advanced writing. Will be expected to work with students in out-of-class activities. Will be expected to pursue research and creative activities and perform other duties as assigned. Doctorate preferred, with a minimum of two or more years experience in broadcast commercial writing. Letter of application, credentials, names of references by November 1st to Charles T. Lynch, Dept of Radio-TV, Southern Illinois University, Carbondale, IL 62901. Position begins January 15, 1979. Salary competitive. Women and minorities actively encouraged to apply.

**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.



## 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.

**Wanted: UHF TV Transmitters** instant cash paid for all models. Call Bill Kitchen: 404-568-1155.

**Remote Control System.** Reliable older model OK. Don Hobson, 714-745-8511.

**Used tall tower** wanted with elevator. Will buy either standing or on the ground. Prefer 1,000 to 1,500 feet tall. Would consider shorter tower with elevator. Contact Jerrell Shepherd, KRES, Inc., Moberly, Missouri. 816-263-1600.

**Plate Transformer.** Original Make: UTC H-1955. Used in RCA BTA-1MX. Primary 230V Single phase 50/60 Cycles. Secondary: 6200V CT. 4.4 KVA. Continuous Duty. Also - Solid State Audimax III (App. 1965 Vintage).

**Console,** 8 or 10 channel, and 25 Hz sensors, good condition. WFIV, Box 5519, Orlando 32855.

**Need RCA 6806** Tube in operating condition. 209-529-2024.

## FOR SALE EQUIPMENT

**5" Air Hellax** Andrews HJ9-50. Can be cut and terminated to requirement. Below Mfgs Price. Some 3" also available. BASIC WIRE & CABLE 860 W. Evergreen, Chicago, IL 312-266-2600.

**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.

**AM and FM Transmitters**—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

**FM Transmitters (Used)** 20 KW, 15 KW, 10 KW, 7.5 KW, 1 KW. Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701, 314-334-6097.

**One RCA TT50AH** Television Transmitter (operating on Ch 11) and accessories, including one BW-5B Sideband Analyser (RCA), one BW-4B Television Demodulator (RCA) and one Ward TA850 Transmitter Color Equalizer. Complete listing of equipment and other information may be obtained by writing or calling Mr. Harold Holden, Washburn University, Topeka, KS 66621, 913-295-6359. The University reserves the right to accept the first offer or to reject any offer which in the opinion of the University is unsatisfactory.

**20 KW FM Transmitters**—7 yr. old CCA, Gates FM 20 B. M. Cooper, 215-379-6585.

**Sony 1" Video Color Recorder** UV340, Sony 1" Video Color Recorder EV320, Magna Sync 2" Quad Video Sound Reader, 3 Phillips Lavalier Microphones LBB-9003, 2 Phillips Desk Stand Microphones LBB-9050, Datatron Electronic Video Editor, Film Chain - Norelco, two 16mm projectors, and one 35mm slide. Call Byron Motion Pictures, Inc., 202-783-2700.

**Gates BC-1T AM** transmitter with audio processor. Excellent. On air presently. 4-K Radio, Box 936, Lewiston, ID 83501. 208-743-2502.

**AM Transmitters (Used)** 10 KW, 5 KW, 1 KW, 250 W. Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701, 314-334-6097.

**For Sale**—Datatron 5050-200 Edit Console with Jam Sync Generator for Time Code Editing. \$9500. Bob Brandon, KPRC, Houston, 713-771-4631.

**Near New**—International Tapetronics Cartridge—Mono Recorder/Reproducer Model RP-0001 and International Tapetronics reel — to — reel Recorder/Reproducer—Full tract momo 7 1/2 - 15 IPS Model 855-0001. Responsible party can take over payments. 213-462-5371.

**Video Equipment,** incl. Cameras: GE PE-350, Marconi MK7, RCA TK60. Switcher: Ward-Leonard TS-206 with TA902 fader & Riker 540 SE (8x21). GE 4PE27 Key Camera VTRs: Ampex VR-1000's ED.; Cable: Belden 8284 bulk. Console: Langeman 16x4 More. Send SASE for list or call Malcolm Montgomery, Chief Engineer, Broadcasting Div. College Conservatory of Music, Univ. of Cincinnati, Cincinnati, OH 45221 513-475-4394.

**1 KW AM and FM Transmitters**—Gates: FM-1H3, 1G, BC1-F—M. Cooper, 215-379-6585.

## 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.

**GUARANTEED FUNNIER!** Hundreds renewed! Freebie! Contemporary Comedy, 5804-B Twining, 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.

**FRUITBOWL:** world's largest weekly humor and information service for radio personalities. Free four week trial subscription to qualified broadcasters. P.O. Box 9787, Fresno, CA 93794.

## MISCELLANEOUS

**Prizes! Prizes! Prizes!** National brands for promotions, contests, programming. No barter or trade ... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

**Have a client** who needs a jingle? Custom jingles in one week. Philadelphia Music Works, Box 947 Bryn Mawr, Pa. 19010. 215-525-9873.

**Radio and TV Bingo.** Oldest promotion in the industry. World Wide Bingo—P.O. Box 2311, Littleton, CO 80160. 303-795-3288.

**Back Issue Magazines.** Free list. Over 200 titles, 1890 to 1978. Send stamped envelope: Dept. BR Everybody's Bookshop, 317 West 6th Los Angeles, CA 90014.

**Air Check Critiques.** Full critique of your show. News, production welcome too. Critiques by professional broadcaster and instructor. \$10. Send tape or cassette. Tom Honstedt, 3616 Douglas Dr., Minneapolis, MN 55422.

**Need Campaign Committee** and Vice President so I can run as Independent Candidate for the President. Salary open. James Montgomery, Oronogo, MO 64855.

## 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.

**San Francisco.** FCC License, 6 Weeks 10/30/78. Results Guaranteed. Veterans Training Approved. SCHOOL OF COMMUNICATION ELECTRONICS. 150 Powell St., SF 94102, 415-392-0194.

**Cassette recorded First phone** preparation at home plus one week personal instruction in Boston, Atlanta, Seattle, Detroit, Philadelphia. Our twentieth year teaching FCC license courses. Bob Johnson Radio License Training 1201 Ninth, Manhattan Beach, CA 90266 213-379-4461.

## RADIO

### Help Wanted 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 Programing, Production, Others

## San Francisco Beautiful Music Station

Late October Opening  
Director of Public Affairs

Must be experienced in Public Affairs Programming, Ascertainment, and announcing/moderating, with thorough understanding of FCC rules and regulations. Send tape and resume to P.O. Box 3736, Romm 1137, San Francisco, CA 94119.

An Equal Opportunity Employer

## 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 Technical

### CHIEF ENGINEER

Immediate opening at directional AM, automated FM in New York Area. Send resume and salary requirements to Mr. Dennis Ciapura, Technical Director, Greater Media, Inc., Turnpike Plaza, 197 Highway 18, East Brunswick, New Jersey 08816, or call 201-247-6161. All inquiries will be confidential.

## Help Wanted News

### News Director-Tampa

On-air person to build top notch, high visibility department. Tampa Bay, now market No. 23 and booming! Searching nationwide for ambitious person ready for an excellent opportunity. Tape, bio, salary history and presentation to: Michael Spears, VP, 181, 2690 Drew St. No. 912, Clearwater, Fla. 33515, (813) 726-9139. E.O.E. M/F

### COMMUNICATORS

News Director, Anchor Announcer, Major Market. All News Radio Station seeks these skills:

We're looking for top notch communicators and will offer top dollar in return. Send resume and samples of stylized writing to Box N-10. Equal Opportunity Employer - M/F.

## Situations Wanted Management

### SUCCESSFUL G.M.

A professional, energetic sales and community oriented doer with major, medium and small market experience. Good track record in Disco, Country, Black and M.O.R. Currently in small market but desires medium or major market again. Available now. Box N-12.

### THE DIFFERENCE

...between "just average" and "very profitable" is usually the man in charge. Above average ratings and profits require a manager with ability and experience. I have both. And I have top level local and national references to prove it. Background includes G.M., S.M., and P.D. in markets of all sizes including major market G.M. If you believe your station could—and should—be doing better, I'd like to meet with you. Please contact me in confidence at Box N-33.

## Situations Wanted Programing, Production, Others

### HAVE RATINGS—WILL TRAVEL

P.D. for hire. Competent organizer/motivator. Experienced: Merchandising, Sales & Station Promotion. Community involvement oriented. Award winner. Family man. Box N-1.

### TOP SPORTSCASTER AVAILABLE NOW!

Looking for a sports director or member of your major sports market staff? I am your man! I've done it all from outstanding play by play to anchoring to reporting. (Radio and TV) ... 32, married—a real sportsman not a fraud. Greg Lucas, 1501 E. Gardner Ln. No. 1505A, Peoria Hgts., Ill. 61614 (309) 685-2603.

## Situations Wanted Announcers

### TALK SHOW HOST

Top rated talk show host seeking new challenge.

Totally informed on a variety of subjects including sports, politics, economics, current, national and international events

Guaranteed to make a stimulating impact on your audience. Box N-7

### TELEVISION

#### Help Wanted Sales

### BUSINESS DEVELOPMENT

Dynamic Denver based cable television company seeks self-starter to plan and implement a program for aggressive marketing of services to hotels in filthy markets. Tasks will include research, policy formulation, sales, sales training and administration, and account maintenance via field force. Limited technical knowledge, sales experience, hotel management experience helpful. Some travel. Future unlimited. Send resume with salary history and requirements to Box N-44. EOE M/F.

### TV SALES

#### KBTV/ABC IN DENVER, COLO.

KBTV, a station of Combined Communications, and Number 1 in Denver, is looking for an experienced local salesperson with at least 2 years in television sales. The candidate should have a strong track record in both agency and new direct business, show management potential and be well versed in research and rating information. KBTV is an Equal Opportunity Employer.

Contact:

Larry Deutsch  
Local Sales Manager  
KBTV  
303-825-5288

## Help Wanted Technical

### ENGINEERING MANAGER

This management position requires an individual possessing an associate degree in electronics as a minimum, with 6 to 8 years experience with increasing responsibility in a television broadcasting or teleproduction facility. An individual dedicated to engineering excellence and familiar with all areas of television engineering with an extensive background in solid state and digital electronics. Responsibilities include supervision of the operation, installation, modification and maintenance of new and existing equipment with day to day supervision, training and upgrading of engineering personnel. Position reports to the Director of Engineering. We offer the qualified candidate competitive salary and challenging environment with a television/teleproduction facility on the move.

Send resume to  
Win Korabell,  
Director of Engineering,

KCOP-TV, Inc.  
915 N. La Brea Ave.,  
Hollywood, Ca. 90038.  
An Equal Opportunity Employer.

## Help Wanted Technical Continued

### VITAL HAS A FUTURE FOR YOU

Dynamic growth opportunities for video engineers with experience in video switching systems. Enjoy Florida living. Work for hi-technology company. Send resume to: Dale Buzan, Vital Industries, Inc., 3700 N.E. 53rd Avenue, Gainesville, Florida 32601.

### MICROWAVE SYSTEM ENGINEER

Rapidly expanding national cable television company seeks a microwave engineer to interface with field operations for project coordination. Working knowledge of video systems, satellite receiving terminals, microwave path design, evaluation and reliability, and project bill of materials is necessary. Hands-on experience is desirable. An engineering degree and/or familiarity with CATV is helpful. Some travel required. Send resume with salary history and requirements to Box N-54 EOE M/F.

### 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.

### TELEVISION ENGINEER

Want to join an aggressive, expanding production company using the latest equipment? How about TRI-COMM PRODUCTIONS of Hilton Head Island, South Carolina? You've seen our ads. We need a versatile, production-oriented television engineer. Send resumes to: Denny Fussell, TRI-COMM PRODUCTIONS, INC., P.O. Box 5242, Hilton Head Island, S.C. 29928.

## Help Wanted Management

### PROMOTION MANAGER

Post-Newsweek Stations, Michigan, Inc.  
Qualifications:

- Strong, creative talents.
- Experience in managing multi-person department.
- Ability to counsel and work with both national agency, Klein &, and our own local ad agency.

Excellent opportunity for eager, aggressive, cooperative individual.

Please send resumes and tape sample of work to Merle Robinson, Personnel, P.O. Box 400 Detroit, MI 48231.

An Equal Opportunity Employer



## Help Wanted News

### NEWS PHOTOGRAPHER FILM

TV News Photographer for expanding news department. You must have experience with all 16mm sound-on-film equipment and you must be able to edit and assemble your films. Previous news experience is required. We will want to see examples of your work. Schedule will include weekends. EOE M/F

Libby Stevens  
WMAR-TV  
6400 York Road  
Baltimore, Maryland 21212

### TV News Reporter

General Assignment. At least two years previous experience required. Must be an aggressive reporter, a good writer, and must have experience with film and ENG. We will want to see a film and/or video tape showing some of your work. EOE M/F.

Libby Stevens  
WMAR-TV  
6400 York Road  
Baltimore, Maryland 21212

### Situations Wanted Sales

#### General Sales Manager

with national, local and rep experience. Age 35, looking for a sales management position with either a station or rep. Phone: 219-486-1096.

## 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.

### ART DIRECTOR

KQED (San Francisco PBS) seeks a management-oriented Art Director to develop, supervise, and coordinate all station graphics, print materials, scenic design, and set construction services.

Qualified candidates will present the equivalent of three years successful experience in a similar position with an established television station/production facility regularly involved in production of color programs

Duties to include assessing user needs, supervising and training Art Department personnel, preparing and administering department budget, preparing project cost estimates.

Reporting to Manager of Production Operations, successful candidate will participate in full range of Art services for \$12 million broadcast operation.

For prompt consideration, send resume in confidence to:

Personnel Department  
KQED, Inc.  
500 Eighth Street  
San Francisco, CA 94103  
\*\*\*\*\*

An Equal Opportunity Employer

### Situations Wanted News

#### 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.

## Radio Programing

### THE BIG BANDS ARE BACK

One 55-minute weekly program of Big Band sounds with host Jim Bolen.

PROGRAM DISTRIBUTORS  
410 South Main  
Jonesboro, Arkansas 72401  
501-972-5884



### The LONE RANGER

The Original  
Radio Network Series is  
BACK ON THE AIR!

Now available for local purchase:

CHARLES MICHELSON, Inc.  
5350 Wilshire Blvd., Beverly Hills, Ca. 90212 • (213) 278-4546

### LUM and ABNER

5 - 15 MINUTE  
PROGRAMS WEEKLY  
Program Distributors

410 South Main  
Jonesboro, Arkansas 72401  
Phone: 501-972-5884



## Miscellaneous

### SALES MANAGERS!

MOVIES ARE BUYING MORE LOCAL  
TIME THAN EVER!

Get your jump on this lucrative market with MOVIMARI, the newsletter covering advance release and marketing plans. Full year \$25, satisfaction guaranteed. Goal Achievement Programs, Box B-118, Teaneck, NJ, 07666.

## Business Opportunities

### WILL BUY AND LEASE BACK

Tower Site  
Studio Transmitter Building  
Equipment  
\$100,000 to \$1,000,000  
Hudson Investment Corporation  
1150 - 17th St., N.W.  
Washington, D.C. 20036  
No Phone Calls.

## Bigname TV & Film Personalities Available For Personal Appearances (at openings, sales, celebrations, you-name-it).

For particulars, call or write the people who arrange everything.

Pfeiffer, Anderson & Co.  
Talent Arrangers: 8322 Beverly Blvd.,  
Hollywood, CA 90048 (213) 658-5052.

## For Sale Stations

### MEDIA BROKERS APPRAISERS

RICHARD A.  
**SHAHEN**  
435 NORTH MICHIGAN • CHICAGO 60611  
312-467-0040



## ALLIED FIELDS Help Wanted Technical

# DIRECTOR INTERNATIONAL SALES

## Communications Equipment Experienced

We're a major communications equipment manufacturer seeking an individual with potential to become Vice President of Marketing or general management to head our International Sales function. Responsibility for all international sales requires top-level coordination with all functional department heads.

Required background includes sales management in a communications equipment company with involvement in commercial and international markets. Previous experience as a general sales manager of smaller organizations is highly desirable.

We offer an outstanding compensation program attuned to your qualifications, actual responsibilities, and performance. Send resume with salary requirement in strictest confidence to:

**Box B 219; 810 7th Ave., NYC 10019**

An Equal Opportunity Employer M/F

**For Sale Stations Continued**

**COLORADO BROADCAST OPPORTUNITY**

In mountain area  
Ideal for Owner/Operator  
Terms Available  
214-526-8081

**BALTIMORE AM**

RADIO STATION FOR SALE

Currently programming to the black community 6 am to dusk. 5KW. For details call Leon Back 301/484-3500.

**AM/FM**

Jersey Metro  
Owner Retiring  
Write Box 8177  
Trenton, N.J. 08650

**"Successful Overseas Broadcast Property"**

Dominant facility in major population center under stable government  
... For Sophisticated Buyer Only ...  
Holt Corp Box 111, Bethlehem, Pa 18016. 215/865-3775

**HOLT CORPORATION**

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

The Holt Corporation Holt Corporation West  
Box 111 Box 8205  
Bethlehem, PA 18016 Dallas, TX 75205  
215-865-3775 214-526-8081

**MEDIA BROKER, APPRAISER...  
318-865-8668**

Coastal AM, volume around 1/2 M. Make cash offer.

Two Small Mkt. Combos, could be great volume stations. Around \$600K. Cash & Terms.

Others Available.

**JOHN mitchell**  
P.O. Box 1065 Shreveport, LA 71163

**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.

**Sale**

Daytime 1 Khz AM. Building—land, small town near metro area, So. Car. 185,000 cash. Box N-3.

**RALPH E. MEADOR**

Media Broker  
AM - FM - TV - Appraisals  
P.O. Box 36  
Lexington, Mo. 64067  
Phone 816-259-2544

**H.B. La Rue, Media Broker**

RADIO, TV, CATV, APPRAISALS

West Coast:  
44 Montgomery Street, 5th Floor-San Francisco, California 94104 415/873-4474  
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 202/223-1553  
Suite 214 Suite 417  
11881 San 1730 Rhode  
Vicente Blvd. Island Ave. N.W.  
Los Angeles, CA. 90049 Washington, D.C. 20038

- 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

**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.

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.

**CHAPMAN ASSOCIATES®**  
media brokerage service

**STATIONS**

Plains Small	AM	\$160K	\$46K
W Small	AM	\$215K	29%
E Small	AM	\$385K	Terms
S Medium	AM	\$200K	Cash
MW Major	FM	\$1.7MM	\$1.7MM

**CONTACT**

David Kelly	(414) 499-4933
Bill Whitley	(214) 387-2303
Warren Gregory	(203) 767-1203
Bill Hammond	(214) 387-2303
Art Simmers	(617) 848-4893

To receive offerings of stations within the areas of your interest, write Chapman Company, Inc., 1835 Savoy Dr., N.E., Atlanta, Ga. 30341.



# Stock Index

Stock symbol	Exch.	Closing Wed. Sept. 27	Closing Wed. Sept. 20	Net change in week	% change in week	High	1978 Low	PIE ratio	Approx. shares out (000)	Total market capitalization (000)
<b>Broadcasting</b>										
ABC	ABC	N 55 1/2	56 3/4	- 1 1/4	- 2.20	62	35 3/8	9	18,315	1,016,482
CAPITAL CITIES	CCB	N 43	41 3/8	+ 1 5/8	+ 3.92	75	41 3/8	7	14,230	611,890
CBS	CBS	N 56 1/2	57 1/4	- 3/4	- 1.31	64	43 7/8	9	28,100	1,587,650
COX	COX	N 47 3/4	46 3/4	+ 1	+ 2.13	49 1/8	25 1/2	12	6,637	316,916
GROSS TELECASTING	GGG	A 20	19 1/8	+ 7/8	+ 4.57	23 7/8	13 5/8	8	800	16,000
KINGSTIP COMMUN.*	KTVV	O 11 1/2	11 1/2			11 3/4	3 7/8	21	462	5,313
LIN	LINB	O 38 1/4	38	+ 1/4	+ .65	42 3/4	16 1/2	12	2,801	107,138
METROMEIOIA	MET	N 64	64			71	25 1/4	13	4,815	308,160
MOONEY	MOON	O 3 1/2	4	- 1/2	- 12.50	5 1/2	1 7/8		425	1,487
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	51			52	30 1/2	11	2,589	132,039
STARR	SBG	M 13 3/8	13 1/2	- 1/8	- .92	13 1/2		13	1,512	20,223
STORER	SBK	N 30 3/4	31 1/8	- 3/8	- 1.20	34 7/8	19 3/8	10	4,884	150,183
TAFT	TFB	N 21 1/2	20 1/2	+ 1	+ 4.87	24 1/2	12 1/4	4	8,498	182,707
TOTAL									95,332	4,481,784

## Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A 12 5/8	12 1/2	+ 1/8	+ 1.00	14 7/8	3 3/4	13	1,233	15,566
AMERICAN FAMILY	AFL	N 13 3/8	13 3/4	- 3/8	- 2.72	17 1/8	11 3/8	6	10,536	140,919
JOHN BLAIR	BJ	N 28 1/2	27 3/4	+ 3/4	+ 2.70	31 3/8	11 1/8	7	2,427	69,169
CHARTER CO.	CHR	N 6 3/8	6 1/4	+ 1/8	+ 2.00	8	3 7/8	7	17,573	112,027
CHRIS-CRAFT	CCN	N 10	10			11 3/8	4 1/2	24	4,413	44,130
COCA-COLA NEW YORK	KNY	N 8	8 1/8	- 1/8	- 1.53	9 1/4	7 3/4	11	17,641	141,128
COMBINED COMM.	CCA	N 32 1/2	32 5/8	- 1/8	- .38	45 1/8	19	15	10,551	342,907
COWLES	CWL	N 20 3/4	24 1/2	- 3 3/4	- 15.30	25 1/4	12 1/2	20	3,969	82,356
DUN & BRADSTREET	DNB	N 35	34 1/4	+ 3/4	+ 2.18	38	26 1/4	16	27,869	975,415
FAIRCHILD IND.	FEN	N 29 1/8	29 3/4	- 5/8	- 2.10	35 1/4	9 1/2	11	5,708	166,245
FUQUA	FOA	N 12 1/4	12 3/8	- 1/8	- 1.01	13 5/8	8	8	9,396	115,101
GANNETT CO.	GCI	N 46 1/8	47 1/4	- 1 1/8	- 2.38	49	32 3/4	17	22,430	1,034,583
GENERAL TIRE	GY	N 28 3/4	28 3/4			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.	O 22	21 1/2	+ 1/2	+ 2.32	24	8	8	8	475	10,450
HARTE-HANKS	HHN	N 43 7/8	43 3/8	+ 1/2	+ 1.15	48 3/4	26	15	9,080	398,385
JEFFERSON-PILOT	JP	N 32 3/4	32 1/2	+ 1/4	+ .76	34 1/2	26 5/8	10	23,224	760,586
MARVIN JOSEPHSON	MRVN	O 16 1/4	15 1/4	+ 1	+ 6.55	17 1/4	10 1/4	9	2,013	32,711
KANSAS STATE NET.	KSN	O 13 3/8	13	+ 3/8	+ 2.88	14 3/8	4 3/4	13	1,727	23,098
KNIGHT-RIDDER***	KRN	N 26 5/8	53 5/8	- 27	- 50.34	54	26 5/8	7	16,399	436,623
LEE ENTERPRISES*	LEE	N 36 1/8	36 3/4	- 5/8	- 1.70	38 1/2	22 1/4	14	4,895	176,831
LIBERTY	LC	N 33	31 3/4	+ 1 1/4	+ 3.93	33 7/8	18	9	6,762	223,146
MCGRAW-HILL	MHP	N 24 3/4	24 3/4			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
MEROITH	MDP	N 35 5/8	35 1/2	+ 1/8	+ .35	40 1/4	17 3/8	8	3,074	109,511
MULTIMEDIA	MMED	O 26 3/4	27	- 1/4	- .92	28 1/4	16 1/4	14	5,624	177,192
NEW YORK TIMES CO.	NYKA	A 29 5/8	29 1/2	+ 1/8	+ .42	31 5/8	15 3/4	12	11,599	343,620
OUTLET CO.	OTU	N 29	30 3/4	- 1 3/4	- 5.69	32 7/8	16 5/8	8	2,445	70,905
POST CORP.	POST	O 34 1/2	35 1/4	- 3/4	- 2.12	38 3/4	16 1/4	10	867	29,911
REEVES TELECOM	RPT	A 3 1/2	3 3/4	- 1/4	- 6.66	3 3/4	1 3/4	50	2,388	8,358
ROLLINS	ROL	N 20	19 1/4	+ 3/4	+ 3.89	24 1/4	14 7/8	11	13,407	268,140
RUST CRAFT	RUS	A 27 3/4	27 7/8	- 1/8	- .44	28 1/2	3 1/2	17	2,297	63,741
SAN JUAN RACING	SJR	N 13 1/2	11 7/8	+ 1 5/8	+ 13.68	14 1/8	7 5/8	19	2,509	33,871
SCHERING-PLOUGH	SGP	N 32 7/8	33 1/8	- 1/4	- .75	44 3/4	26 3/8	10	53,703	1,765,486
SONDERLING	SOB	A 21 1/4	21 1/8	+ 1/8	+ .59	21 5/8	8 3/8	9	1,105	23,481
TECH OPERATIONS	TO	A 7 1/8	7 3/8	- 1/4	- 3.38	8 3/4	2 3/8	178	1,344	9,576
TIMES MIRROR CO.	TMC	N 33	33 1/4	- 1/4	- .75	35	20 3/4	11	34,811	1,148,763
TURNER COMM.*	O 12 1/2	12 1/2				12 1/2	5		3,800	47,500
WASHINGTON POST CO.	WPO	A 43 1/4	43	+ 1/4	+ .58	47 5/8	21 3/4	10	8,200	354,650
WOMETCO	WOM	N 16 5/8	16 1/2	+ 1/8	+ .75	18 1/4	10 7/8	10	9,554	158,835
TOTAL									413,660	11,355,710

## Cablecasting

ACTON CORP.	ATN	A 12 1/4	13	- 3/4	- 5.76	13 5/8	3 1/8	10	2,421	29,657
AMECO*	ACO	O				1/2			1,200	
AMERICAN TV & COMM.	AMTV	O 48 1/2	48	+ 1/2	+ 1.04	52	19 3/4	21	4,016	194,776
ATHENA COMM.	O 5 1/2	5 1/2				5 1/2	1/8		2,125	11,687
BURNUP & SIMS	BSIM	O 5 5/8	5 3/8	+ 1/4	+ 4.65	6 1/8	3 1/8	26	8,381	47,143
CABLE INFO.	O 3	1/4	+ 2 3/4	+ 100.00	3	1/4	15		663	1,989
COMCAST	O 13 1/2	11 3/4	+ 1 3/4	+ 14.89	14	3 3/4	18		1,583	21,370
COMMUN. PROPERTIES	COMU	O 15 1/2	15 1/4	+ 1/4	+ 1.63	15 1/2	3 5/8	20	5,018	77,779
ENTRON*	ENT	O 3 1/2	3 1/2			3 1/2	7/8	4	979	3,426
GENERAL INSTRUMENT	GRL	N 34 7/8	35 1/4	- 3/8	- 1.06	40	17 5/8	12	7,581	264,387
GENEVE CORP.	GENV	O 14	14 1/4	- 1/4	- 1.75	15 3/4	7 1/2	7	1,121	15,694
TELE-COMMUNICATIONS	TCOM	O 19 1/8	18 1/4	+ 7/8	+ 4.79	19 1/8	2 7/8	273	5,327	101,878
TELEPROMPTER	TP	N 13 5/8	11 7/8	+ 1 3/4	+ 14.73	14 1/4	6 3/4	25	16,926	230,616
TEXSCAN	TEXS	O 2 3/4	2 7/8	- 1/8	- 4.34	2 7/8	1 1/4	16	786	2,161
TIME INC.	TL	N 46 3/4	46 1/2	+ 1/4	+ .53	50	31 3/4	10	20,450	956,037
TOCOM	TOCM	O 10 1/2	11	- 1/2	- 4.54	11	2 1/4	22	894	9,387
UA-COLUMBIA CABLE	UACC	O 36 3/4	36 1/2	+ 1/4	+ .68	40 1/4	15 1/2	21	1,679	61,703
UNITED CABLE TV	UCTV	O 22 1/4	21	+ 1 1/4	+ 5.95	24	3 7/8	28	1,915	42,608
VIACOM	VIA	N 25	23 5/8	+ 1 3/8	+ 5.82	27 1/8	9 1/2	16	3,795	94,875
TOTAL									86,860	2,167,173

Stock symbol	Exch.	Closing Wed. Sept. 27	Closing Wed. Sept. 20	Net change in week	% Change in week	High	1978 Low	PIE ratio	Approx. shares out (000)	Total market capitalization (000)		
<b>Programming</b>												
COLUMBIA PICTURES	CPS	N	20 1/4	20 5/8	- 3/8	-	1.81	24 1/2	7 3/8	4	9,254	187,393
OISNEY	DIS	N	41	41				47 5/8	32 1/2	15	32,380	1,327,580
FILMWAYS	FWY	N	15 3/4	14 1/2	+ 1 1/4	+	8.62	17	6 7/8	11	4,258	67,063
FOUR STAR*			1 1/4	1 1/4				1 1/4	1/2	13	666	832
GULF + WESTERN	GW	N	14 1/4	14 1/8	+ 1/8	+	.88	18 3/8	10 1/4	6	48,215	687,063
MCA	MCA	N	52 1/8	53	- 7/8	-	1.65	59 3/4	32	10	18,619	970,515
MGM	MGM	N	45 1/2	39	+ 6 1/2	+	16.66	54	16	18	14,551	662,070
TRANSAMERICA	TA	N	18 5/8	18 3/8	+ 1/4	+	1.36	19	13 1/4	7	66,781	1,243,796
20TH CENTURY-FOX	TF	N	34 1/8	35	- 7/8	-	2.50	39 3/8	10	4	7,907	269,826
VIDEO CORP. OF AMER	O		7 3/4	7 3/4				9 3/4	3 1/2	15	988	7,657
WARNER	WCI	N	48 3/4	48 1/4	+ 1/2	+	1.03	56 7/8	25 3/4	9	14,458	704,827
WRATHER	WCO	A	13 7/8	12 3/4	+ 1 1/8	+	8.82	13 7/8	4 1/2	35	2,303	31,954
TOTAL											220,380	6,160,576

<b>Service</b>												
BDO INC.	BDOO	O	36 1/4	36 1/4				38 3/4	22 1/2	9	2,513	91,096
COMSAT	CQ	N	42 1/4	40 3/4	+ 1 1/2	+	3.68	48 3/4	28 3/4	13	10,000	422,500
DOYLE DANE BERNBACH	DOYL	O	18 3/8	18	+ 3/8	+	2.08	31	16 3/4	5	1,776	32,634
FOOTE CONE & BELDING	FCB	N	21 7/8	21 7/8				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 1/4	37	+ 1/4	+	.67	39 1/4	22 1/2	9	2,387	88,915
MCI COMMUNICATIONS	MCIC	O	4 3/4	4 3/4				5 3/4	7/8	48	20,159	95,755
MOVIELAB	MOV	A	3 3/4	3 1/2	+ 1/4	+	7.14	3 3/4	1	22	1,414	5,302
MPO VIDEOTECHNICS	MPO	A	6 3/8	5 3/4	+ 5/8	+	10.86	65 3/8	4	8	520	3,315
A. C. NIELSEN	NIELB	O	25 3/4	25 7/8	- 1/8	-	.48	28 1/2	18 7/8	12	10,832	278,924
OGILVY & MATHER	OGIL	O	26	23 1/4	+ 2 3/4	+	11.82	56 1/2	23 1/4	5	3,610	93,860
TPC COMMUNICATIONS	TPCC	O	8 1/4	7 5/8	+ 5/8	+	8.19	8 1/4	2 1/4		925	7,631
J. WALTER THOMPSON	JWT	N	27 7/8	32	- 4 1/8	-	12.89	32 7/8	15 1/8	8	2,649	73,840
WESTERN UNION	WU	N	18 3/4	18 5/8	+ 1/8	+	.67	21 1/4	15 3/4	8	15,177	284,568
TOTAL											75,124	1,554,450

<b>Electronics/Manufacturing</b>												
AEL INDUSTRIES	AELBA	O	9 1/8	9 1/2	- 3/8	-	3.94	10 1/4	2 3/8	9	1,672	15,257
AMPEX	APX	N	16 1/4	16 3/8	- 1/8	-	.76	19 1/4	7 3/8	14	10,928	177,580
ARVIN INDUSTRIES	ARV	N	18 1/8	17 1/4	+ 7/8	+	5.07	22 1/2	14 1/2	4	5,959	108,006
CCA ELECTRONICS*	CCA	O	5/8	5/8				5/8	1/8	3	897	560
CETEC	CEC	A	5 1/8	5 3/8	- 1/4	-	4.65	5 5/8	1 3/4	13	2,127	10,900
COHU	COH	A	4 3/4	5	- 1/4	-	5.00	5 1/2	2 1/8	14	1,733	8,231
CONRAC	CAX	N	21 3/4	22	- 1/4	-	1.13	27 1/4	19 1/4	8	2,030	44,152
EASTMAN KODAK	EASKO	N	59 7/8	62 1/2	- 2 5/8	-	4.20	86 3/4	42	14	161,376	9,662,388
FARINON	FARN	O	13 3/4	13 3/4				16 1/2	8	14	4,754	65,367
GENERAL ELECTRIC	GE	N	52 1/4	52 1/8	+ 1/8	+	.23	56 5/8	44 1/2	11	184,581	9,644,357
HARRIS CORP.	HRS	N	34	33 1/2	+ 1/2	+	1.49	72 1/4	28	9	12,455	423,470
HARVEL INDUSTRIES*	HARV	O	4 1/4	4 1/4				5 1/2	3 1/8	11	480	2,040
INTL. VIDEO CORP.	IVCP	D	2	1 7/8	+ 1/8	+	6.66	2 5/8	1/4		2,701	5,402
M/A COM., INC.	MAI	N	33 3/4	33 1/8	+ 5/8	+	1.88	41 7/8	20 1/4	17	1,320	44,550
3M	MMM	N	58 5/8	59 1/4	- 5/8	-	1.05	64 3/4	43 1/2	15	115,265	6,757,410
MOTOROLA	MOT	N	45 5/8	46	- 3/8	-	.81	56 7/8	34 1/4	13	28,544	1,302,320
N. AMERICAN PHILIPS	NPH	N	32 1/4	31 7/8	+ 3/8	+	1.17	36	24 3/4	7	12,033	388,064
OAK INDUSTRIES	OAK	N	30 3/4	29 3/4	+ 1	+	3.36	34 1/8	9 5/8	47	1,801	55,380
RCA	RCA	N	29	29 1/4	- 1/4	-	.85	33 5/8	22 3/4	9	74,817	2,169,693
ROCKWELL INTL.	ROK	N	35 5/8	34 1/4	+ 1 3/8	+	4.01	36 3/4	28 1/4	8	33,900	1,207,687
RSC INDUSTRIES	RSC	A	3 1/2	3 3/4	- 1/4	-	6.66	4	1 5/8	50	2,412	8,442
SCIENTIFIC-ATLANTA	SFA	A	31 1/4	31 7/8	- 5/8	-	1.96	34 1/4	16 3/4	17	2,429	75,906
SONY CORP.	SNE	N	8	8				10 3/8	7	14	172,500	1,390,000
TEKTRONIX	TEK	N	46 1/2	46 3/4	- 1/4	-	.53	68 1/2	28 1/4	15	17,995	836,767
TELEMETION	TLMT	O	1 1/2	1 1/2				2 1/4	1/2	2	1,050	1,575
VALTEC	VTEC	O	8 5/8	9 3/4	- 1 1/8	-	11.53	12 3/4	6 1/2	23	4,200	36,225
VARIAN ASSOCIATES	VAR	N	18 1/4	19	- 3/4	-	3.94	21	14 3/4	12	6,838	124,793
WESTINGHOUSE	WX	N	21 3/8	21 3/4	- 3/8	-	1.72	24 1/2	16 1/4	7	86,582	1,850,690
ZENITH	ZE	N	16 1/4	16 3/8	- 1/8	-	.76	28	11 3/8	21	18,818	305,792
TOTAL											972,197	36,713,004
GRAND TOTAL											1,863,553	62,432,697

Standard & Poor's 400 Industrials Average 112.62 112.70 -0.06

A-American Stock Exchange  
M-Midwest Stock Exchange  
N-New York Stock Exchange  
O-over the counter (bid price shown)  
P-Pacific Stock Exchange

Over-the-counter bid prices supplied by  
Loeb Rhoades Hornblower, Washington.

Yearly high-lows are drawn from trading days  
reported by *Broadcasting*. Actual figures  
may vary slightly.

\*Stock did not trade on Wednesday, closing  
price shown is last traded price.

\*\*No P/E ratio is computed, company  
registered net loss.

\*\*\*Stock split.

+Traded at less than 12.5 cents.

P/E ratios are based on earnings per-share  
figures for the last 12 months as published  
by Standard & Poor's Corp. or as obtained  
through *Broadcasting's* own research. Earn-  
ings figures are exclusive of extraordinary  
gains or losses.



## KM&G's Genge: concerned about the quality of TV

William H. Genge, president of Ketchum, MacLeod & Grove, Pittsburgh, believes the U.S. is living in "an age of avarice" that has led to "excesses" in television programming and advertising.

"In TV programming there's been too much clutter and too much sex and violence," he contends. "And TV commercials are full of machismo. I don't think the government or any single institution can do much good," he says. "But the consumers are finally going to react."

Mr. Genge is by no means a puritan. But he believes strongly that advertising has a responsibility not only to generate business but also to improve the tone of society at large.

"There is advertising that's great and beneficial," he says. "But there is too much advertising that is demeaning."

Mr. Genge (pronounced genj) was born in the small town of Warren, Pa., and was raised there with an abiding faith in the work ethic. Growing up in modest circumstances, he enlisted in the Air Force at 19; flew P-47's out of Britain and was shot down over Holland in May 1944. He was held as a prisoner of war at various locations in Germany until he was liberated at the end of the war.

Released as a first lieutenant, he enrolled at the University of Pittsburgh in the fall of 1945 as a writing major. The work-oriented Mr. Genge not only completed his college course in three years but also held jobs during that period as a freelance writer for the *Bulletin-Index* ("sort of a *Business Week-New Yorker* magazine for Pittsburgh") and subsequently as a writer for Gulf Oil's employe publication, *The Orange Disc*.

Following graduation from college, Mr. Genge was hired by Gulf in 1948 to work full time on the magazine as an assistant editor. In 1950 he was advanced to Gulf's advertising department as a copywriter and as liaison man with the company's agency, Young & Rubicam.

In 1953 he received a telephone call from an executive at Ketchum, MacLeod & Grove, who was impressed with his work at Gulf. He was offered the job of account executive on Westinghouse Electric Co. He rose steadily through the ranks at KM&G and was named president in 1970.

"Some of my colleagues keep insisting I've had a 'meteoric' rise at Ketchum," Mr. Genge remarked, "But whoever heard of a 17-year meteor?" Not even the self-effacing Mr. Genge would deny that KM&G has had a meteoric rise. Billings at the agency were about \$15 million in 1953, they now total more than \$200 million.



William Harrison Genge—president of Ketchum, MacLeod & Grove, Pittsburgh; b. Warren, Pa., May 7, 1923; first lieutenant; U.S. Air Force, 1942-45; BA in writing, University of Pittsburgh, 1948; reporter-writer, *Bulletin-Index*, Pittsburgh, 1946-48; editor-writer, Gulf Oil, Pittsburgh, 1948-50; copywriter, Gulf Oil, 1950-53; with Ketchum, MacLeod & Grove since 1953 as account executive, 1953-58, account supervisor, 1958-61; VP and account supervisor, 1961-64; senior VP and director of account services, 1964-67; executive VP, 1967-70; president and chief operating officer, 1970; m. Beverly Milway, 1945; children—Mrs. Deborah Dick, 26, and William D., 24.

The staff in 1953 numbered 228; it has expanded to almost 900 in six domestic and five overseas offices.

During his early years with KM&G, Mr. Genge worked closely with Irv Miller, now executive vice president. Mr. Miller recalls that Mr. Genge had a "natural curiosity about the clients' business and marketing and advertising strategies, which was why he was very successful in new business presentations."

Mr. Genge's first association with television dates back to 1953 when he joined KM&G on the Westinghouse account. That company was pioneering in television special events programming via sponsorship of a season of professional football on network TV.

"We used the old DuMont network," Mr. Genge remembers. "Ownership of a television set was just starting to become commonplace."

He was impressed then—and still is—with the selling powers of broadcasting. The agency allocates about 50% of its billings to television and radio for such accounts as Gulf, H. J. Heinz, Westinghouse, Aluminum Co. of Ameri-

ca, Clorox and Johnson & Johnson.

Mr. Genge has become disenchanted with some of the television programs that have dominated the network television scene over the past few years, but he sees a ray of hope.

"Perhaps Fred Silverman's first statements as president of NBC show that he's beginning to understand that the public, over the long term, reacts adversely to lack of taste. Our programming people here at Ketchum are somewhat more optimistic about the new fall season, but the battle is far from won."

Mr. Genge makes it clear that agencies and advertisers "have no right at all to dictate TV programming," and adds:

"But we do have the right to select target programs for our clients. Most of them have set up guidelines and we encourage that practice. We make certain our program and spot buying reflect their attitudes. And we've been able to do that and not reduce our ratings goal materially."

He is also confident that the current debate swirling around children's advertising on television will be resolved. "The marketplace will demand an improvement in children's advertising and the advertisers will respond to it," he believes. "It must be done by responsible marketers, and not by FTC fiat."

Highly impressed as he is with television advertising, Mr. Genge shares the concern of other agency officials over cost increases, especially in network television. He is somewhat comforted, he said, by the moderation in prices this year.

Fortunately, we have done some pioneering work in program analysis in both daytime and the nighttime areas," he remarked. "And we feel our computer analysis system called NET-PAK has been helpful in enabling us to buy network TV better for our clients."

Mr. Genge's primary responsibilities these days are to make new business contacts and presentations, to help establish policies and goals for the agency and monitor the performance of KM&G offices which operate as separate profit centers.

"But if I had my 'druthers' I'd still be sitting at a typewriter," he says. "I still feel a tremendous affection for the creative product."

His imprint, in fact, is on much of the creative output of the agency. He visits the New York office frequently and every other branch office in the U.S. plus Tokyo for creative review purposes.

Mr. Genge's ambition is to guide KM&G to billings of \$400 million annually, a 10-year job, he figures, since the agency has been doubling its billings every 10 years.

## Sitting ducks

A three-judge panel of the U.S. Court of Appeals has put most television licenses up for grabs. The plain meaning of the court's decision in the WESH-TV case last week is that any licensee that owns other media anywhere is vulnerable to challenge by an applicant that is without other media ties and is small enough for its owners to be also the on-the-scene managers of their intended prey. The prospects of capturing the occupied facility are enhanced, according to the court's new rules, if the challenger includes blacks or other minorities in its composition.

And what of the licensee's record of service? "Of course," said the court, "the incumbent's past performance is some evidence, and perhaps the best evidence, of what its future performance would be. But findings on integration [of ownership and management] and minority participation are evidence as well, and are both *the only evidence comparing the applicants and also the only evidence whatsoever pertaining to the challenger.*" The italics, broadcasters will be dismayed to hear, are the court's.

As if there could be any doubt about its instructions, the court told the FCC to reconsider the WESH-TV case "in light of the following: (1) the conceded relevance of diversification of media ownership in the comparative renewal context; (2) the materiality of related media interests *anywhere in the nation* [those italics also the court's]; and (3) the evident hazards of relying on local management autonomy as a surrogate for diversification of media ownership."

It is a decision that will be savored by those interests that desire a dismantling of the broadcasting system and by opportunistic lawyers of the kind that flourished in the aftermath of the FCC's WHDH-TV decision of 1969. WHDH-TV was taken from the Boston *Herald-Traveler* (which later died as a result) partly on the grounds that the winning challenger had no other media holdings in Boston and promised closer integration of ownership and management. That case provided the incentive for a number of challenges to multimedia licensees, some still pending. WHDH, however, was merely a first step in the direction that the court has now directed the FCC to take.

The question confronting broadcasters is how to overcome the appellate court's latest exercise in acting as a super-FCC, and they may have to look hard for an answer. Cowles Communications, owner of WESH-TV, will pursue the case, but no more than lukewarm support, if any, may be expected from the FCC. Three members who were not on the commission when the WESH-TV case was decided have stated views that are in tune with the philosophy emanating from the court last week. Dissenting in the 4-to-3 rejection of a challenge to WPIX(TV) New York last June, FCC Chairman Charles D. Ferris and Commissioners Joseph Fogarty and Tyrone Brown left no doubt that in comparative renewal hearings they favor little over big, have nots over haves and any financially qualified applicant without other media interests that goes against a multimedia incumbent (BROADCASTING, June 26).

Nor can broadcasters find much comfort in the latest Supreme Court expression of opinion on media diversification. Although the high court reversed an appellate-court order to the FCC to break up all co-located newspaper and broadcasting combinations (BROADCASTING, June 19), it specifically agreed that diversification is a desirable aim, with or without evidence of harm from multimedia ownership. The lower court had held that crossownerships could survive only on an affirmative finding that they were socially more desirable than single ownerships.

If there is uncertain refuge to be found in the courts, where

can broadcasters turn? In the light of last week's word from the Court of Appeals, perhaps there will be a different look to the rewrite of the Communications Act now in process at the House Communications Subcommittee.

Footnote: Although the appellate-court decision was issued in a television case, the principles appear to apply equally to radio licenses held by multiple owners. With radio station values now in the multimillion range, there are many tempting targets in both the AM and FM services.

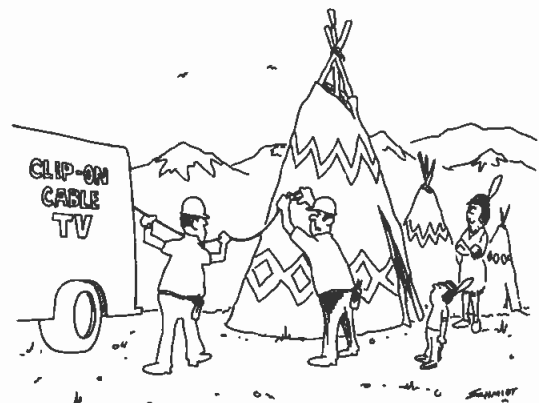
## Bigger crowd

Last fall, after a start that seemed steady enough, an apparent decline in television viewing developed and got advertisers and agencies all worked up. In prime time the decline never lowered viewing levels more than 3%-5% below the exceptionally high peaks of 1976, and eventually it eased off and was followed by a rising trend. It never amounted to much, but it caused a lot of fuss while it lasted.

Recollection of that hullabaloo reminded us to get some readings on viewing in the opening weeks of the current season. It is much too early to detect trends, of course, but the word from the A.C. Nielsen Co. is ever so slightly encouraging. At this point a year ago, prime-time homes-using-television levels were a fraction of a percentage point higher than a year earlier; now they're a little over 2% higher than a year ago. The 2% is not statistically significant, but at least the bulge is a little bigger now.

The big drop, such as it was, in prime-time HUT last fall came in November and at its peak amounted to a momentary 5%. There is nothing to guarantee that it won't happen again. But viewing seems to have at least two things going for it this year that were less evident a year ago. First, newspapers and magazines have given more play than usual to the start of the current season, perhaps whetting viewer interest to a finer point than their business offices intended. Second, the networks have shown a bit more restraint in the kind of stunting that disrupted last fall's schedules and, many believed, disrupted viewing as well.

In the long run, of course, HUT levels are governed by the programming. Television penetration is so extensive that little room is left for big gains. Inevitably the HUT chartline will show occasional wiggles. But if the programmers keep a close eye on their product, the wiggles will take care of themselves.



Drawn for BROADCASTING by Jack Schmidt

"Somehow this takes away from their nomadic image."



# BUSINESS IS CHANGING THE WAY IT DOES BUSINESS.

It's been said that you could take a 19th-century clerk, put him in a 20th-century office, and he'd have very little trouble adapting.

That's because while technology was leaping into almost every other area of business, it was barely creeping into the office.

Leaving offices underequipped to handle the 72 billion new documents that arrive yearly.

But all that's *changing* now. Technology is finally finding its way into the office.

And at Xerox, it's our business to help you manage that change.

Not just with better copiers and duplicators.

But with electronic typing systems that let you create, edit and store information. Telecopier transceivers that transmit it.

Computer services that give you the benefits of a computer without having to own one.

Even electronic printers that let you take information directly from a computer — and then print it out in all the ways you want it.

By designing systems to help businesses manage information, Xerox is actually doing something even more important:

Namely, helping offices leap right into the present.

## XEROX

OCT 12 1978  
20948



**Guinness Book Here We Come . . .**

We've cracked into record double figures with an astounding 10 Share in the Twin Cities metro area . . . a feat unparalleled by any other Twin Cities music station in this decade. And if that's not enough KDWB AM/FM reaches over a half million people a week in the metropolitan area . . . no other music station even comes close! For 3½ years and 7 Arbitrons KDWB AM/FM remains the #1 Twin Cities music station. Now that's some kind of record!

**KDWB AM 63**  
TWIN CITIES **FM 101**

**db** DOUBLEDAY BROADCASTING

**KDWB • Minneapolis/St. Paul — KDWB FM • Richfield**

Source: Arbitron Apr/May 75 thru Apr/May 78. Total persons 12+, AQH/Cume, MSA, Mon-Sun, 6A-mid. Estimates subject to limitations stated by Arbitron.