

Oct. 16, 1978

**Foreground: Brown says FCC must match words and deeds**  
**Background: The ups and downs of license renewal**

# Broadcasting Oct 16

The newswweekly of broadcasting and allied arts

Our 48th Year 1978

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**NEWSPAPER**

## **THIS IS CHRISTMAS**

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The smiles began in 1970 with "Christmas Is!", the first family special from Lutheran TV. That was followed by "The City That Forgot About Christmas." Now, to hundreds of thousands of youngsters across the country, and their families, Christmas just isn't the same without Benji and Waldo.

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To be uncommonly responsive to the people of the individual markets we serve.  
We stay tuned in to their information and entertainment preferences.  
That's why Gaylord Broadcasting continues to grow  
in the ability to offer you a receptive audience.  
And that's why advertisers, too, turn us on!



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*One of America's largest privately owned groups of radio and television stations.*

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**WVUE-TV**  
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**WTVT**  
Tampa/St. Petersburg  
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Milwaukee.

**KHTV**  
Houston  
**WKY**  
Oklahoma City

**KSTW-TV**  
Seattle/Tacoma  
**KYTE-AM/FM**  
Portland

**WUAB-TV**  
Cleveland/Lorain  
**KRKE-AM/FM**  
Albuquerque

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# To get turned on to Milwaukee, get on the Gaylord Station

# WVTV Channel 18

The

ke Bucks

Last year, the young  
rode a winning seas  
offs and a palm-swe  
with the Denver Nu  
all the way, feeding a  
basketball back to  
league — with resul  
a 37% share\* in the

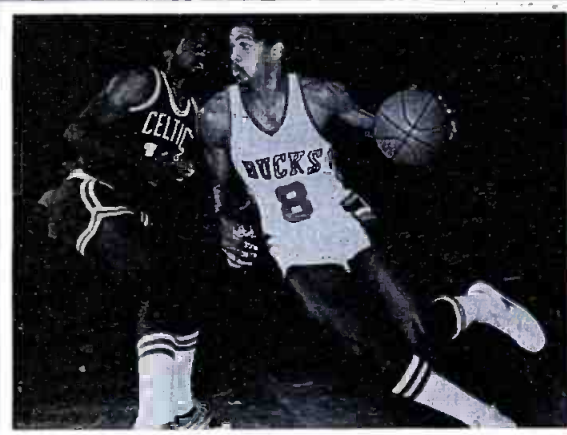
This year, WVTV  
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To get turned on  
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Milwaukee's Indep

Broadcasting  
Oct. 16, 1978

\*ARB, May 1978

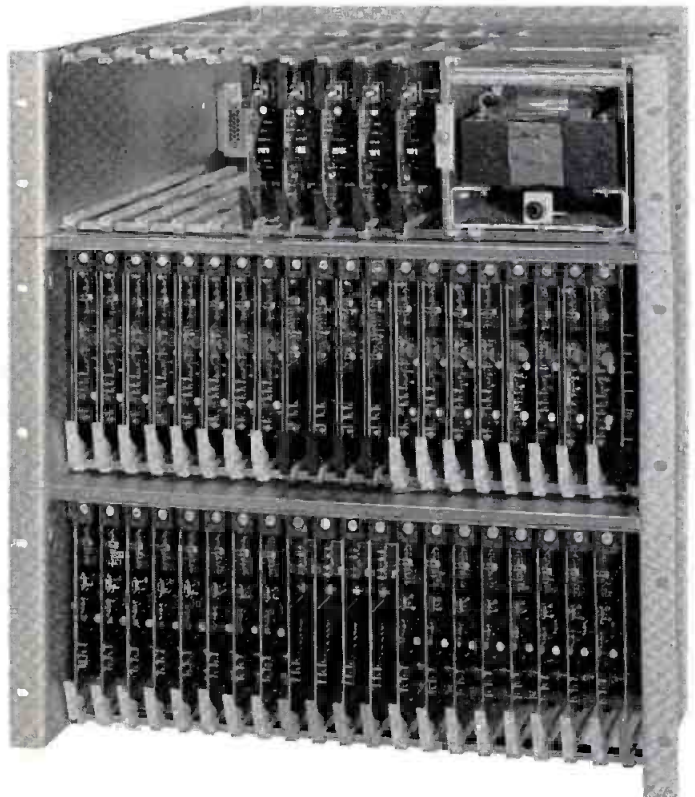
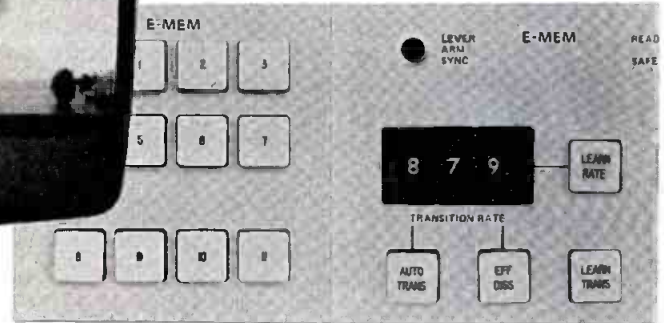
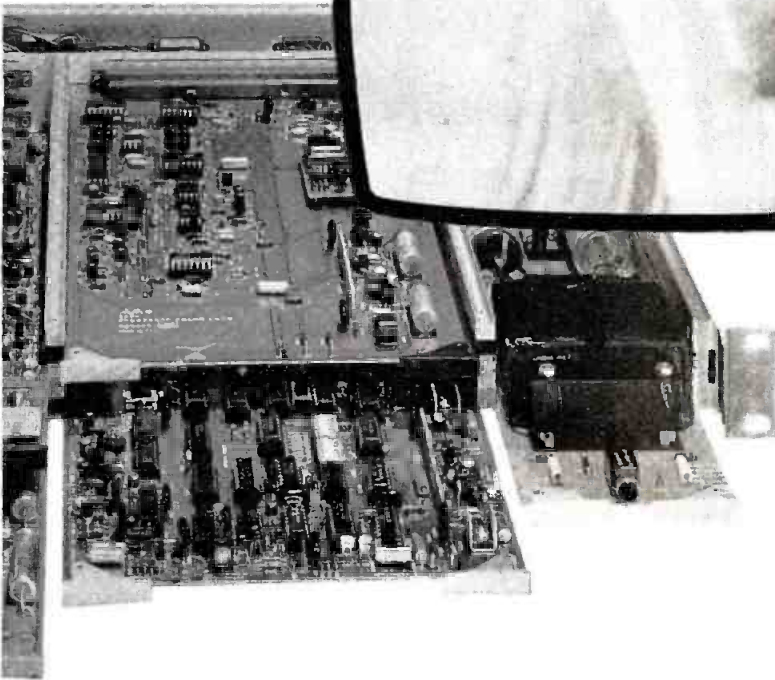
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BUCKS  
1

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Grass Valley Group's range of television terminal equipment is the broadest in the industry, from distribution amplifiers, sync generators and video processors to large production switchers and audio/video assignment matrices.

Since Grass Valley Group manufactures a *complete* range of products, customers can be confident that equipment will perform in a system as well as on an individual basis.

All Grass Valley Group products are supported by a worldwide two-year warranty.

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# The Week in Brief

**BROWN COMES OUT SWINGING** □ The FCC commissioner tells the FCBA that the D.C. appeals court is making a shambles of communications policy. He also blames the commission for not being more definitive in its course. **PAGE 21.** In a radio interview, Commissioner Brown says one solution to aiding minority expansion in broadcasting is to break down the radio clear channels. **PAGE 30.**

**MORE REWRITE** □ Senator Hollings says he has some ideas of his own about "renovation" of the Communications Act. The potential for an alliance is seen by Van Deerlin. **PAGE 22.**

**NADER AND JOHNSON** □ That's the new battery for the National Citizens Committee for Broadcasting as the nation's premier consumerist becomes chairman of NCCB. Mr. Johnson remains on the board and heads the organization's lobbying unit. **PAGE 22.**

**WHO RUNS THE SHOW?** □ Commercial TV network presidents, appearing at a Boston forum, say it is the viewers, not the broadcasters. PBS's Grossman says the answer isn't that simple. **PAGE 22.**

**ROSY OUTLOOK WITH THORNS** □ The NAB's fall regional conferences open in Newton, Mass., Boston amid bullish forecasts for radio-television sales. But FCC Commissioner Fogarty warns that new technical developments could make over-the-air broadcasting "extinct". He also notes the FCC can do nothing about cable competition. The Communications rewrite dominates questioning of the NAB staff. **PAGE 23.**

**CLEARING THE AIR** □ Broadcasters, advertisers and agencies attempt to assess the probable impact of the clutter-control proposals adopted by the NAB's TV code board. Some admit it isn't perfect, but it is a start on a solution. **PAGE 25.**

**OPERATION BOOTSTRAP** □ Public Broadcasting Service begins work on Newton Minow's proposal for a systematic plan to push legislation that would better insure its autonomy and future. **PAGE 26.**

**RENEWALS IN RETROSPECT** □ Here's a look at the history of radio's and television's fight for license-renewal stability. **PAGE 30.**

**WINNER WITH SPORTS** □ The baseball playoffs and

record numbers for Monday night football deliver top ratings to ABC-TV for the Oct. 2-8 week. **PAGE 37.** And the network's success has extended to daytime too. **PAGE 38.**

**FACING THE MUSIC** □ The Supreme Court agrees to review the lower court decision in the per-use license fee case that was won by CBS. **PAGE 40.**

**GETTING TOGETHER** □ American International Pictures agrees to merge into Filmways. **PAGE 46.**

**STRIKE BENEFITS** □ Broadcasters report increased business during the long stoppage of the New York dailies, but question how much of the gains they will retain when the labor dispute is settled. **PAGE 47.**

**PRIMING FOR NOV. 7** □ The networks begin to set up detailed coverage of election-night returns. **PAGE 50.**

**PAY-CABLE EXPANSION** □ Cablevision Systems Development arranges for \$29 million in new financing for its systems in the New York metropolitan area. **PAGE 52.**

**THIRD QUARTER BOOMS** □ Both CBS and RCA report record incomes. **PAGE 54.**

**DEALING WITH COMSAT** □ Interested parties are waiting to see the effect of the FCC's permission for firms to negotiate directly with Comsat for international services. It could mean lower prices for users of small time blocks. **PAGE 56.**

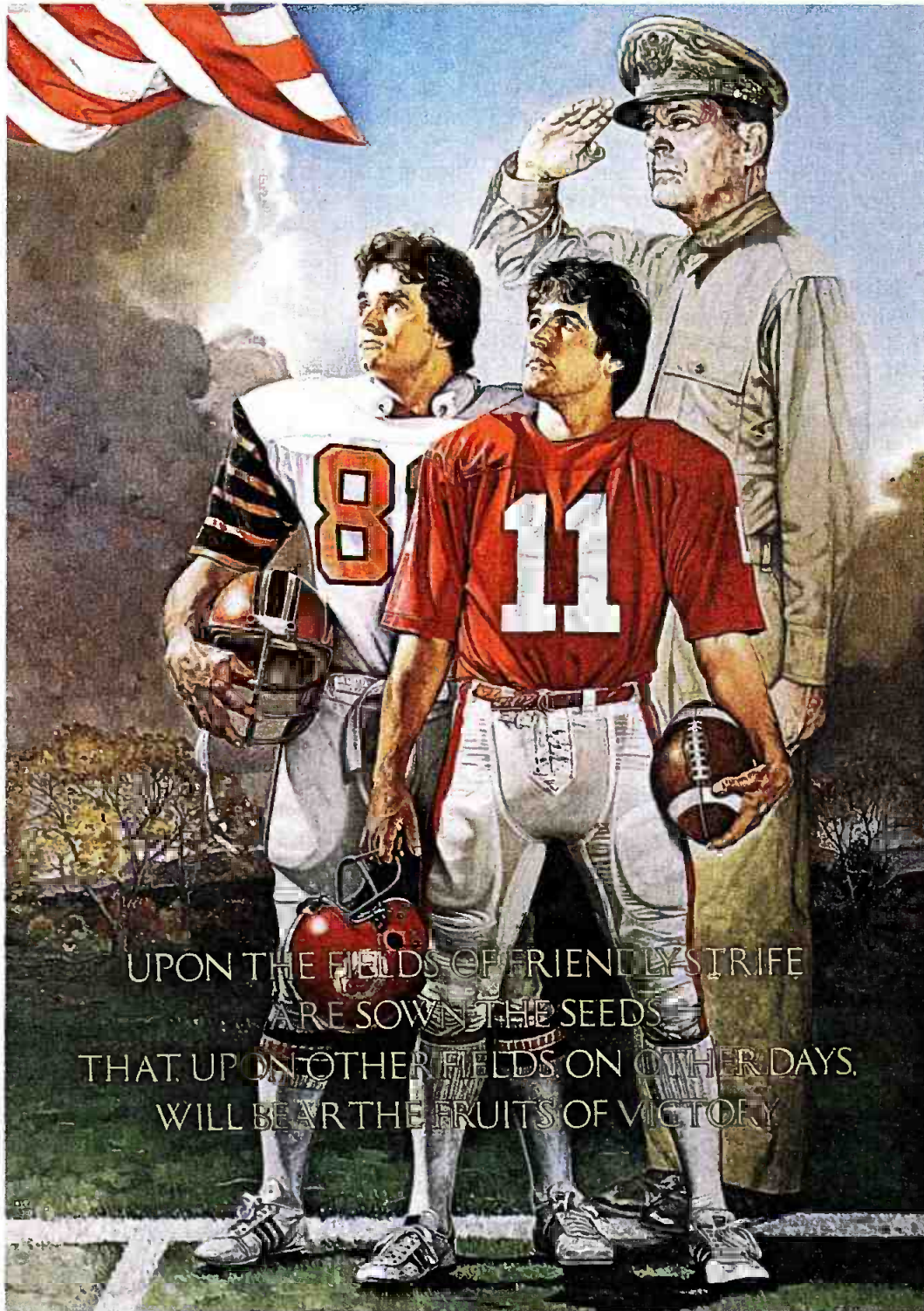
**JVC'S MOVE** □ The American subsidiary of Victor Co. of Japan enters into the TV disk derby with a 12-inch, two-hour system that doubles as an audio playback device. **PAGE 57.**

**RADIATION.** □ Environmentalists and broadcasters spell out their stances on New York's proposed limitations. **PAGE 58.**

**THE MAN FROM BOSTON** □ For 14 years Charles D. Ferris was a top staff aide to men of power in Congress. And, as chairman of the FCC for the last year, he has been showing some power in his own right. It has contributed to an emerging image of a man of more than customary complexity. **PAGE 81.**

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# Spirit of Competition



UPON THE FIELDS OF FRIENDLY STRIFE  
ARE SOWN THE SEEDS  
THAT UPON OTHER FIELDS ON OTHER DAYS  
WILL BEAR THE FRUITS OF VICTORY

This painting by Joseph Csateri will hang in the College Football Hall of Fame.

Gridiron heroes of all generations will live forever in the unique new College Football Hall of Fame built by Taft Broadcasting Company for the National Football Foundation adjacent to our Kings Island Family Entertainment Center, Cincinnati, Ohio. It will commemorate the Spirit of Competition

that typifies America. That same spirit prevails in our business philosophy.

Our success and profits grow by competing in the expanding areas of family entertainment. Taft Broadcasting is more than radio and TV stations. We're also Hanna-Barbera Productions and themed amusement parks.

For complete information on our steady growth, write to Mr. John T. Lawrence, Jr., Taft Broadcasting Company, 1906 Highland Avenue, Cincinnati, Ohio 45219.

**TAFT**  
Broadcasting Company

**Informing and entertaining the American family.**

## Not over yet

Official advertiser and agency reaction to TV code review board's new clutter-reduction plan (page 25) is yet to come, but first indications were that both groups want more than they think this package provides. Further talks with code authorities seem certain, and there were suggestions that if necessary agency and advertiser leaders would lobby National Association of Broadcasters TV board members, who have final say, to adopt stricter provisions when NAB board meets in January.

American Association of Advertising Agencies and Association of National Advertisers both want maximum nine minutes of nonprogram material per prime-time hour, and members of both groups were quick to note that plan says nine and a half and yet permits 10. "If they mean 10," asked one, "why can't they just say 10?" One said he'd even accept 10—"if they would say 10 and mean it and cut out all the folderol."

## Price of freedom

FCC Commissioner James H. Quello, who in testimony on Communications Act rewrite advocated "reasonable" fees to be paid by broadcasters for spectrum use or "resource allocation," has now proposed figures to be used. In letter to House Communications Subcommittee chairman, Lionel Van Deerlin (D-Calif.), Mr. Quello said TV station fees ought to be set at 3% of gross revenue, radio fees at 2% of gross. In 1977, he said, television fees would have generated \$117.9 million, radio, \$43.3 million. He told Mr. Van Deerlin he assumed fees would also be collected from other FCC licensees.

Any fees, he emphasized, should be applied "in context with complete deregulation of radio and TV, the same as newspapers."

## First event of 1984

Approval by Los Angeles city council last Thursday of plans to hold 1984 summer Olympics in Los Angeles sets stage for quick sale of U.S. TV rights, presumably to one of three commercial networks. All three have already had "regular and substantial" discussions with principal organizers to gain understanding of how games are to be run, and network sources say it's safe to assume each network has drafted production survey as guideline for bidding. "We anticipate it will move pretty quickly," said one sports official.

Specific money amounts are said not to have been discussed, and sports

executives weren't tipping hands last week as to how high rights might go (organizers' projected budget is \$184 million, and plans call for surplus revenues). Next step is set-up of official organizing committee, but insiders in Los Angeles have promised networks "even-handed treatment," avoiding cloak-and-dagger negotiations that preceded NBC's winning of rights to 1980 games in Moscow for \$85 million.

## Black O&O

National Black Network was reported to be close to acquiring its first station last week as its subsidiary, Unity Broadcasting, was putting finishing touches to \$6-million purchase of Max M. Leon's WDAS(AM) Philadelphia. Eugene Jackson, president of NBN, was in that city last week and said to be signing contract.

## Staying on

Sudden interest expressed last week by Senator Ernest Hollings (D-S.C.) in "renovation" of Communications Act of 1934 (see page 22) put end to rumors he was considering giving up his chairmanship of Communications Subcommittee for choicer assignment. It will take months to draft amendments he mentioned last week, maybe years to move them through Congress. That tells Washington he'll keep present chairmanship.

## Numerology

Reintroduction of fresh Communications Act rewrite next year offers House sponsors chance to pick designation more meaningful and less awkward than H.R. 13015, title of present bill. Some consideration has been given to H.R. 1, first bill of 96th Congress. Or perhaps H.R. 1980, for year in which chief sponsor, Lionel Van Deerlin, hopes to win final passage. Or how about H.R. 1934, as reminder of how long it's been since current Communications Act has been around? Those are some of proposals so far.

## At father's knee

Next Congress may contain woman member well versed in communications in person of Beverly Byron, whom Maryland State Democratic Committee picked last week to run for House seat to which her husband, Representative Goodloe Byron, was seeking re-election when he died of heart attack ("In Brief," page 24).

Republican candidate is said to be weak.

Mrs. Byron, 45, is daughter of Harry C. Butcher, one-time CBS Washington vice president, naval aide to General Dwight D. Eisenhower in World War II, founder of KEYT(TV) Santa Barbara, Calif., which he later sold to invest in cable TV. He's retired in Santa Barbara.

## What traffic will bear

Another measure suggesting radio business is solid is seen in growing number of stations using so-called grid rate cards, which tie price levels to demand and thus are especially good, their champions say, in maximizing returns in peak periods. They've been used in radio for several years but have never caught on as they did in TV, where they're virtually standard.

Recent Radio Advertising Bureau analysis of number of "super-selling" radio stations, however, found that half or more were using grids. And at RAB session of National Association of Broadcasters fall conference in Boston last week (page 23) informal poll indicated 10%-20% of radio stations represented were either using grids or thinking of it.

## Doctor is in

Reported \$100,000 has been donated to Notre Dame university by Mrs. Robert E. Lee as seed money for establishment of chair of telecommunications in honor of her husband, FCC commissioner. Mrs. Lee was Washington businesswoman before marriage to commissioner four years ago. Notre Dame gave Mr. Lee honorary doctor of laws degree last May.

## Booth closed

FCC's Complaints and Compliance Division, which handles fairness and political broadcasting matters, has changed way it answers requests for assistance from broadcasters. As result of concerns expressed by Chairman Charles D. Ferris and other commissioners who feel government advice can have "chilling" effect on broadcasters' exercise of own discretion (BROADCASTING, Oct. 9), staff is refraining from giving bottom line—if informal—rulings affecting discretionary matters (whether, for instance, licensee would be unreasonable in denying time in given situation).

However, Arthur L. Ginsburg, chief of division, says staff continues to provide interpretations of commission rules and citation of precedents. Whole question of extent to which staff should provide even that much aid will be threshed out by commission at some future date.





# Join America's fastest growing family.

“All in the Family”  
has become the highest  
grossing off-network  
series in television history  
for the number of  
markets sold.

And the number  
of stations joining the  
family is growing bigger  
every day...

**Miami, WPLG-TV**  
**Boston, WCVB-TV**  
**Washington, WDCA-TV**  
**San Francisco, KBHK-TV**  
**Pittsburgh, WTAE-TV**  
**New York, WNEW-TV**  
**Detroit, WDIV-TV**  
**Chicago, WFLD-TV**  
**Los Angeles, KTTV**  
**Baltimore, WMAR-TV**  
**Philadelphia, WKBS-TV**  
**Houston, KRIV-TV**  
**Hartford, WFSB-TV**  
**Jacksonville, WJXT-TV**  
**Cincinnati, WXIX-TV**  
**Phoenix, KTVK-TV**

**Tandem Productions'**

# “All in the Family”



# Business Briefly

## TV only

**Creomulsion** □ Cough syrup gets 17-week TV promotion starting in mid-November. Tucker Wayne & Co., Atlanta, will prepare spots in 45 markets during day and fringe time. Target: women, 18-49.

**Efacal Systems of America** □ Company plans fourth-quarter TV buy starting late this month for its heating units. Sohigian Advertising, Southfield, Mich., will place spots in four markets during fringe, day and prime time. Target: adults, 25-54.

**Mobil** □ Oil company launches major advertising campaign introducing its super-unleaded gasoline in network and spot-TV promotion beginning in mid-October in Eastern markets and Nov. 4 in



Midwest markets running through December. Doyle, Dane, Bernbach, New York, will place spots in 21 markets and on National Football League network

telecasts. Target: adults, 18-49.

**Southwest UDIA** □ Southwest United Dairy Industries Association arranges 10-week radio promotion for its milk starting late this month. Glenn, Bozell & Jacobs, Dallas, will seek spots in 37 markets including Memphis. Target: teen-agers.

**Van Heusen** □ Shirt manufacturer launches two-month TV buy in November. Scali, McCabe, Sloves, New York, will select spots in about 20 markets during fringe, day and prime time. Target: total adults.

**RJR Foods** □ Food products group features its Milk-Mate product in two-month TV push beginning next week. Lee King & Partners, Chicago, is arranging spots in 26 markets during day and prime time. Target: total women.

**Acton** □ Snack foods group places two-month TV flight for its Fiesta chips beginning in November. Richards Group, Dallas, will handle spots in 19 markets during day, fringe and prime time. Target: women, 18-49.

**Tootsie Roll** □ Candy manufacturer slates seven-week TV promotion for its Tootsie Roll Pops starting in mid-November. Henry Eisen Advertising, New York, will arrange spots in Los Angeles and San Francisco during news, weekend and family time. Target: total people.

**American Home Products** □ Company features its Dependo toilet bowl cleaner in six-week TV push beginning next week.

## Rep appointments

- KPRI(FM) San Diego, Calif.: RKO Radio Sales, New York.
- WUPE-AM-FM Pittsfield, Mass.: Schutz & Co., New York.

Cunningham & Walsh, New York, will handle spots during day and fringe time. Target: women, 25-54.

**GAMA** □ Gas Appliance Manufacturers Association launches six-week TV buy starting in November. Holland-Wallace, Little Rock, Ark., will schedule spots in about 25 markets including Omaha and Phoenix. Target: adults, 25-54.

**Zayre** □ Department store chain slates six-week TV campaign starting in early November. Ingalls Associates, Boston, will select spots in six markets during specials and sports time. Target: women, 25-49.

**Canada Dry** □ Beverage company features its mixers in six-week TV flight beginning in early November. Paul Yardley & Associates, Jacksonville, Fla., will place spots in five markets during early and late fringe time. Target: adults 25-49.

**Red Cross** □ Canning company places five-week TV drive for its Red Cross canned tomatoes and Furman's crushed tomatoes beginning next week. Rhaco Advertising, York, Pa., will schedule spots in local markets during daytime. Target: total women.

**Skaggs** □ Drug store chain prepares five-week TV push beginning in late November. Harris & Love, Salt Lake City, will arrange spots in 18 markets during day, fringe and prime time. Target: women, 18-49.

**International Multifoods Corp.** □ Consumer products division schedules four-week TV flight for its Kaukauna Klub cheese starting in mid-November. Della Femina, Travisano & Partners, New York, will buy spots in about 10 markets during daytime. Target: total women.

**Cities Service** □ Oil company plans one-month TV buy for its motor oil starting in early November. Hood, Hope & Associates, Tulsa, Okla., will pick spots in Milwaukee and Chicago during fringe time. Target: men, 18-49.

**Great Lakes** □ Division of Great Lakes Carbon Corp. focuses on its Pine Mountain Logs in four-week TV promotion

## BAR reports television-network sales as of Sept. 24.

ABC \$1,000,548,100 (36.4%) □ CBS \$902,815,900 (32.9%) □ NBC \$841,423,700 (30.6%)

Day parts	Total minutes week ended Sept. 24	Total dollars week ended Sept. 24	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.	172	\$1,242,000	5,532	\$39,476,500	\$34,464,500	+14.5
Monday-Friday 10 a.m.-6 p.m.	1,027	15,511,300	38,769	608,734,900	547,228,400	+11.2
Saturday-Sunday Sign-on-6 p.m.	318	13,122,300	11,701	296,723,700	263,668,800	+12.5
Monday-Saturday 6 p.m.-7:30 p.m.	102	5,033,900	3,892	153,520,000	134,201,100	+14.3
Sunday 6 p.m.-7:30 p.m.	20	1,323,400	804	45,461,400	37,737,300	+20.4
Monday-Sunday 7:30 p.m.-11 p.m.	405	41,756,400	15,810	1,408,536,100	1,023,068,900	+37.6
Monday-Sunday 11 p.m.-Sign-off	238	7,477,100	8,523	192,335,100	149,087,300	+29.0
<b>Total</b>	<b>2,282</b>	<b>\$85,466,400</b>	<b>85,031</b>	<b>\$2,744,787,700</b>	<b>\$2,428,648,500</b>	<b>+13.0</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

beginning in mid-November. Draper Daniels, Chicago, will select spots in 21 markets during fringe time. Target: total men and women.

**Wm. Underwood** □ Food products group slates one-month TV flight for its Accent flavor enhancer starting in early November. Kenyon & Eckhardt, Boston, will buy spots in 26 markets during late fringe and prime time. Target: women, 18-49.

**Beatrice Foods** □ Holly Hobby ice cream division slates four-week TV drive starting in mid-November. Fred A. Niles, Chicago, will place spots in Des Moines and Minneapolis during day, fringe and prime time. Target: total women.

**Bruce Foods** □ Food products group highlights its yams in one-month TV flight beginning late this month. Dilorio, Wergeles, New York, will buy spots in 21 markets during day and fringe time. Target: total women.

**White-Westinghouse** □ Subsidiary of White Consolidated Industries plans four-week TV campaign for its various appliances, beginning in mid-November. White-Westinghouse Advertising (in-house agency), Pittsburgh, will select spots in 30 markets during day, fringe and prime time. Target: women, 18-49.

**Oldsmobile** □ Car manufacturer features

its Cutlass model in four-week TV push beginning next week. Leo Burnett, Southfield, Mich., will handle spots in 24 markets during fringe and prime time. Target: men, 18-49.

**Weber-Stephen** □ Appliance manufacturer focuses on its kettle grills in two-week TV push beginning in early December. The Co-ordination Group, Chicago, is seeking spots in 28 markets during fringe and prime time. Target: men, 18-49.

**Casablanca** □ Record company plans two-week TV buy for Parliament's *Major Bouty Affair* album starting in mid-November. Howard Marks, New York, will seek spots in about 20 markets during prime and late fringe time. Target: adults, 18-34.

**Xerox** □ Corporation slates two-week TV drive beginning this week. Needham, Harper & Steers, New York, is handling in 30 markets during fringe time. Target: men, 25-54.

**CBS** □ Record division features its new Billy Joel album, *52d Street*, in one-week TV push beginning late this month. Young & Rubicam, New York, will arrange spots in three markets during fringe time. Target: adults, 18-34.

**Time-Life** □ Book division plans one-

week TV test for its World War II book beginning this week. A. Eicoff & Co., Chicago, will schedule spots during all day-parts. Target: total adults.

## Radio only

**Gordon** □ Retail jewelry store chain schedules two-month radio campaign beginning in November. Ketchum, MacLeod & Grove, Houston, will select spots in 51 markets including Albuquerque, Kansas City, Mo., Los Angeles and Phoenix. Target: adults, 18-34.

**Carling** □ Brewery slates six-week radio campaign for its Black Label beer beginning later this month. W. B. Doner, Baltimore, will place spots in three markets including Philadelphia. Target: men, 18-49.

**Pontiac** □ Car manufacturer plans six-week radio push for its Grand Prix car starting late this month. D'Arcy-MacManus & Masius, Troy, Mich., will seek spots in California markets including Los Angeles. Target: adults, 25-54.

**Schieffelin** □ Wine and spirits group highlights its Blue Danube wine in five-week radio promotion beginning next week. Della Femina, Travisano & Partners, New York, will pick spots in four markets including Los Angeles and Miami. Target: adults, 25-49.

**Foremost** □ Division of Foremost-McKesson arranges four-week radio promotion for its Big N' Crispy ice cream sandwich starting late this month. Dancer-Fitzgerald-Sample, New York, will seek spots in four or five markets including Dallas and San Antonio, Tex. Target: women.

**Oregon Farms** □ Food products group plans four-week radio campaign for its carrot cake. Evans/Pacific, Seattle, will schedule spots in seven markets including Honolulu, Los Angeles and San Diego. Target: adults, 25-54.

**Idaho Potato Commission** □ Commission prepares four-week radio promotion beginning late this month. Foote, Cone & Belding/Honig, San Francisco, is arranging spots in six markets including Philadelphia and Dallas. Target: women, 18 and over.

**Oregon Farms** □ Food products group highlights its carrot cake in four-week radio push beginning in mid-November. Evans/Pacific, Seattle, will place spots in seven markets including Los Angeles and Honolulu. Target: adults, 25-54.

**Devoe & Reynolds** □ Paint maker slates one-week radio flight starting this week. Doe-Anderson Advertising, Louisville, will handle spots in about 100 markets including Atlanta and Milwaukee. Target: adults, 25-54.

*This announcement appears as a matter of record only.*

# \$23,000,000 Cablevision Cablevision Systems Development Company

## Senior Bank Term Loan due 1985

*We have arranged the private placement of these securities.*

# Warburg Paribas Becker

Incorporated

October 1978

# TvAC

# WE'RE 1 YEAR OLD TODAY!

**Thank you** for making our first birthday happy and successful. TvAC is now on 175 stations with 402 shows... and growing bigger and faster everyday.



1. Sandra Saka, *Administrative Supervisor*
2. Nivette Vicens, *SBA Coordinator*
3. Arlene Chavez, *Sales Secretary*
4. Carol Quigless, *Administrative Secretary*
5. April Perry, *Regional Director*
6. Patti Rayner, *Administrative Assistant*
7. Lynn Frommer, *Regional Director*
8. Craig Swenson, *Regional Director*
9. Nate Long, *Executive Director*
10. Brenda Mabra, *Regional Director*
11. Carol O'Neal, *Executive Assistant*
12. Aurelia Crawford, *Phone Sales Coordinator*

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# Monday Memo<sup>®</sup>

A broadcast advertising commentary from William Hanley, vice president of marketing, Americana Hotels, New York.

## The Lion's Share goes to radio

In the same manner that the many brands manufactured by such companies as Procter and Gamble have a direct bearing on the profit of the company, so do the various components that make up a hotel chain. This memo will discuss the successful marketing of one of those components: a 135-seat restaurant in the Americana of New York, which relates to the profit and the prestige of one of the nation's most important hotel chains.

Admittedly, a restaurant of this size represents only a small part of Americana Hotels, which is composed of 21 separate properties here and abroad totaling 10,000 rooms. On an industry scale, Americana Hotels is in the top three in occupancy—about 10% above the industry average. We have the very interesting marketing problem of having to sell 3,650,000 room nights each year, with the average cost to the consumer well in excess of \$35 per room. Therefore, we start each year with an inventory of product that is valued at considerably more than \$125 million.

Incidentally, this should give marketing people a migraine. Our inventory has a shelf life of 24 hours or less. Once that time passes, all inventory that has not been sold must be written off as a total loss. There is no way to recover part of inventory cost by running a reduced price sale for yesterday's unsold rooms or yesterday's unsold seats in restaurants and banquet rooms.

The Americana of New York has six restaurants and lounges: the Columbian Coffee House, a family restaurant; the French Quarter, a cocktail lounge with nightly dancing to live entertainment; Bridges, a lobby lounge with piano bar entertainment; the Lion's Share restaurant; the Kona Tiki restaurant and a lobby espresso bar.

Each hotel in the chain operates under a separate marketing plan, and each operation has its own profit centers. One of the profit centers, the subject of this memo, is the Lion's Share restaurant, located in the lobby of the Americana of New York.

When the restaurant opened, it was heavily promoted and geared to high prices. It was a formal, if not stuffy, establishment. Though the decor was warm and appealing with its wood-paneled walls and burnished copper fixtures, the general ambiance did not mesh with the food and service. The food was continental and the service was white glove. There was even a golden-haired lady in flowing satin providing harp music to accompany your elegant gourmet meal. We were very big on frog legs, but the customers just weren't jumping in.



William Hanley joined Americana Hotels Inc., New York, earlier this year as VP of marketing. Previously he was with the Sheraton Hotel organization for seven years, where he held top marketing and executive posts at three different Sheraton properties and was manager of the Sheraton sales training program. Mr. Hanley also worked for the Fairmont hotel, San Francisco, in marketing and sales positions.

We analyzed our target customer and came up with a male executive, 25 to 49 years of age, earning in excess of \$20,000 per year. Since the Americana hotel is the closest major hotel to the theater district, the Broadway show-goer became a prime audience. The majority of those in this category either lived in midtown or commuted to jobs in midtown.

In zeroing in on the customer, we decided to change our menu to that of a basic New York steak house. We maintained our high quality appearance, service and food. However, we changed our price structure to offer an excellent value situation, keynoting a 20-ounce T-bone steak dinner with wine for \$15.95. We even included free parking to dinner patrons. Anyone who has ever parked in the theater district knows this is an enormous saving.

We did all these things, but business did not improve. The reason was simple: Nobody knew about it. We were, in fact, the best kept secret in the area. We became so convinced of this that we decided to design an advertising campaign around that very theme: "The Lion's Share restaurant, the best-kept secret in the theater district."

In order to make our campaign a success, we had to make meaningful multiple impressions on the theater-going executive.

We ruled out television. To zero in on our executive, we would have had to bump

heads with prohibitive rates for prime time or sports programming.

Radio seemed to have all the right elements. We could certainly do something creative and dramatic in a short time period. Our analysis suggested that most of our demographic/psychographic target group were radio listeners during a specific period of time—drive time. In morning drive time, we could take advantage of executive shave, shower, and breakfast time. In the evening, drive time was unwinding time.

To maximize impressions on the commuter who listened to the radio while preparing for work but traveled by train, we planned to supplement our campaign with train car advertisements. These ad cards appeared in the fifth month of the campaign.

The radio stations we selected all showed a heavy concentration of listeners who fit our target portrait: an all-news station, WCBS(AM), and two middle-of-the-road music stations, WNBC(AM) and WKTU(FM). Our buy would bring a total of five and a half million impressions to our prospective customers during the campaign.

Our commercial centered on two male executives conversing. The first tells his friend about a conversation their wives had: "Understand you and Carol took in a Broadway show last night and she was really excited about the restaurant you went to." While the first tries to pin his friend down on the food, the closeness to the theater district, the service, the free parking and the special dinner value, the other avoids his questions and rambles on about the show. The first finally accuses his friend of trying to keep the Lion's Share to himself and reminds him of a stock market tip he delivered. The second executive refuses to comment and runs off. The announcer finally confirms the restaurant name and closes with, "People like it so much, they keep the news to themselves. In fact, it's the best kept secret in the theater district. Discover it tonight."

Did the campaign work? Well, a remarkable number of people eating at the Lion's Share told us they heard the commercial. Now, let's look at some numbers. Since the start of the campaign, sales were up 53.5% over 1977. A second major advantage was that even though our prices were significantly lower, the average check was \$1 higher than it was during the frog legs period. Obviously, the success of the restaurant rests squarely on the radio advertising campaign. And our accountants tell us that the Lion's Share restaurant is no longer the best kept secret in the theater district.

And starting Labor Day, we resumed our radio campaign.

# “Sales were up over 50% in our first year with TM Beautiful Music”

—J.D. Williamson II, Station Manager  
WKBN-FM, Youngstown, Ohio

J.D. captured the morning drive audience with his creative use of TM's Beautiful Music. The result? WKBN was rated #1 overall in total adults 12+ in both the Metro and TSA.\*

You could put TM's Beautiful Music to work for your station. To find out how, read on.

After five years with their original programming company, WKBN's ratings were good... but not great. So J.D. Williamson called TM Programming for a truly flexible Beautiful Music format.

## “TM offers us brighter music in the morning daypart”

J.D.'s problem was declining shares during the morning drive. As he put it, “I think a lot of people want brighter music and more information in the morning. They want to hear a *person* on there.”

Working together with his TM Programming Consultant, J.D. gave Youngstown listeners what they wanted:

“Now we do a live-announced show in the morning, with six breaks per hour instead of four. This increases our revenue possibilities and gives our listeners more news, time checks and information.”

The remaining dayparts are automated, with TM's proven Beautiful Music format in quarter-hour, matched-flow music sweeps. J.D. noted a marked improvement in listener comments after he switched to TM: “We've had fewer complaints about repetition.”

## “The thing that sets TM apart is the service they give us”

J.D. has worked with most of the major beautiful music programming companies. But TM gets his

vote for *service*:

“They came into the market and spent time with us, and they've stayed in constant contact since then.”

## “If a station is considering a change, I'd recommend they call TM”

Check your last book. Check your sales. Check the letters from your listeners. Check the service you're getting from your programming company.

If you see room for improvement, take J.D. Williamson's advice and call TM Programming. The number is 214-634-8511. Call collect, and ask for Ron Nickell, Vice President.



---

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

# Datebook

■ indicates new or revised listing

## This week

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

**Oct. 16**—Deadline for comments on FCC inquiry to consider reimbursement of expenses for persons, groups that could bring additional perspectives and data to proceedings and who would not otherwise be able to participate (Docket 78-205). Replies are due Nov. 16.

**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**—International Radio and Television Society newsmaker luncheon on "Sports on Television." Panelists will include Mike Burke, Madison Square Garden Center; James Spence, ABC Sports; Carl Lindemann Jr., CBS Sports; Stephen M. Lef, McCann-Erickson, and Robert Wussler, Pyramid Enterprises. Avram Butensky, Viacom International, will be moderator. Waldorf-Astoria hotel, New York.

**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. 20-22**—National Honorary Broadcasting Society/Alpha Epsilon Rho East-Central regional convention. College of Notre Dame of Maryland, Baltimore. Information: Dr. Stan Tickton, department of mass communications, Norfolk State College, Norfolk, Va. 23504.

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

## Also in October

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

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

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

**Oct. 24-26**—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. Sonesta 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**—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. 27-29**—Midwest area regional meeting, American Women in Radio and Television. Sheraton-Park, Washington.

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

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

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

**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.

## 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. 14-19, 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 programing. 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 in San Diego.

**Oct. 7-10, 1979**—National Radio Broadcasters Association annual convention. Washington Hilton hotel, Washington. Future conventions: Oct. 5-8, 1980, Bonaventure hotel, Los Angeles; Sept. 20-23, 1981, Marriott hotel, Chicago.



## 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. 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. 3-5**—Midwest regional convention of *National Honorary Broadcasting Society/Alpha Epsilon Rho*. Ramada Inn, Carbondale, Ill. Information: Maria Bernardi, (618) 453-4343.

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

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

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

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

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

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

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

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

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

■ **Nov. 13-16**—*National Association of Regulatory Commissioners* annual convention. The Communications Act rewrite and its impact on federal-state regulatory roles will be discussed by government and industry experts including Harry M. Shooshan III, chief counsel of House Commerce Subcommittee on Communications. Among speakers on other panels will be FCC Chairman Charles Ferris and National Telecommunications and Information Administration Assistant Secretary Henry Geller. MGM Grand hotel, Las Vegas.

**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 was 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).

**Dec. 12-14**—*Midcon/78* electronics show and exhibit. Dallas Convention Center.

**Dec. 15**—Comments due in *FCC* inquiry and rulemaking proceeding on applicability of fairness doctrine and personal attack rule to use of broadcast facilities by political candidates under section 315 of the Communications Act. (Docket 78-291). Replies are due Jan. 16.

■ **Dec. 15**—Deadline for entries in competition for annual RIM Awards of *Religion in Media Association*. Information: Mary Dorr, executive director, 1776 North Gower Street, Hollywood 90028; (213) 466-3342.

■ **Dec. 18**—Deadline for filing comments in *FCC's* proposed amendment of cable television rules to provide that systems need not provide nonduplication protection to any program of 30 minutes or less (Docket 78-233). Replies are due Jan. 17.

**Dec. 29**—Deadline for comments on *FCC* proposal for standards for AM stereophonic broadcasting, to consider, among other things, effect of AM stereo signal on adjacent channel protection ratios, skywave service and out-of-band emissions (Docket 21313). Replies are due Jan. 31.

## January 1979

**Jan. 2**—Comments due on *FCC* proposals to restrict amount of time devoted to on-air auctions and non-auction fund-raising programming, other educational broadcasting proposals (Docket 21136); replies are due Feb. 1.

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

**Jan. 7-9**—*California Broadcasters Association* mid-winter meeting. Vincent Wasilewski, National Association of Broadcasters, 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. Hilton Inn, Salt Lake City.

**Jan. 14-19**—*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. 15**—New deadline for comments on *FCC* inquiry into children's television programming and advertising practices to revisit voluntary compliance by television broadcasters with guidelines in its Children's Television Report and Policy Statement, adopted 1974.

(Docket 19142). Replies are due March 1.

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

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

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

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

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

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

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

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

## February 1979

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

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

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

## Small Size! Small Price! Superb Stereo



### New from Spotmaster® the 4S50 Stereo Four

This new four mixer, 12 input stereo console features quality stereo performance at a practical price. The easily installed unit has cue-switches on all faders. In addition to preamplifiers, the 4S50 has individual monitor, cue and headphone amplifiers.

The stereo performance of this console makes it ideal for production or on-air broadcast use. 14 other console models to choose from.

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QUINCY, IL 62301 • PHONE: (217) 224-9800

## March 1979

■ **March 8**—Presentation dinner, *Hollywood Radio and Television Society's* International Broadcasting Awards for radio and television commercials. Deadline for entries is Dec. 8, 1978. Century Plaza hotel, Los Angeles.

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

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

■ **March 21-24**—*The National Honorary Broadcast-*

*ing Society, Alpha Epsilon Rho*, 37th annual convention. Sheraton hotel, Dallas.

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

## April 1979

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

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

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

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

# Open Mike®

## Positive side of WESH-TV

EDITOR: In lamenting the WESH-TV decision, BROADCASTING (Oct. 2) ignores the basic premise of the American Broadcasting system—that the airwaves belong to the public, not to the broadcasters. The Communications Act of 1934 provided for periodic license renewals to insure that the few available frequencies were best allocated among the many who wished to have them.

In 1969, in a rare exception to its usual practice, the FCC granted the license for Boston's ch. 5 to Boston Broadcasters Inc. over the existing licensee, WHDH Inc. A recent FCC survey of network affiliates nationwide showed WCVB-TV (the new ch. 5) as number one in total hours of news, number one in public affairs programs and number one in local programming. WCVB-TV won 14 Emmys—nearly half the awards—in the first New England competition last December.

It is no coincidence that such a superior record has been achieved by a successful challenging applicant. If upheld, the WESH-TV decision will not only allow similar groups, committed to quality programming to get on the air, but should also spur present broadcasters to provide better service to the public.—*Martin Kessel, Committee for Community Access, Boston.*

## Who's on first

EDITOR: In your Oct. 2 issue, there is an "Open Mike" letter from Daniel F. Covell, general manager of WRDD(AM) Bay City, Mich., expressing the belief that his station's presentation of the Immanuel Lutheran church service for 50 years is a world's record for continuous, live religious broadcasts.

The record, we believe, is held by WSB(AM) Atlanta. Since March 1922, WSB has broadcast the 11 a.m. Sunday service of the First Presbyterian church, and has never missed a Sunday in all that time. As of Oct. 2, 1978, WSB's record stands at 2,942 continuous weekly live broadcasts

and dates back more than 56 years.—*Elmo Ellis, vice president and general manager, WSB(AM) Atlanta.*

EDITOR: Since Christmas Day 1924, KPCC(AM) Pasadena, Calif., has been broadcasting live services from the Pasadena Presbyterian church.—*Dick Marsh, vice president, Universal Broadcasting Corp., Pasadena, Calif.*

EDITOR: WRR(AM) Dallas began broadcasting the Sunday morning service of the First Presbyterian Church of Dallas in November 1925. WRR was sold and the call letters changed to KAAM in April 1978. However, the Presbyterian Sunday service continues on the air.—*Bill Nicholson, general manager WRR(FM) Dallas*

## Seeking others

EDITOR: I am writing in regard to the article "Rules on hiring handicapped draw opposition" (Sept. 25).

I am physically handicapped and attend King's College majoring in communications. I agree with Lester Pritchard and the other organizations which encourage broadcasters to employ the physically disabled. We should be given the chance to work as disk jockeys, newspeople and the like.

I have wanted to go into the broadcasting industry since the age of 14. Professionals tell me the best thing to do is to practice by reading from newspapers, magazines, etc. I still do this and am determined to succeed in this occupation.

Currently I am doing news programs on WRKC-FM, the college station located in Wilkes Barre, Pa., and love doing this type of work. I feel that more handicapped persons should enter this fascinating field.

If any of your readers know of any handicapped broadcasters in the United States, I would appreciate it if they would get in contact with me.—*Keith Williams, Box 2301, Holy Cross Hall, King's College, Wilkes Barre, Pa.*

## BROADCASTING PUBLICATIONS INC.

Sol Talshoff, chairman.  
Lawrence B. Talshoff, president.  
Edwin H. James, vice president.  
Lee Talshoff, secretary.  
Irving C. Miller, treasurer.

# Broadcasting TELEVISION

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Phone: 202-636-1022.

Sol Talshoff, editor.  
Lawrence B. Talshoff, publisher.

## EDITORIAL

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## Top of the Week

### Brown comes out swinging in FCBA debut

**Junior commissioner says FCC and court of appeals have made mess of regulatory policy, that FCC doesn't practice what it preaches, leaving court to become 'super FCC'**

Commissioner Tyrone Brown, the newest member of the FCC, picked out two of the largest targets he could find for his first speech to the Federal Communications Bar Association at a luncheon in Washington last week. And then he fired away.

The U.S. Court of Appeals in Washington and the FCC itself, he said, have combined to effect nothing less than "a breakdown in national communications policy."

The court, which hears most appeals from commission decisions, has assumed the role of "super FCC" and taken over the role Congress assigned the independent agency, he said. Some communications lawyers and commission officials have themselves voiced such complaints, but privately.

But then the commissioner, who joined the agency in November 1977, asserted that the commission has only itself to blame for any judicial pre-emption of its authority.

Essentially, he said the commission's problem has been that, primarily in the broadcast license area, it has said one thing in policy statements and done another. The answer, he suggested, is for the commission to bring policy and action into line, either by following policy or by drafting policy that reflects actions taken in specific cases.

Because the FCC does not act as an independent, expert agency and has "abdicated its responsibilities" on many important and controversial issues, he said, "the commission's credibility has been eroded to the extent that some judges of the court of appeals approach our decisions not with a presumption of regularity, but instead with a presumption of irregularity."

Thus, if national policy can be defined as "a deliberate, coordinated and consistent approach by government to issues of national concern," as he does, then "it is clear that on many of the critical issues we

now have no national communications policy," he said.

Commissioner Brown's analysis of the commission's problems with the court is known to be shared by others at the commission. Chairman Charles D. Ferris, who joined the commission only several weeks before Commissioner Brown, said in an interview with BROADCASTING that "the court has preconceptions that the commission has a closed mind on certain issues." And some commission lawyers attribute many court reversals of commission decisions to a lack of consistency on the commission's part in applying policy.

Commissioner Brown put that thought this way: "The FCC itself suffers from a promise-versus-performance gap . . . which invites the court of appeals to involve itself in communications policy in ways which never were intended and which, in my judgment, are clearly inappropriate."

The speech is regarded as particularly significant in view of the wave of concern



Brown

running through the broadcasting establishment as a result of the court's decision in the comparative renewal decision involving WESH-TV Daytona Beach, Fla. The court castigated the commission for ignoring its own policy and according incumbents preference in comparative renewal cases simply because they are incumbents (BROADCASTING, Oct. 2).

And Commissioner Brown acknowledged that in matters affecting broadcast licenses and the structure of the industry, the FCC, "virtually without exception, has strongly favored the incumbent over any challenger and the experienced broadcaster over any new applicant for a vacant assignment."

He noted that the commission in 1965 adopted a policy statement governing com-

parative license hearings, which stressed the importance of diversification of ownership of mass media and integration of ownership and management. He said that although the commission has said it would apply the principles to comparative renewal proceedings, it has "managed to downplay or ignore the 1965 criteria. In fact," he added, "the commission has yet to take away a broadcast license based on those criteria."

Commissioner Brown stressed he was not arguing that the weakness of the commission's position is that the agency favors incumbents. He said the public interest standard under which the commission operates is broad enough "to justify almost any policy result."

"The weakness," he said, is that the commission says one thing and does another. "It is this inconsistency which has permitted the court of appeals to reverse our decisions, which has created growing disrespect for the commission's judgments and which has encouraged some judges to attempt to supplant the commission in making communications policy."

To deal with its problem, Commissioner Brown said the commission should start with the broadcast licensing issue, which he feels is the "crux" of its difficulties with the court. Specifically, he offered these options: Repeal the 1965 policy statement, apply the statement to individual cases, or "develop an entirely new policy statement, applicable to comparative license renewals."

The last—and a petition to the court to rehear the WESH-TV case—may be the commission's response to the WESH-TV decision. Commissioner Brown said later that his colleagues recognize "we've got to go back and start over." And Chairman Ferris has said that the WESH-TV decision offers the commission the opportunity to focus on the job of developing "fair, responsible and objective standards in the comparative renewal process which will give some certainty" to the industry, FCC and the courts (see "Profile," page 81).

Commissioner Brown indicated he would favor a policy that would afford some protection even for renewal applicants with crossownership interests, if they are providing "meritorious service." He noted that, in a dissenting statement in the WPIX(TV) New York comparative renewal case, he and Commissioner Joseph Fogarty said such renewal applicants "would have nothing to fear if the commission gave actual effect to the comparative renewal process which the Congress has expressly created and the high-

sounding principles which permeate our decisions." (The commissioner, in response to questions following the speech, said the commission has shown a "proclivity for incumbency," then added, "After 11 months, I'm beginning to feel that proclivity growing in me.")

Although he regards the comparative license issue as the central one in the conflict between commission and court, he cited a number of other cases in which the court appeared unwilling to accord FCC decisions the deference he said the opinions of regulatory agencies normally receive, and reversed them. He cited decisions on newspaper-broadcast crossownership and the use of offensive language (both of which were subsequently affirmed by the Supreme Court), on competition in the provision of basic telephone service and pay cable, and on the American Security Council fairness doctrine case involving CBS's coverage of national security matters.

In reversing those decisions, Commissioner Brown said, the court "has attempted to compel the commission to establish policies the court rather than the commission concluded were in the public interest."

He is not necessarily quarreling with the policy results the appeals court is attempting to achieve, Commissioner Brown said. In fact, he said, "I agree with the substantive thrust of many of the court's opinions."

But, he said, "the point is that the court cannot create affirmative communications policy by veto ... What has been accomplished is an absence of consistent policy, uncertainty within the industry and confusion among the public at large."

## Seed of rewrite may be sprouting on Senate side

**Hollings says Communications Act is due for 'renovation' or perhaps 'omnibus amendments'; potential for alliance seen by Van Deerlin**

It won't be a rewrite, exactly, but the Senate Communications Subcommittee plans to give the Communications Act a thorough going over, Chairman Ernest Hollings (D-S.C.) announced last week. In describing the new project in a speech to the U.S. Independent Telephone Association in Atlanta, the senator used two key phrases, referring to it once as a "renovation" of the 1934 act, and at another point as "omnibus amendments."

The old act with its broad goal of a "rapid, efficient, nationwide and worldwide communications service ... at reasonable charges [to all]" has been flexible, but it needs updating to meet a changed marketplace and technology. "The '34 act should not be packed off to a nursing

**Nader in for Johnson at NCCB.** Ralph Nader, the nation's premier consumerist, has moved into position to take on the broadcasting establishment. He has replaced Nicholas Johnson as chairman of the National Citizens Committee for Broadcasting in a reorganization aimed at restoring vigor to that financially strapped broadcast reform group. Mr. Johnson will remain on the NCCB board and continue as chairman of the National Citizens Communications Lobby, a separate organization concerned with legislative matters.

Word of the proposed reorganization surfaced in August (BROADCASTING, Sept. 4) when Mr. Johnson acknowledged that NCCB was down to two to four staff members; it once had 20 or more, and last week had only two. The present executive director is Samuel A. Simon, who had been director of the energy program in the Federal Trade Commission's Bureau of Consumer Protection.

Mr. Nader has lost no time getting into the act. He has taped an appearance on a *Merv Griffin* show to be presented in the next several weeks and plans to schedule other TV appearances.

home," he said. "But it must be renovated to meet a new age."

How the new legislation will affect broadcasting isn't yet clear; Senator Hollings dwelt only on the subject of domestic common carriers and cable television in his remarks to the telephone audience. But a spokesman in Washington said he does intend to include broadcasting in his amendments and will talk about that in a speech today (Oct. 16) to the National Association of Broadcasters regional meeting in Atlanta.

At this point nothing has been committed to paper for the amendments, but broadcasters in Washington are optimistic that the measure will address the question of broadcast license stability. Representatives of the NAB have already expressed to the subcommittee the association's concern about the recent appeals court decision overturning the FCC's renewal of WESH-TV Daytona Beach, Fla., in a comparative proceeding.

Among those most interested in the Hollings remarks last week was the co-author of the Communications Act rewrite in the House, Lionel Van Deerlin (D-Calif.). He concluded from the senator's use of the term "omnibus" that Mr. Hollings intends a sweeping review of the current act and that that bodes well for his own efforts. "Enactment of landmark legislation is possible in the 96th Congress [1979-81]," Mr. Van Deerlin said in an interview. He repeated his oft-expressed admiration for Senator Hollings, saying the senator is "just ideal to work with ... I think we're going to find a lot of common ground."

Mr. Van Deerlin noted, for instance, that Mr. Hollings proposed a pool to which all users of local telephone exchanges would contribute to maintain local telephone service at low levels—a suggestion that sounds like the Universal Service Compensation Fund proposed in Mr. Van Deerlin's own bill.

There were other similarities with the rewrite. Mr. Hollings talked, for instance, about the need for diversity in communications services and said increased competition through some deregulation would achieve it. In the common carrier field, there should be some coordination in future planning and building, but basically businesses should be free to experiment and compete, he said. "One

system cannot be everyone's solution."

The senator repeated his call for a new mechanism to expand telecommunications services in rural communities, including the elimination of rules that prohibit telephone companies from running cable television services. He added, however, that there should be a separation of functions so that the "monopoly carrier" providing the cable is not also doing the programing.

## Network presidents say it's viewers who run the show

**Or at least, that's the case presented by the commercial side in annual Boston event; PBS takes more reflective view**

Viewers, not broadcasters, control television, three commercial network heads agreed last week.

In a "Who's In Charge?" program sponsored by the Boston/New England chapter of the National Academy of Television Arts and Sciences, NBC-TV Network President Robert E. Mulholland said, "The viewing public commands and the broadcasters obey."

His ABC counterpart, James E. Duffy, called public opinion the dominant force and opposed NBC President Fred Silverman's suggestion (BROADCASTING, Oct. 9) that advertisers return to some prime time series development. That's "not a proper role for advertisers," he stated, adding that TV needs to "imitate less and innovate more."

James H. Rosenfield, of CBS, told a pre-luncheon news conference carried live over WCVB-TV Boston that networks are now innovating in place of advertisers. As part of his network's experiments in long-form TV, it will show a two-and-one-half hour version of *Les Miserables* in late December. And he said CBS is "committed" to 13 weeks of *The Paper Chase* "to let the audience have time to find it."

After that? "If the audience wants it, it will be on," Mr. Rosenfield said.

He called viewers the ultimate influence on TV, but said the industry also had to re-

spond to advertisers and to government regulation.

Mr. Mulholland would like to see more news and live programs and "would love to see the clutter cleaned up that's dirtying up the look of the medium."

Mr. Rosenfield, claiming he and his competitors, "aren't smug and satisfied" and do a "fantastically good job" with live sports, news and entertainment, hopes for "better programing appealing to more people as they get more sophisticated."

Mr. Duffy would like to see all three commercial networks get into the "great issues," but says "people won't watch." He added, however, that "we're gaining on the audience," praising CBS's three-part *Education In America* series.

Public Broadcasting Service President Lawrence K. Grossman said there's no simple answer to the question of who controls TV.

Television "reflects who we are and what we are," he said. It's controlled in his view by someone's view of what the people want to see, what advertisers are willing to pay for, executives' "character, personality, standards of taste, and boldness," by what government officials will "tolerate" and "what the talent comes up with."

Public television, he said, should be the conscience of commercial TV and could potentially be as significant to America "as the idea of universal public education was 200 years ago."

The commercial network heads rejected questioners' suggestions that they were insensitive to children's programing needs. Mr. Mulholland pointed to his network's introduction of seven more Saturday morning public service spots aimed at helping children differentiate between commercials and programs. Mr. Rosenfield reiterated his recent remarks (BROADCASTING, Oct. 2) that the Federal Trade Commission shouldn't consider restricting children's advertising.

"It's a fundamental concept that children should be advertised to," Mr. Rosenfield said. "We have addressed the children's audience as a separate and special audience. It's funded by advertising. That's how the system works."

To which Mr. Duffy added, "Thank goodness."

## Amid bullish sales forecasts, Fogarty strikes note of doom

**There's going to be increasing competition on media horizons, commissioner tells conference in Boston, and over-the-air system could become 'extinct'; it's first of NAB regionals**

New developments in fiber optics, broadband programing and satellite-aided "superstations" could make over-the-air broadcasting "extinct," FCC Commissioner Joseph R. Fogarty warned last week.

And the FCC can do nothing about the cable competition, he told the two-day Newton, Mass. (Boston), meeting, the first of six National Association of Broadcasters regional sessions.

Discarding his prepared speech, the commissioner told the group the "scary thing" is that the word on Capitol Hill is "compete, and that's the way it's going to be." This may be good for the public, he continued, but it will be tough on broadcasters.

"Things are going to get more difficult for you," he stated. "It may drive you out of business." Although he said he regrets it, the commissioner said the FCC has no authority to impose standards on cable TV.

"I didn't make the law," Mr. Fogarty said. "Congress made it. If you want cable regulation, you have to have it by statute."

John Summers, NAB executive vice president and general manager, claimed, however, that the FCC has "all the authority in the world" to look after over-the-air broadcasters and that it is derelict in its duty not to do so. He said the commission has resurrected long-settled issues, such as children's programing and reimbursement of citizen groups for participation in FCC proceedings. And "initiating things means trouble," he said.

Commissioner Fogarty guaranteed that there would be no "Boston mafia" on the commission. Although he reminded his listeners that he and Chairman Charles

Ferris share Boston College Law School and congressional staff experiences he said he intended to vote independently—"fair and square."

He repeated his complaint that the proposed new Communications Act is excessive. "I'm not for breaking up bigness for its own sake," he said, "because bigness is what has made the industry so great." The rewrite, he said, "is wishful thinking and would destroy the quality we have today." He said the current act ought to be amended where needed rather than scrapping "50 years of legal precedent that protects the public interest."

Referring to the Washington appeals court decision in the WESH-TV case, Mr. Fogarty said the commission ought to initiate a notice of inquiry "and make new standards that the public and broadcasters can understand."

The commissioner feels the FCC now makes "seat-of-the-pants" renewal deci-



Fogarty

sions. "We ought to regain credibility with the courts, because we've lost it," he said—echoing a position elaborated the day before in Washington by Commissioner Tyrone Brown (story page 21).

The Communications Act rewrite dominated questions from the broadcasters during a session with NAB staff. During the meeting, Donald Zeifang, NAB's senior vice president for government relations, said "It's just plain stupid to support the bill as written." He urged broadcasters to continue to lobby legislators and, "under legitimate restraints," FCC members on the bill.

NAB President Vincent Wasilewski said there has been more talk than action about deregulation in Washington. He said the Carter administration pays little attention to regulatory agency procedure and sees "no genuflecting" on the part of other commissioners when FCC Chairman Ferris says he wants support.

During a business session at the conference broadcasters were treated to predictions of a good year this year and another in 1979.

Television Bureau of Advertising repre-



Three to one. ABC's Duffy, CBS's Rosenfield, NBC's Mulholland, PBS's Grossman.

representatives and a broadcast stock expert told the group to look for a near 17% industry advertising sales gain this year. Thomas G. Maney, a TVB director and vice president of WCVB-TV Boston, noted that new McCann-Erickson figures show magazine advertising revenues increased 21% last year compared to television's 13%. He said the TVB would "go after magazines with a hard-hitting presentation" for advertisers to premier at the NAB's Chicago regional conference Oct. 19-20.

The TVB also is aiming at the travel and resort category, which showed no advertising gain last year, he said. Mr. Maney warned against overconfidence, saying "We can't coast into good years," and that "even TV can't sell itself."

Dennis Leibowitz of Donaldson, Lufkin and Jenrette, New York, predicted local TV ad sales will outstrip national sales, increasing by as much as 30% to 40% this year. He also predicted a 26% boost for TV in over-all profits.

In 1979, although some economists predict an economic decline, Mr. Leibowitz forecast an 8.5% growth in television advertising revenues before the widely anticipated boom year of 1980. He thinks 1980 will be great, primarily because of economic recovery, not just because of the oft-mentioned factors of the Olympics and a presidential election. But he does not look for as good a year in 1980 as was 1976 because he feels the economy is not as strong and that advertising agencies are

better prepared to use alternate advertising plans.

A Boston advertising agency president, Edward Eskandarian, who calls the diversified clientele of his Humphrey, Browning and MacDougall Inc. a good market barometer, sees clients' budgets rising from 5% to 25% in 1979. But he infers a current "softening" in the market from what he calls increased numbers of public service spots.

Advertisers spreading their money around in other areas will consolidate into television, Mr. Eskandarian said, and huge advertisers such as Procter & Gamble and General Foods are "wedded to television," he added.

His concern is that some advertisers cannot afford television. "This is no tidal wave," he said. "But we're perhaps on the fringes of one."

He said stations should not price their ads solely by the numbers of viewers and listeners, but should develop more data on such questions as whether a drive-time spot is as effective as an evening spot and whether an ad heard in a car is as effective as one heard in the home. "We advertising agencies owe it to our clients to better spend their dollars," he said.

After 1980? Richard N. Hughes of WPIX(TV) New York said the secret of survival is to "keep your dukes up at all times" and resist consumer group pressures. But he warned that when a community has a problem, so does the broadcaster, and said the broadcaster has a

responsibility to cover matters of local concern.

Television Information Office Director Roy Danish said a 25-minute program on "Children, Television and Change" is being made available to all stations (not just TIO sponsors). The program includes an interview with Bob Keeshan, better known as Captain Kangaroo, who says the "best communicator is an entertainer," and an educational expert's comment that TV helps ease children's post-school tensions. The networks were praised in the program as having made a "significant change" in their Saturday-morning schedules.

The NAB will send stations questionnaires on their children's programming practices to forward to the FCC. Erwin Krasnow, NAB senior vice president and general counsel, said the FCC is trying to evaluate stations' programming for preschool and school-age groups and that the questionnaires are designed to help the commission get a "clearer picture" of programming practices.

Daniel W. Kops of Kops-Monahan Communications, New Haven, Conn., and NAB's representative on the World Press Freedom Committee, told the gathering that there will be an equipment exchange and manpower clearinghouse with third world nations. He is asking broadcasters to donate their outmoded equipment in return for a tax credit.

Miles David, Radio Advertising Bureau president, told the broadcasters

## In Brief

ABC-TV's 6 p.m. feed of *World News Tonight*—only such early evening feed among three major networks—will be discontinued effective Monday, June 4, 1979. Between then and Sept. 3, 1979, arrangements will be made to accommodate special problems of individual affiliates, but feed "absolutely" will end then. Change will enable network to present "more precise" news show at 6:30 and will force head-to-head competition with CBS and NBC newscasts in later positions.

U.S. Court of Appeals, which has been critical of FCC in series of recent rulings reversing its decisions (see page 21), last week affirmed commission decision not to adopt quantitative program standards—specifically program percentages—for television broadcasters involved in comparative renewal proceedings. Court held that commission's action was reasonable and within constitutional authority. National Black Media Coalition and other appellant groups had argued that quantitative standards were required by Communications Act and First Amendment. Court said petitioners' approach would "do more to subvert the editorial independence" of broadcasters than any guidelines imposed by commission. Three-judge panel—Spottswood W. Robinson III, Malcolm Wilkey and Judge Thomas A. Flannery of U.S. District Court—was same one that reversed commission in industry-rattling WESH-TV Daytona Beach, Fla., case.

FCC's network study staff is recommending that commission issue further notice of inquiry into alleged network dominance of broadcasting. Staff is said to feel further notice should seek to provide fuller understanding of economics of network operations. Major issues staff wants addressed are said to involve commission's role in regulating network-affiliate and network-supplier relations, what prospects are for additional networks, either within present over-air, advertiser-supported system, or if new technologies and other means of financing were

employed. Commission will consider matter on Thursday (Oct. 19). Network study staff co-directors, Stanley Besen and Thomas Krattenmaker, briefed commissioners last week and impressed some, at least, with objectivity of approach.

National Association of Broadcasters summit to consider what to do after WESH-TV decision has been scheduled for Oct. 24 at NAB headquarters in Washington. Invitations went out Friday to about 80 broadcast groups and networks, with additional notices to all NAB board members.

Conference committee report on public broadcasting funding bill, expected to pass both houses and go to President last week, cautions against "creeping networkism" in public broadcasting. It says Public Broadcasting Service has all elements of fourth broadcasting network in that it determines not only what programs will be shown but when local stations will show them. That's not what Public Broadcasting Act of 1967 intended when it created new system as local alternative to network broadcasting, conferees say.

FCC will consider proceedings involving future of clear channels and proposed VHF drop-ins at special meetings scheduled for December—Dec. 14 for clear channels, Dec. 19 for drop-ins—according to two-month calendar of commission meetings released last week. Another major meeting—on Dec. 5—involves final session on final report to be issued in connection with plans for World Administrative Radio Conference. Other meetings scheduled include one on service that New Jersey, New York City and Philadelphia television stations have provided New Jersey (Nov. 9) and proposal to eliminate third-class operator licensing (Dec. 6).

Storer Broadcasting Co. announced \$9,450,000 stock purchase of General Television Inc., cable television operator with 32,000 subscribers in Maryland, Delaware and Minnesota. According to agreement, Storer will offer \$10.50 or one-third share of its stock for each of Gener-



that "1979 will be an opportunity year in radio sales" but that they'd better get ready for stiffer media competition and perhaps a slower economy.

He said reports for the first seven months of 1978 in 21 markets show that radio's combined local-national growth rate is up 15% from a year ago, with local accounting for the bigger part of the growth. The RAB executive also noted that the reports showed variations from market to market but that the growth pat-

tern was evident in markets of all sizes.

Mr. David urged broadcasters to sharpen their selling tactics, using "the same kind of tight formatting and discipline in sales that works in programing."

"We must sell from strength," he said. "Even if stations are in so-called sold-out or near-sold-out conditions, they should continue to work to create new accounts. This continued expansion of the advertiser base allows stations to maintain healthy growth well ahead of inflation." ■

## NAB's new code on TV clutter: admittedly imperfect, but a start

**Proposal, which still must pass parent board, was hard compromise between divergent positions; promos are principal target**

Broadcasters, advertisers and agencies were trying last week to assess the probable impact of the clutter-control proposals that were adopted 10 days ago by the television code review board of the National Association of Broadcasters (BROADCASTING, Oct. 9).

The proposals, which must be approved by the full NAB board to become effective, were adopted by majority but not unanimous votes in long and frequently heated sessions of the code board at Hilton Head Island, S.C. Although individually

disappointed that some of their own proposals did not prevail, most participants tended to agree that the package that finally evolved would cut clutter—essentially promos—substantially.

"I don't think we built a perfect model," said Robert Rich of KBJR-TV Duluth, Minn., chairman of the TV code board, "but the committee made great strides. If the big [NAB] board approves it, and I think it will, I think there'll be a big reduction [of clutter], I really do."

The biggest effect, code board members agreed, would be evident in programs of an hour or more in length and especially in movies and other long forms that run short. Some board members estimated that in the case of short-run movies the

new plan over the course of a year would curtail the use of promos as fillers by as much as 50% to 70%.

The proposed amendment would allow up to 10 minutes of non-program material per prime time hour, but the number of exempt elements would be reduced and strictly defined so that, code authorities said, there would be little or no room for divergent interpretations.

Among the elements that are now treated as program material but would have to be counted against the non-program allotment in the new plan, authorities said, are these:

- Movie trailers.
- Promos for future episodes of the same program.
- In-movie promos for other movies.
- Promos for a program that is changing its time period.
- In a program that is being terminated, promos for the program that will replace it.
- The strings of promos that frequently are used to fill out short-run movies, miniseries and the like, except on no more than 12 occasions a year and then only within specified limits as to treatment.

Estimates of the number of times the movies, miniseries and similar long-form programs run short range from 15 or 20 to as high as 30 times a year per network, with the shortage in many instances exceeding four minutes. Under the new plan, promotional and informational material could be used as filler in no more

al's 900,000 over-the-counter shares (deal figures at about \$295 per subscriber). Storer recently announced sales of KTNQ(AM) Los Angeles for \$8 million (BROADCASTING, Oct. 2) and of KHTZ(FM) there for \$4 million (see "Changing Hands," page 36).

□

**Fetzer Broadcasting Co. has sold wwvtv(tv) Cadillac, Mich.,** to Wilson Communications Inc. for \$6 million, subject to FCC approval. Seller, voluntarily divesting station to assure compliance with FCC's one to a market rule, is seeking tax certificate in connection with transaction. Fetzer owns WWAM(AM)-WKJF(FM) Cadillac, one other AM, one FM and five other TV's. Buyer owns KTSB(tv) Topeka, Kan., and has applied for new TV at Tulsa, Okla. It is principally owned by Ralph C. Wilson Jr., who owns Buffalo Bills football team. Wwvtv is CBS affiliate on ch. 9. Broker: R.C. Crisler & Co.

□

NBC-TV garnered **winning ratings from first two World series games** between New York Yankees and Los Angeles Dodgers. Game one on Tuesday pulled 33.1 rating and 51 share; game two on Wednesday had 33.2/50. Quipped Johnny Carson on *Tonight* show last Thursday: if series went to seven games, it would be NBC's longest-running program.

□

FCC has begun moving toward establishing new personal radio service—**upgraded citizen band**—in 900 mhz band. Commission last week instructed staff to prepare notice of inquiry looking to establishment of such service. Safety and Special Radio Services staff, which has concluded two-year study of spectrum, said expansion is necessary because of crowded conditions of 27 mhz band and because that band presents technical problems—range of transmissions is limited, especially in large cities, and CB broadcasts interfere with television reception.

□

CBS Entertainment and MTM Productions decided late last week to **scrap Mary variety show** (Sunday, 8-9 p.m. NYT) and **start over** on production of new comedy-variety series starring Mary Tyler Moore, to

premiere "during latter part of the year." MTM had earlier announced production hiatus to "reevaluate" show. Robert Daly, president of CBS Entertainment, said all parties involved "have become convinced that a complete new departure on the show is necessary." *Mary*, which had been pulling mid-20s audience shares, had last broadcast Oct. 8. Specials have been scheduled in time period for next two weeks; permanent replacement is to be announced shortly.

□

Evening News Association, new owner of **wovm-tv Washington** (formerly wtop-tv), announced \$5 million capital investment in station. Over next few years station will purchase new equipment, hire new employees for news and public affairs and begin renovating present building. Station is to hire 10 staffers for new nightly *PM Magazine* in access slot. Evening News also has launched major expansion program with eye toward acquiring maximum number of stations allowed. Company now owns one AM, one FM and two other TV's.

□

**Marvin L. Shapiro**, chairman, Television Advertising Representatives, named senior VP-strategic planning for parent Westinghouse Broadcasting Co.

□

In reshuffling of responsibilities, **Jo Moring** has been named vice president in charge of NBC Radio News, succeeding **James L. Holton**, who has been assigned to Washington to take charge of network's news bureau there. Mr. Holton will remain VP, radio news, reporting to Ms. Moring.

□

**Charles T. Jones**, former National Association of Broadcasters vice president for radio who became president of O'Connor Creative Services, Universal City, Calif., last summer, will join Cosmos Broadcasting, Columbia, S.C., as director of radio development Nov. 1.

□

Representative **Goodloe Byron** (D-Md.), former member of House Communications Subcommittee, **died last Wednesday** of heart attack suffered while jogging. He was 49 and veteran of six Boston marathons.

than 12 such cases per network per year, and the informational/promotional matter could average no more than two minutes per hour and could total no more than four minutes per program. In addition, the material would have to be "generic" in nature, not giving the date or time of the programs being promoted.

In other short-run instances, code authorities said, the shortages could be filled out with public-service announcements, news, weather and sports reports and other program material including—as NBC had proposed for use in all such cases—specially prepared feature program material, vignettes and the like.

The 12 short-run instances in which the exceptions could be invoked would be the limit for each code subscriber. Thus if a network used 12 exceptions, its affiliates carrying those 12 programs would have no exceptions of their own to invoke in the case of, say, local movies.

Herminio Traviesas of NBC said he was "disappointed that the best plan was not approved but pleased that the major part [of NBC's proposal] was included." Alfred Schneider of ABC saw it as a "balancing of the interests" of broadcasters, advertisers and agencies, and Donn O'Brien of CBS also regarded it as a substantial step.

Michael Kievman of Cox Broadcasting, chairman of the code board's broadcast standards committee—which had been unable to agree on any single plan for recommendation to the full code board—said he was "very pleased" with the outcome.

"I think we made an amazing amount of progress," he said, "and if there is some area that we should look closer at, we'll have time to do it." But he said he expected the plan, as it is, to "give television a very visible change."

Mr. Rich, chairman of the full code board, said the board had "tried not to write standards for today's programming alone, because programming changes so much." He acknowledged that there had been strong differences among members during the Oct. 5-6 sessions—another member said they represented "the most rigid positions" he'd seen in 16 years on the code board—but praised their efforts and seriousness as well as their results. "It's one of the best industry boards I've ever worked on," he declared.

NAB's full board is to consider the proposals Jan. 14-19 in Maui, Hawaii.

Principal features of the plan:

- Maximum allowable non-program material would be kept to nine and a half minutes per prime time hour, as now, with up to 30 additional seconds of promo material per hour permitted "when deemed necessary by the broadcaster." The extra 30-second allowance was seen as a trade-off for in-program promos that, according to code specialists, often exceed 30 seconds in present practice.

- "Non-program material" would be more strictly defined and subject to fewer exemptions. In all dayparts, it would include billboards, commercials and promotional announcements, plus credits in ex-

cess of 30 seconds per program of 90 minutes or less (except movies) and credits in excess of 50 seconds per program of 90 minutes or more (except movies). But credits should not exceed 40 seconds in total in programs up to 90 minutes in length or 60 seconds in total in programs longer than 90 minutes.

- There are five exclusions from the definition of non-program material: (1) public service announcements; (2) up to 30 seconds of program-information announcements voiced over credits; (3) announcements of "unusual special news programs," such as to let viewers know, when Pope John Paul I died, that special coverage was being scheduled; (4) announcements in special programs of uncertain length to let viewers know when the program immediately following will start, and (5) promotional or informational material used to fill when programs two hours or longer run short, to this extent: No more than 12 times a year, an average of up to two minutes of promotional/information per hour may be used, provided that this does not add up to more than four minutes per program and provided also that the material is "generic," not mentioning the date or time that the program being promoted will be broadcast.

- As in prime time, time limits for non-program material in other dayparts would be unchanged from existing code provisions. But because of the tightened definitions of non-program material, the number of promos would be reduced in these dayparts as well. For children's programming on Saturday and Sunday the limit is nine and a half minutes in any 60-minute period and for Monday-Friday children's programming it is 12 minutes in any 60-minute period. In all other times except prime time the limit is 16 minutes in any 60-minute period.

- The proposal would formalize an averaging system that has long been used although never before incorporated into the code. In any program of 90 minutes or longer, in any daypart, the amount of allowable non-program time and number of allowable interruptions could exceed code limits in one period if they were correspondingly below the limits in other periods, so that the average for the entire program was within the code limits. This practice permits breaks at points that best suit the program.

- The code's section on program interruptions would remain essentially unchanged, but the section on consecutive announcements would be revised to permit one program announcement along with up to four commercials except in station breaks, where the maximum remains three announcements.

- The proposed changes apply only to networks and network-affiliated stations. Standards for independents remain unchanged. They are even stricter than the proposed standards for affiliates in defining non-program material but also are more liberal in their allowances for non-program time.

## PBS: setting out to help itself

**Public broadcasting gears up to push for legislation leading to more autonomy**

By the middle of next year the Public Broadcasting Service hopes to be seeking legislative approval of a plan that would more clearly define its place in the public broadcasting world.

Discussed by the PBS executive committee last week in Chicago, the plan grew out of a proposal by PBS Chairman Newton N. Minow at a membership meeting in Dallas this summer. It calls for systematic development for public broadcasting through the 1980's and beyond.

In the midst of congressional, administrative and Carnegie Commission studies and evaluations of public broadcasting's future, Mr. Minow said PBS has been in a position of "responding and reacting to a lot of different proposals coming at us in a lot of different directions. We really ought to come up with some proposals *we* favor rather than reacting all the time."

The outline for a definite plan of action is a result of a realization by public broadcasting that if it doesn't plan for its future, it will have a minimal role in whatever structure is ultimately put in place. In a quote from years ago, Mr. Minow said, "If you want to be in on the landing, then you had better be in on the take-off."

PBS President Larry Grossman has assigned Vice Chairman Hartford Gunn to oversee the project. Major participants appear to be public television licensees, the PBS board, executive committee and staff, the Corporation for Public Broadcasting, National Public Radio, the National Association of Educational Broadcasters.

"We want to try to find consensus within the broadcasting community, hopefully find a consensus with CPB and NPR; then develop a program that we would persuade other people to adopt," Mr. Minow said.

A 15-member Managers Resource Group has already met, and the executive committee has reviewed and approved an outline for plan development. Next step will be discussions of principles, missions, structures and characteristics during the NAEB convention in Washington (Oct. 28-Nov. 2), then review and further discussions by the full PBS board. Later, there will be a comparison of the basic principles with recommendations of the Carnegie Commission (due to report in January), development of an initial proposal for a master plan and circulation of drafts throughout the public television system (by April).

In May and June, the plan will go to the executive committee, board and licensees. After that, PBS will seek approval of and support from CPB, NPR, NAEB and others, draft appropriate legislation and seek a united front to get legislative approval.

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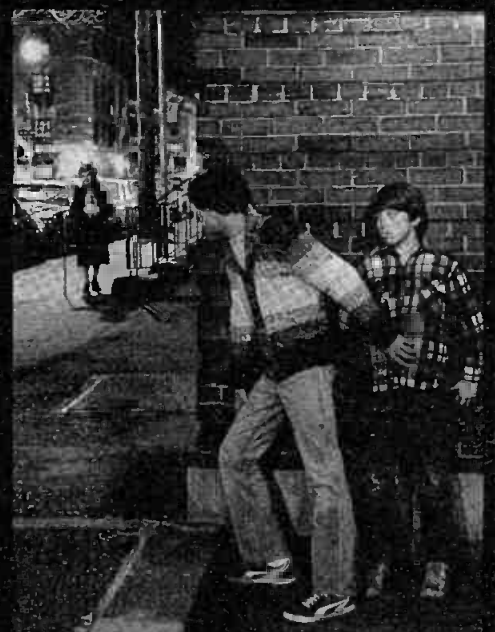
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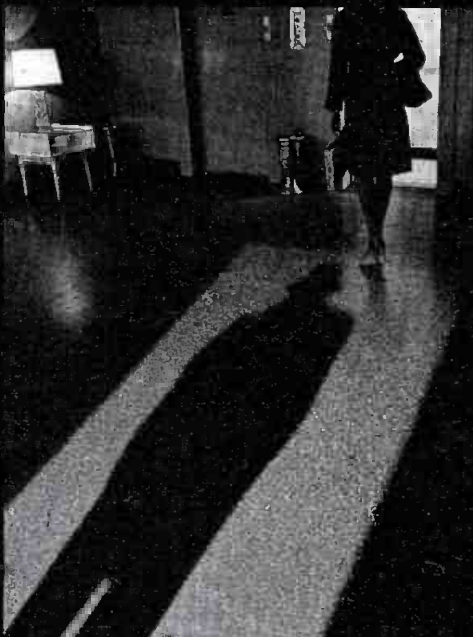
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WGBS and WLYF Miami/WHN New York/WSPD Toledo



PRISONER REHABILITATION

## Tyrone Brown has some 'clear' questions

**FCC commissioner, during Q and A on Washington radio program, says possible solution to aiding minority entry in broadcasting is breaking down clear channels to provide more frequencies**

FCC Commissioner Tyrone Brown sees the 12 remaining AM pure clear channels as possibly providing part of the answer for finding new availabilities for minorities interested in gaining entry to broadcast ownership.

The commissioner, who was inter-

viewed on WRC(AM) Washington's *Washington Reports*, had been asked by the show's host, Gayle Perkins, about prospects of minorities becoming broadcast station owners.

"We're going to have to find new allocations, probably in the radio band, where minorities will have a chance to move into this business in a way they weren't able to in the 1930's and 1940's, when most of the allocations were made," he said. When asked where space could be found in the crowded spectrum, he noted that the commission has a pending inquiry into the future use of the clears. "These are possible reallocations that the commission will be able to make," he said.

He also noted that the World Administrative Radio Conference to be held next year offers an opportunity for the U.S. to propose expanding the radio and possibly the television band, at least in the Western Hemisphere. The commission is consider-

ing proposing that the U.S. work for an expansion of the AM band.

Finding new spectrum space is not the only answer, the commissioner indicated. He noted that the commission has adopted policies to encourage the sale of broadcast properties to minorities—through the issuance of tax certificates and allowing licensees facing renewal hearings to sell to minorities at "distress" prices. The policy, he said, appears to be working.

In another matter, he said he would support a proposal to replace the present comparative renewal policy with a lottery selection system, provided the applicants were generally similar in qualifications. The commission, he said, is frequently obliged to choose between applicants on "minor differences." But where differences are significant—if, for instance, one application raised a question of regional control of mass media outlets—a lottery would not be appropriate, he said.

## The checkered history of license renewal

**Industry's hopes for stability have been batted back and forth—and battered more often than not—for over 13 years; a look to the lessons of renewal actions**

It wouldn't be quite right to say that the U.S. Court of Appeals decision in the WESH-TV case three weeks ago (BROADCASTING, Oct. 2) has brought the industry full circle in its battle for license stability. In 13 years since the FCC first drafted a policy for handling competing broadcast licenses applications, the industry has turned several circles—between the FCC, the courts, Congress, the FCC, courts and Congress again.

The WESH-TV decision stirred up a controversy that had actually seemed to have calmed down a little since the industry's unsuccessful attempt at winning license renewal legislation in Congress in 1974. The appeals court reversed an FCC renewal decision saying the commission was wrong to give a preference to the incumbent just because it was an incumbent. It challenged the FCC's attempt to revise the renewal standard for past performance from "superior" down to "substantial" and further criticized the commission for "trivializing" the questions of media diversity and integration of station ownership and management.

In one statement the court breathed new legitimacy into renewal attitudes that broadcasters claim remove all assurance that they will continue very long in business, and which they have fought against in Congress and at the FCC.

With broadcasters labeling the WESH-TV decision the worst in the history of the license renewal controversy, no one doubts the fight is about to begin again. Decisions on the tactics to take will probably be based largely on the experience of the past 13 years. That track record is recounted here:

**1965 FCC policy statement.** A benchmark in the recent history of license renewal legislation and policy was this commission action setting out criteria for deciding among license applicants in comparative hearings. According to the 1965 statement, major programming proposals were not to be an issue in comparative cases, but diversity of ownership and integration of ownership and with local station management were important. A past broadcast record would be ignored, unless extraordinarily good or bad, and efficient use of the spectrum would carry some weight.

Although designed for competitive filings between new applicants, the 1965 statement became important for the way it was used in a signal renewal case.

**WHDH.** This is the case that sent the industry to Capitol Hill on a quest for license "stability." In January 1969, the FCC denied renewal of WHDH-TV Boston to licensee WHDH Inc., owned by the *Boston Herald-Traveler*, and awarded it to a competing applicant, Boston Broadcasters Inc., using the criteria set out in the 1965 policy statement. The station's programming had only been "average," the commission said, so it wasn't taken into account. The license went to BBI on the grounds of diversification in ownership of mass media and integration of ownership and management—new rules for broadcast multiple owners, who suddenly envisaged being engulfed by swarms of new competitors who could boast of having no other media interests.

So they went to Congress for help and in the same year the first license renewal bill was introduced by then-Senate Communications Subcommittee Chairman John Pastore (D-R.I.). To the broadcasters the bill was just the cure for what ailed: It proposed the so-called two-step renewal

process whereby the commission would first have to find a renewal applicant unqualified before even taking the second step of considering the merits of challengers. The senator and his bill ran into a buzzsaw of complaints from citizen groups, however, and by the following year the senator had abandoned the whole project—but not without first passing it to the FCC.

□

**1970 FCC policy statement.** The commission moved to calm fears raised by WHDH on two fronts. It attempted to back away from the implications of the case, first, saying WHDH was unique in its history and development. The case had begun as an *ex parte* proceeding, the station's grant revoked originally after it was found there had been off-the-record contacts between the station president, Robert B. Choate, and then FCC Chairman George C. McConnaughey during comparative proceedings back in the 1950's. It was after several years and numerous legal twists that the case emerged with the result most people remember. (Both Messrs. Choate and McConnaughey have since died.)

Second, the FCC moved to draft a new comparative renewal policy, reportedly after conversations between then FCC Chairman Dean Burch and Senator Pastore, the latter anxious to unburden himself of the whole license renewal controversy. The statement basically did what the Pastore bill would have done, instituting the two-step renewal process. Under it, if an incumbent licensee whose renewal application was being challenged demonstrated that he had provided "substantial service," the competing applications would be dismissed. The commission said its purpose was to strike a balance between "predictability and stability" and the need for a competitive spur in broadcasting.

□

**Citizens.** In June 1971, a year and a half after the commission adopted it, the policy

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statement was struck down by the U.S. Court of Appeals in Washington in an appeal brought by the Citizens Communications Center. The court said the policy went beyond stability to produce rigor mortis in the broadcasting industry, all but shutting off competitive applications. It said the policy violated the Communications Act by denying competing applicants their right to a full hearing.

The court also said concentration of control of media is an issue that should be considered in comparative proceedings. But the key element in Citizens was its setting down a renewal standard calling for "superior" performance. Demonstration of that, the court said, should gain the applicant "a plus of major significance."

That rejection of a policy broadcasters thought protected them from harm, coupled with the Supreme Court's refusal the following week to review the WHDH decision, left the industry at a peak in its license renewal alarm. But as time went on, and no other renewal applicants failed because of anything but technical or rule violations, the feeling began to fade—but not until the industry had poured impressive effort into another fight on Capitol Hill.

□

**License renewal legislation.** By the end of 1971, several bills, either written or endorsed by the industry's chief lobbying arm, the National Association of Broadcasters, had been introduced in Congress. The leading version, by Representative James Broyhill (R-N.C.), had two main provisions—to extend license terms from three to five years and to require the FCC to grant renewals if a station could demonstrate that it had made "a good faith effort" to serve the public interest.

These were joined in December 1972 by the Nixon administration's entry, a bill drafted by the Office of Telecommunications Policy under Clay T. Whitehead, with the five-year term provision, the two-step renewal process, a prohibition against quantitative renewal standards, and a ban on consideration of media concentration on a case-by-case basis.

The bill, one that broadcasters could seemingly support, in fact was greeted with great alarm and anger, after Mr. Whitehead couched its introduction within a diatribe against the major news media.

But the Whitehead episode turned out to be only a sidebar to the renewal saga. Renewal bills continued to collect co-sponsors, hearings were held before the late Torbert Macdonald's (D-Mass.) Communications Subcommittee, and by May 1974, the broadcasters had succeeded in winning passage of renewal legislation in the House of Representatives. By the overwhelming majority of 379 to 14, the House sent to the Senate a bill that would extend license terms to five years; authorize the FCC to renew licensees on a finding that licensees have been "substantially responsive" to the "needs, views and interests" of their communities (based on

the station's ascertainment findings); reverse the WHDH precedent by prohibiting the FCC from considering the licensee's other media interests or integration of ownership and management at renewal time; set deadlines for the filing of petitions to deny by citizen groups; require broadcasters to hold "good faith negotiations" with persons who raise "significant issues" regarding station operations, and require the FCC to complete then-pending rulemakings and inquiries into media ownership.

Back went the bill before Senator Pastore and his Communications Subcommittee, but this time to win passage. The bill overcame several obstacles, a major one thrown up by Senator Philip Hart (D-Mich.), who wanted the bill to permit the FCC to consider diversity in ownership as a renewal criterion. Among those who argued on the broadcasters' side on that point was the current chairman of the Senate Communications Subcommittee, Ernest Hollings (D-S.C.). He introduced an amendment in the committee that would have buried the ownership issue by requiring the FCC to grant a renewal if the licensee had performed ascertainment and had substantially met the problems, needs and interests of its community. The amendment failed, but the bill passed the full Senate in October 1974 by a margin of 69 to 2. As did the House bill, it provided for five-year license terms, mandatory community ascertainment, and a deadline on completion of the FCC's ownership proceedings. The bill would have applied the same basic renewal standard—that is, whether the licensee substantially met the problems, needs and interests (the House bill substituted "views" for "problems") of its community. But in the Senate's bill, fulfillment of that standard would get the licensee only a "presumption" in favor of renewal. The bill left open the question of whether the FCC could take into account ownership problems.

But regardless of their differences, both bills gave the broadcasters substantially more security than they felt they had in the wake of WHDH and the reversal of the commission's 1970 policy statement. With the huge majorities favoring renewal legislation in both houses, ultimate success seemed assured by the end of 1974. But as broadcasters now remember all too keenly, it never came to pass.

It turned out they had lost the war on the same day they won the first battle—when the House gave its resounding approval. Prior to the final vote there, an amendment was added to the bill raising to five years the renewal term that had been set at four in the House Commerce Committee—per an agreement between the committee's leadership and the broadcast lobbyists, headed by the NAB. Representative Harley Staggers (D-W. Va.), chairman of the Commerce Committee, felt that agreement—not to seek an amendment for a longer license term—had been breached, and he exacted silent retribution by refusing to appoint House delegates to the conference committee needed to

resolve the House and Senate bills into one and send it on its way to the President.

The bill was dead, and, except for the treatment in this year's omnibus Communications Act rewrite, has remained so—despite numerous reintroductions and hundreds of co-signatures

□

**1977 comparative renewal policy and the WESH-TV renewal.** Since 1971, the FCC has taken one major action in the comparative renewal area, putting out a new policy statement in March 1977 in which it announced rejection of the concept of quantitative renewal standards. The commission supported instead a case-by-case approach that would favor the incumbent licensee with the expectancy of renewal for programing that is "substantially above a level of mediocre service which might just minimally warrant renewal." As a second consideration in the comparative process, the commission would take a look at the ownership questions set out in the 1965 policy statement.

The 1977 renewal policy was the outgrowth of a series of commission actions involving WESH-TV Daytona Beach, Fla., the station at the center of the current crisis. The commission, applying the "superior" standard, renewed WESH-TV in a comparative proceeding by the narrow vote of 4 to 3, then FCC Chairman Richard E. Wiley among those in the minority. But in a subsequent "clarification" of that decision, the commission abandoned the "superior" standard and used instead "substantial service" to decide the WESH-TV question. It was in this vote that the standard, substantial service above a level of mediocrity that might "just minimally warrant renewal," first emerged. That time the vote for WESH-TV's renewal was 4 to 1, with Mr. Wiley in the majority.

□

**1978 WESH-TV reversal.** The commission's WESH-TV decision, which stood to some broadcasters as the "next best thing to renewal legislation," was completely undercut three weeks ago by the Washington appeals court, which said that "substantial" service isn't good enough; "superior performance" would be a better standard for judging incumbents.

□

**1978 Communications Act rewrite.** The obscurity of the new renewal standard was found laughable by House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.), who held it up more than once as reason enough to change broadcast regulation. The bill he and subcommittee ranking Republican Lou Frey (Fla.) introduced in June this year offers drastic change, freeing radio from the license renewal process altogether, for instance. Television would live under limited licenses (five years) for 10 years before also gaining indefinite terms; but in undergoing renewal, TV would no longer have to contend with competing applica-

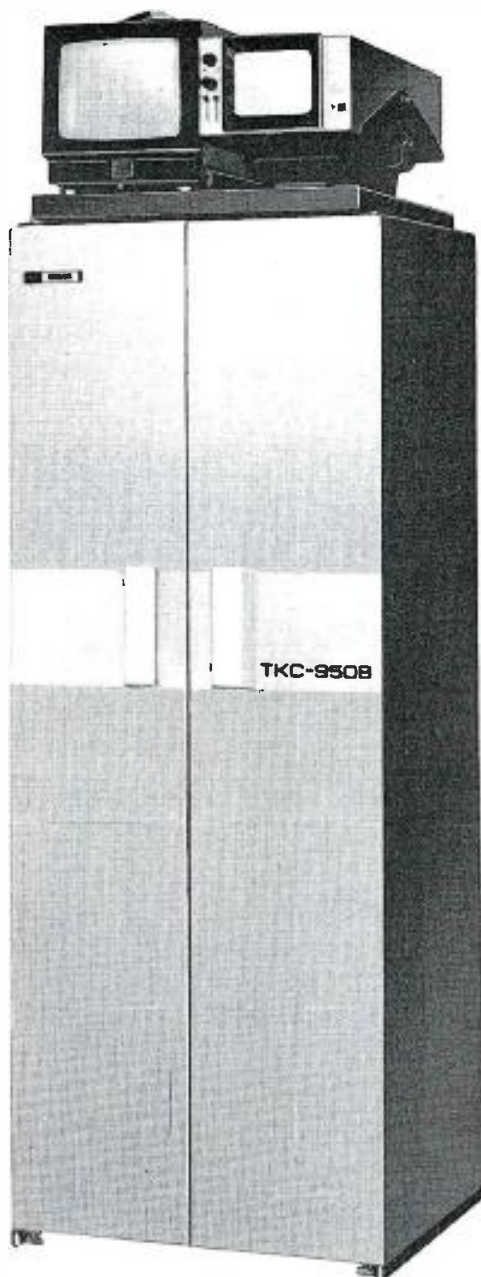
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tions. The bill would eliminate the entire comparative process, requiring the commission to deal first with the renewal application, and, in the event it decides on revocation, to use a random selection process to choose the next licensee. Licenses could be revoked under the rewrite for "willful or repeated failure to operate substantially as set forth in the license," for violations of the act or commission rules. Revocation could also follow from a finding by another government agency that a station has a poor minority hiring record.

Although these provisions might sound on the whole to be what broadcasters seek, station owners are not flocking to embrace the measure, even in the aftermath of the WESH-TV decision. The NAB feels, for instance, that the rewrite does not take care of the problems posed by WESH-TV ("Closed Circuit," Oct. 9). NAB officials are wary, for instance, of the bill's emphasis on diversity of ownership in broadcasting; they worry that although the bill does not say so specifically, the WESH-TV issue of ownership of other media would be a tool for the commission to revoke licenses.

The industry could, of course, seek to change the rewrite when the bill re-emerges in the House next year. Or it could try to rekindle the fires for separate renewal legislation. The strategy is to be worked out in weeks to come. But regardless of the specific approach agreed upon, it seems clear that the next battle will be fought in Congress.

## Changing Hands

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

### Proposed

■ **KDAL-TV Duluth, Minn.:** Sold by KDAL Inc. to Palmer Broadcasting Co. for \$7.25 million ("Closed Circuit," April 17). Seller is subsidiary of WGN Continental Broadcasting, owned by Tribune Co., which, in interlocking ownership with New York News Inc. (*New York Daily News*), owns four AM's, two FM's and four TV's in addition to *Chicago Tribune* and other papers. Buyer, principally owned by Daniel D. Palmer trust, owns WHO-AM-TV-KLYF(FM) Des Moines and WOC-AM-TV-KIHK(FM) Davenport, both Iowa, WNOG(AM)-WCVU(FM) Naples, Fla., and Naples cable system. KDAL is CBS affiliate on channel 3 with 100 kw visual, 20 kw aural and antenna 990 feet above average terrain.

■ **KHTZ(FM) Los Angeles:** Sold by Storer Broadcasting Co. to Greater Media Inc. for \$4 million. Seller, which earlier this month sold KTNQ(AM) Los Angeles for \$8 million (BROADCASTING, Oct. 2), publicly traded major group, owns three other AM's, two FM's, seven TV's and CATV systems

throughout the country. Greater Media owns WTCR(AM) Ashland, Ky.; WGAY(AM) Silver Spring, Md.-WGAY-FM Washington; WMJC(FM) Birmingham and WHND(AM) Monroe, both Michigan; WGSM(AM) Huntington and WCTO(FM) Smithtown, both New York; WCTC(AM)-WMGQ(FM) New Brunswick, N.J.; WPEN(AM)-WMGK(FM) Philadelphia and WHEZ(FM) Huntington, W.Va., CATV systems in Massachusetts and publishes East Brunswick, N.J., *Sentinel-Spokesman*. It is principally owned by Peter Bordes, president, and Joseph Rosenmiller, board chairman. KHTZ is on 97.1 mhz with 55 kw and antenna 770 feet above average terrain. Broker: Ted Hepburn Co.

■ **KALJ(FM) Yuma, Ariz.:** Sold by Joel E. Pollard to Purr Broadcasting Inc. for \$450,000 including \$18,000 covenant not to compete. Seller, Mr. Pollard, has no other broadcast interests. Buyer is equally owned by James L. Evans and Mervyn Richmond. Mr. Evans is general sales manager at KYEL-TV Yuma. Mr. Richmond owns motel and restaurant in Yuma. Neither has other broadcast interests. KALJ is on 95.1 mhz with 25 kw and antenna 76 feet above average terrain.

■ **WHAP(AM) Hopewell, Va.:** Sold by Radio Hopewell Inc. to Chessie System Inc. for \$340,000. Seller, which is principally owned by Roy B. Wooster Jr. and his parents, owns WRON(AM) Ronceverte, W.Va., and has applied for new FM there. Buyer, publicly traded holding company, has railroad interests and owns Greenbriar hotel, White Sulphur Springs, W.Va. It has no other broadcast interests. WHAP is on 1340 khz with 1 kw day, 250 w night.

■ **KLEU(AM) Waterloo, Iowa:** Sold by Marathon Communications to KLEU Inc. for \$275,000 plus \$60,000 for agreement not to compete. Seller is principally owned by William E. Payne, president, who has no other broadcast interests. Buyer is principally owned by Paul A. Logli and his wife, Maureen. Mr. Logli is attorney in Rockford, Ill. His wife is administrator at Schools of Theology, Dubuque, Iowa. Neither has other broadcast interests. KLEU is 500 w daytimer on 850 khz. Broker: Blackburn & Co.

■ **WFFV(FM) Front Royal, Va.:** Sold by Wayside Broadcasting Corp. to B-W Inc. for \$250,000. Seller is owned by Leo M. Bernstein, president, who has no other broadcast interests. Buyer is equally owned by Mr. and Mrs. Jordan R. Bently Jr. and Mr. and Mrs. James J. Wilson. Bentlys own horse farm, car wash and commercial tennis courts in Middleburg, Va., area.



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Wilsons have real estate, building and investment interests, and Mr. Wilson is principal owner of CATV system in St. Charles, Md. None has other broadcast interests. WFFV is on 99.3 mhz with 3 kw and antenna 300 feet above average terrain.

■ WKEX(AM) Blacksburg, Va.: Sold by William B. Matthews to Paul T. (Todd) Lucci and William E. Sams for \$165,000. Seller, Mr. Matthews, has no other broadcast interests. Mr. Lucci is salesman at WOKT(AM)-WQRK(FM) Norfolk, Va., and part owner of applicant for new TV at Norfolk. Mr. Sams has hotel and amusement interests in Virginia Beach, Va. Neither has other broadcast interests. WKEX is 1 kw daytimer on 1430 khz. Broker: Blackburn & Co.

■ Other station sales proposed last week included: WKNU(FM) Brewton, Ala. and WDEV(AM) Waterbury, Vt. (see page 64).

**Approved**

■ KKUZ(AM) Burlington, Iowa: Sold by Big Country Broadcasting Corp. to Town & Country Broadcasting Corp. for \$285,500. Seller is owned by James E. Smith, of West Burlington, who has no other broadcasting interests. Buyer is equally owned by James H. Honaker and Gerald R. Mast who are assistant sales manager and account executive, respectively, at WTAD(AM)-WQCY(FM)-KHQA-TV Quincy, Ill. KKUZ is 500 w daytimer on 1150 khz.

Media Briefs

**Standing pat.** U.S. Supreme Court has declined to review two decisions that journalists have considered setbacks to their First Amendment rights. Court refused request by Pacifica Foundation and others to review its "seven dirty words" decision. Court also denied review of *Stanford Daily* case that upheld right of police to search for evidence in newsrooms.

**Topped off.** New tower for WLWT(TV) and noncommercial WCET(TV) Cincinnati (BROADCASTING, March '13) was dedicated Sept. 18 by Wilson Wearn, president of WLWT's parent, Multimedia Inc., and Kenneth Blackwell, vice mayor of city. New tower, 1,788 feet above sea level and 1,000 feet above average terrain, is 315 feet higher than WLWT's old tower. WLWT, on channel 5, will continue to transmit 100 kw. WCET, on channel 48, is boosting its signal from 473 kw to 2 megawatts.

**Another opinion.** ABC and CBS have gone to court in their dispute with FCC over rates Midwestern Relay Co. charges three networks for transmitting by microwave relay their programs to affiliates in Midwest. ABC and CBS have petitioned U.S. Court of Appeals to review commission decision denying their petition to reject new tariff. Petition was based on ground tariff provided for higher costs than those contained in contract Midwestern had signed with networks. FCC said contract with noncarrier cannot be used to deny carrier "cost-justified rate increase."

**ABC scores rating win with baseball**

**Playoffs, football and old standbys deliver top ratings, NBC comes in second, CBS last**

ABC-TV turned over most of the prime-time week of Oct. 2-8 to its sports division and marched to another ratings win, but the other networks managed to score a few points in the midst of the action.

ABC pre-empted its entire Tuesday, Wednesday, Friday and Saturday schedules for National and American League baseball playoffs, scoring shares of 35, 32, 36 and 43 with them, respectively. In addition, the network's regular *Monday Night Football* telecast featured the Dallas Cowboys against the Washington Redskins and pulled a 26.5 rating with a 41 share, the highest-rated game in the series' nine-year history.

ABC finished the week with a ratings average of 22.1 to NBC-TV's 19.1 and CBS-TV's 17.8—CBS's third last-place finish in as many weeks. Those numbers are slightly higher for all three networks than their season-to-date averages, as on most nights either CBS or NBC picked up

the lion's share of the nonsporting audience.

Several new series benefitted in the process. On Tuesday, with ABC's *Happy Days* and *Laverne and Shirley* out of the way, CBS's *Paper Chase* scored a 27 share at 8-9 p.m. NYT while NBC's *Grandpa Goes to Washington* scored a 31, in both cases significantly higher shares than their previous performances. CBS won the rest of the night with a 37-share performance from "Carrie," beating ABC in the Tuesday night averages—a rare occurrence indeed.

The next night NBC's *Dick Clark's Live Wednesday* at 8-9 p.m. jumped four points from its previous outing to a 33 share, while CBS's *The Jeffersons* and *In the Beginning* improved to 32 and 29 shares. The TV premiere of "Network" scored a 26 share for CBS at 9-11 p.m., soundly beaten by an NBC movie-pilot, *B.J. and the Bear*, which pulled a 41.

On Friday, CBS got off to a stronger-than-usual start with *Wonder Woman's* 33 share, which helped *The Incredible Hulk* to a 36 share and *Flying High* to a 30. In the meantime, NBC's now-canceled *Waverly Wonders* did not improve at 8-8:30 p.m., nor did *Who's Watching the Kids* at 8:30-9 p.m. They scored 24 and 22 shares, respectively, followed by *Rockford Files'* 29 share at 9-10 p.m. and *Eddie Capra Mysteries'* 30 share—a big improvement—at 10-11 p.m.

The pattern was broken on Saturday

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when neither CBS nor NBC could match the final playoff game between the New York Yankees and the Kansas City Royals. NBC's *CHiPs* took the lead-off hour with a 34 share, leaving CBS's *Rhoda* and *Good Times* with 25 and 24 shares. NBC filled out the night with a two-hour *Sword of Justice* that scored only a 28 share, quite a drop from its 37-share preview outing Sept. 10. CBS's *American Girls* and *Dallas* fared worse, scoring 25 and 22 shares.

On Thursday ABC unloaded some of the powerhouse series that had been pre-empted on Tuesday, preventing any useful comparisons for the night. *Happy Days* led off with a 47 share, followed by *Mork and Mindy's* and *Three's Company's* 49's, *Taxi's* 42, *Barney Miller's* 44 and *Soap's* 42. NBC's *Quincy* held up well with a 30 share at 9-10 p.m. despite a 22-share lead-in from *Project UFO*.

The only nights of the week with regular competition were Monday and Sunday. Despite ABC's Dallas-Washington game, NBC won the former with *Little House on the Prairie* and part one of *Little Women*, both of which scored 36 shares. (*Little Women* concluded on Tuesday with a 31 share.) But the most noteworthy performances of the night were those of CBS's new lead-off shows, *WKRP in Cincinnati* and *People*. Both shows are hurting. *WKRP* came in with a 26 share at 8-8:30 p.m., managing a tie with ABC's *Welcome Back, Kotter*, which loses a few share points from being pre-empted on the West Coast for football. *People* came in with a 27 share at 8:30-9 p.m., just beating ABC's *Operation Petticoat*, which had a 25.

Sunday night remains a three-network battle royal. The way it's shaping up, most viewers watch CBS's *60 Minutes* at 7-8 p.m. (it had a 42 share Oct. 8.) then switch to either ABC's *Battlestar Galactica* (a 38 share) or NBC's *Centennial* (a 34). That leaves CBS's *Mary* hanging, in this case with a 24 share, but the network bounces back with *All in the Family* and *Alice* (33 and 35 shares). At 10-11 p.m., while ABC finishes its movie, CBS puts *Kaz* against NBC's *Lifeline*. In the first direct competition between the two new shows, *Kaz* improved over its previous performances and won the time period with a 34 share. *Lifeline* came in with a 25 share, which may not be too far off what the network would consider acceptable for the prestigious program.

**Covering all bases.** NBC Sports telecasts of World Series last week featured "four-point isolation coverage" designed by director Harry Coyle. The technique employs 11 cameras—nine stationary and two hand-held—hooked up to videotape equipment to provide replays from four different perspectives at both high and low angles—center field, first base, third base and home plate. It was up to Mr. Coyle, a 30-year veteran of mobile TV broadcasts, to handle both live and replay direction.

## ABC's ahead while the sun shines, too

**It went into the fourth quarter with a 25-week string of success and thinks it can hold to lead; CBS and NBC concede possibility**

ABC-TV, already rich in prime time, is getting richer in daytime as well.

As the year's fourth quarter got under way this month, the network wrapped up its 25th straight weekly audience win and third straight quarterly win in the 10 a.m.-4:30 p.m. NYT daypart and, at the same time appeared to be holding off its traditional post-summer slump as the nation's children returned to school.

Daytime programers at CBS-TV and NBC-TV said they would be watching the competition carefully for any fourth-quarter settling in the next few weeks before solidifying plans for major schedule revisions in January.

ABC finished the third quarter with a 7.7 daytime ratings average to CBS's 6.5 and NBC's 5.3. Until last January, when ABC initiated its afternoon block of soap operas, the network hadn't won any quarter but the third since 1973. It edged slightly ahead of CBS in the first quarter of this year with a 7.7 average to CBS's 7.6

and NBC's 6.4, and gained a firmer hold during the second quarter with a 6.6 average to CBS's 6.2 and NBC's 5.5.

The third quarter win was expected—ABC's younger audience in general and *Happy Days* in particular attract a lot of vacationing youngsters—but the network held steady during September with a 7.2 average to CBS's 6.2 and NBC's 4.9.

While ABC was sneaking into the lead in households, it was leaping into the lead in the most desirable daytime demographic, 18-to 49-year-old women. According to ABC's figures, since January the network has had 46% of the daytime viewers in that category (a 23% gain over the same period last year) while CBS had 32% and NBC 22% (losses of 7% and 11%, respectively).

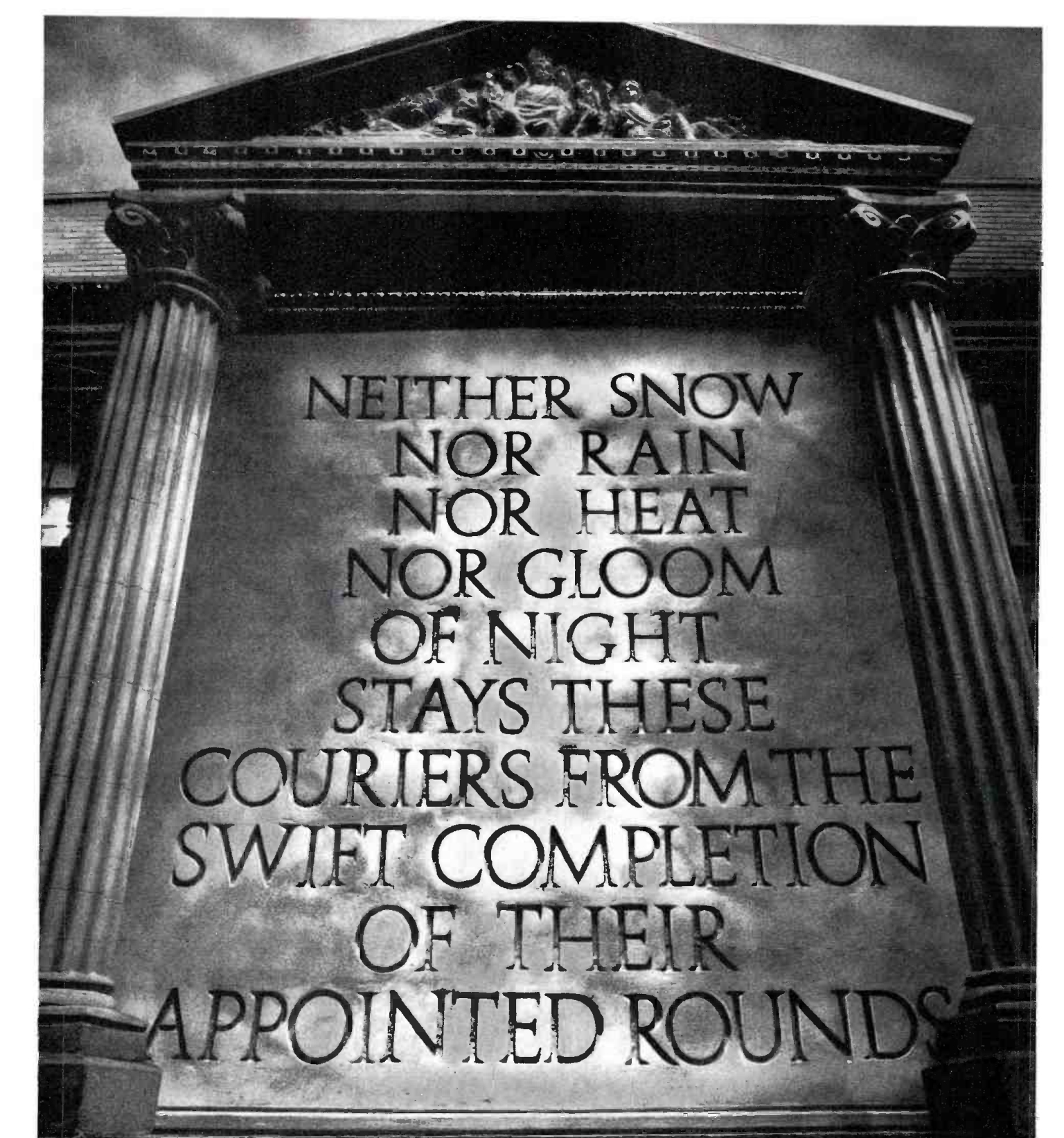
Daytime sales show the results. For the fourth quarter, ABC is getting an average of \$13,500 for 30-second daytime spots, compared to CBS's \$10,500 and NBC's \$7,000-\$7,500. That's an increase of at least 25% for ABC over the fourth quarter last year—third quarter sales were up 32%—which has thus far brought the network at least \$152 million in up-front revenues for the new daytime season.

Michael Ogiens, CBS's vice president of daytime programs, argued at that network's affiliates convention last May that ABC's lead came primarily from "unusually high" ratings for *Happy Days* and *Family Feud*, and that ABC's expansions of *One Life to Live* and *General Hos-*

### How it's been going in the daytime

Rank	Program	Network	Over-all Standings		Women 18-49	
			Rating	Share	Rank	(000)
1	<i>Family Feud</i>	ABC	9.1	38	5	3,210
2	<i>All My Children</i>	ABC	8.6	32	1	4,290
3	<i>Another World</i>	NBC	8.3	28	8	2,790
4	<i>As the World Turns</i>	CBS	8.1	30	7	2,800
5	<i>All in the Family</i>	CBS	7.9	27	12	2,210
6	<i>The Young and the Restless</i>	CBS	7.8	31	6	3,120
7	<i>The Guiding Light</i>	CBS	7.5	27	10	2,600
8	<i>General Hospital</i>	ABC	7.2	25	4	3,230
—	<i>One Life to Live</i>	ABC	7.2	26	3	2,420
10	<i>Happy Days</i>	ABC	7.1	33	11	2,290
—	<i>Ryan's Hope</i>	ABC	7.1	28	2	3,470
—	<i>Search for Tomorrow</i>	CBS	7.1	28	9	2,620
13	<i>Days of Our Lives</i>	NBC	6.9	25	14	2,160
14	<i>The Doctors</i>	NBC	6.5	24	17	2,000
15	<i>The Price Is Right (2)</i>	CBS	6.1	28	18	1,810
—	<i>The Wheel of Fortune</i>	NBC	6.1	27	22	1,150
17	<i>Love of Life</i>	CBS	5.8	25	15	2,080
—	<i>Match Game '78</i>	CBS	5.8	19	20	1,490
19	<i>The Price Is Right (1)</i>	CBS	5.7	28	19	1,660
20	<i>The \$20,000 Pyramid</i>	ABC	5.6	22	15	2,080
21	<i>The Edge of Night</i>	ABC	5.5	18	12	2,210
22	<i>The Hollywood Squares</i>	NBC	5.4	27	21	1,240
23	<i>The New High Rollers</i>	NBC	5.1	24	26	900
24	<i>Card Sharks</i>	NBC	4.3	24	23	950
25	<i>The New Tic Tac Dough</i>	CBS	3.9	21	23	950
26	<i>America Alive</i>	NBC	3.5	14	27	690
27	<i>For Richer, For Poorer</i>	NBC	3.4	13	25	930

Ratings data, from the Nielsen Television Index, is for January-August 1978.



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pital "have not been particularly successful." He no longer offers such appraisals.

"What can I tell you?" he said last week. "They [ABC] are doing a good job in daytime, as they are in prime time. It's clear that we've lost audience and ABC has gained audience . . . Our afternoon has slipped considerably, and that's where most of our attention is going."

Mr. Ogiens said he plans no program changes during the fourth quarter—although he doesn't rule them out entirely—so that he can watch the fall competition for the most pressing weaknesses. He also mentioned that some of the network's older morning shows may need replacement, and that some "experimental" forms are in development along with some traditional forms.

In the meantime, Mr. Ogiens said the network's existing soap operas are being "revitalized" by devoting new attention to story lines, characterizations and the like, and that CBS has beefed up promotion of its daytime schedule in both prime time and daytime. "CBS has to become more competitive in terms of promotion," he said. "That's one of the areas where we've fallen behind."

NBC also wants to take a look at the fall competition before committing itself to any changes, according to its vice president of daytime programs, Michael Brockman. But he says that "there will be sub-

stantial changes to the schedule in January." As does Mr. Ogiens, he puts most emphasis on his afternoon serials, although the network's morning game-show entries have suffered low ratings and quite a bit of juggling this year.

NBC now has just two-and-a-half hours of soap opera fare on its schedule, compared to ABC's four and CBS's three-and-a-half, and "that mix will have to change" on NBC, Mr. Brockman said. One approach to that goal that is being "seriously explored" is the expansion of *Another World* from an hour to 90 minutes, in part to pick up more of those "very critical" 18-to-49-year-old women.

NBC President Fred Silverman, who often emphasized the importance of that demographic when he was with ABC (before ABC edged into the households lead), has met with Mr. Brockman several times since joining NBC and agrees with that basic point of view, Mr. Brockman said.

As reported, the midday *America Alive* is facing cancellation in January if its ratings—currently in the bottom five—don't improve dramatically ("Closed Circuit," Oct. 9).

## 'Per-use' vs. 'blanket' music licenses to be considered by Supreme Court

High court agrees to review lower decision in case brought by CBS against ASCAP and BMI

The Supreme Court will hear appeals in the "per-use" music-license suit that CBS won against the American Society of Composers, Authors and Publishers and Broadcast Music Inc.

The court's decision could have far-reaching effects: Both sides agree that the lower court's ruling, if fully affirmed, would severely weaken the role of ASCAP and BMI if not put them out of business altogether.

The lower court, a U.S. Court of Appeals, found blanket licenses offered by the two organizations—the kind traditionally used by most broadcasters—to be illegal and ordered that ASCAP and BMI make per-use licenses available to any TV network that wants them. The per-use licenses, the court said, could be in addition to blanket licenses if the blanket licenses were modified to eliminate any "price-fixing" elements (BROADCASTING, Aug. 15, 1977).

ASCAP and BMI appealed the decision to the Supreme Court, arguing that music-licensing chaos would result and their own existence be threatened if it were allowed to stand. CBS urged the Supreme Court not to hear the appeal now, contending that the appeals court had remanded the

case to the district court for further proceedings and that these should be held before appeal to the Supreme Court was considered.

Argument of the case before the Supreme Court was expected to be held during the court term that opened two weeks ago, possibly in late winter or early spring. It was one of a handful of appeals the court agreed to hear, out of some 800 applications for hearings.

If the Supreme Court affirms the appellate court ruling, the case will go back to the U.S. Southern District Court in New York to develop the per-use licenses decreed by the appellate court. That proceeding presumably would also determine whether the ASCAP and BMI blanket licenses can be modified to remove the elements that the appeals court found to be illegal price fixing.

If the Supreme Court holds the blanket licenses to be legal, the case presumably will be over.

The case originated almost nine years ago when CBS sued to compel ASCAP and BMI to issue licenses under which it would pay only for the music it actually uses (BROADCASTING, Jan. 5, 1970). CBS wanted these licenses to replace, at least for its TV network, the blanket licenses for which it—and most broadcasters—pay a flat fee or a percentage of revenues in return for the right to play all music in a licensing organization's repertory.

CBS contended it would save substantial sums through per-use licenses, but just how much was not made clear. Under court-set fees, CBS paid ASCAP \$4.32 million a year until the appellate court ruled in its favor but has not been paying since—because, according to CBS sources, negotiations with ASCAP on a mutually agreeable fee broke down. Under another court-set arrangement, CBS is paying BMI \$1.7 million a year, subject to retroactive adjustment.

In its suit, CBS charged ASCAP and BMI with illegal misuse of the copyrights in their "pools." After a trial that totaled several weeks extending over several months in 1973, District Judge Morris E. Lasker dismissed the suit in 1975, holding that the blanket licenses didn't amount to illegal price-fixing and that, in fact, CBS could have gotten—but didn't try to get—per-use licenses directly from the ASCAP and BMI members whose music it wanted to play (BROADCASTING, Sept. 29, 1975).

In overturning that decision almost two years later, a three-judge panel of the Second Circuit Court of Appeals in New York ruled unanimously that the blanket license makes it easier for music writers to let ASCAP and BMI handle the licensing of their works and "dulls [the writers] incentive to compete." In some situations, the appeals court said, a blanket license may be "a market necessity," but not where the TV networks are concerned.

In urging the Supreme Court to hear their appeals, ASCAP and BMI denied illegal price-fixing and stressed the need for prompt review. BMI contended that "the livelihoods of an entire profession" were

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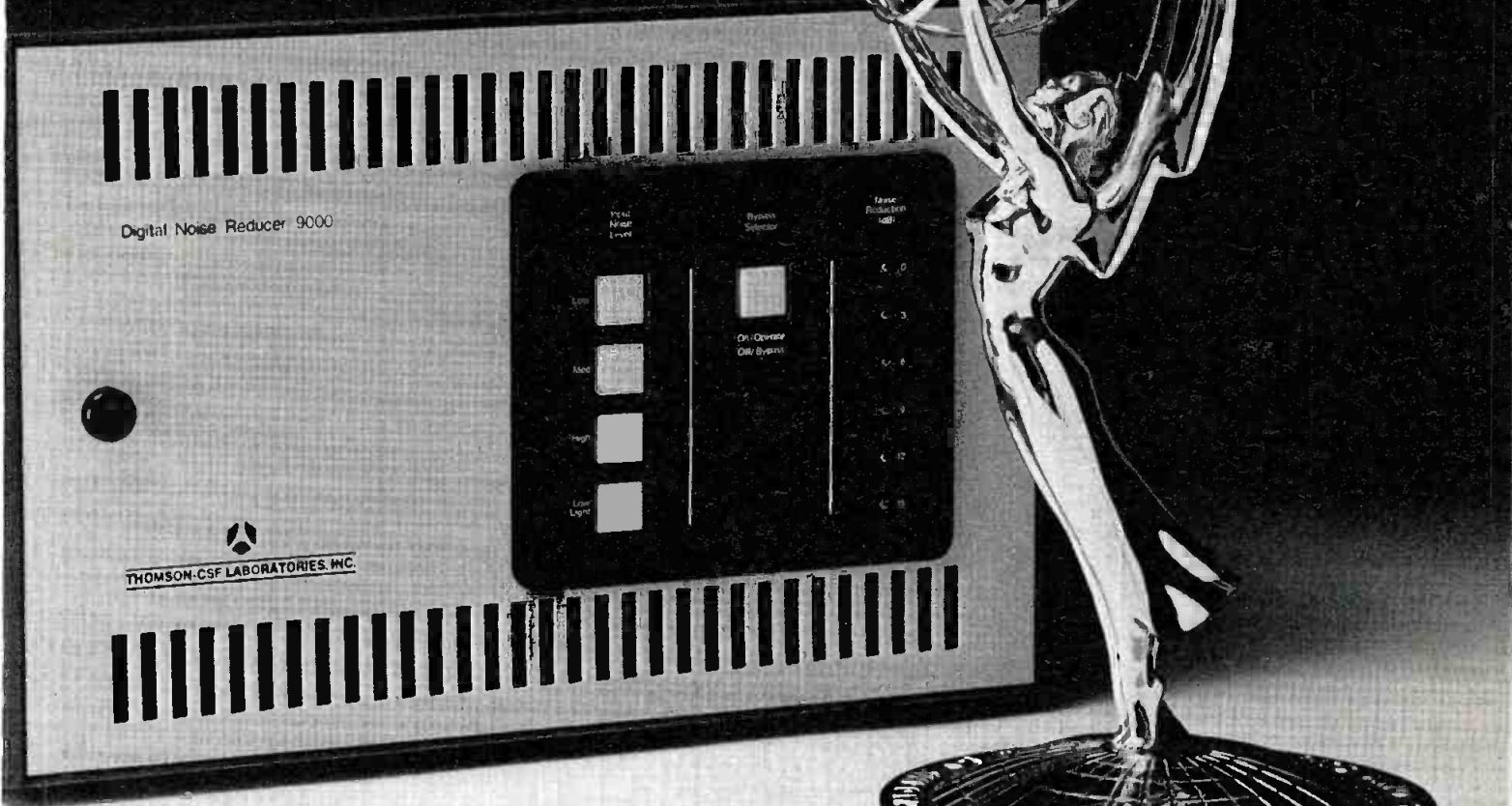
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at stake and that "many millions of dollars in license-fee revenues and the very existence of [BMI and ASCAP] are placed in doubt" by the appeals court ruling.

ASCAP contended that "sure turmoil" would be created in the music-licensing world and that "the time for review is now—not years from now after federal courts all over the country have been inundated with plenary lawsuits and counterclaims in infringement actions in which users assert that the unavailability of an ASCAP 'per use' license devised to meet their particular needs entitles them to use copyrighted music for nothing."

BMI maintained that "every governmental body which has looked carefully at the facts in recent years has concluded that blanket licensing is a reasonable and lawful response to the unique problems of licensing music performance rights." Among these bodies, BMI noted, was Congress, in approving blanket licensing in the new Copyright Act.

In urging the Supreme Court not to take the case now, CBS argued that the critical questions had been answered clearly and correctly by the appeals court.

In addition CBS offered its view of how a per-use license might work: It would cause music publishers to set up machinery through which CBS could get licenses to the music it wants directly from them. Until that happens, CBS said, ASCAP and BMI fees could be set up on a per-use basis, by the courts if necessary, so that CBS could go to them for any licenses it couldn't get directly.

Eventually, CBS said, an increasing ability to get licenses directly from the copyright owners should "prompt ASCAP's and BMI's withdrawal from the [network-licensing] market," or, if they did not withdraw, the courts "could fashion whatever further relief was then indicated."

### Lorimar, UA pact

A United Artists/Lorimar Production alliance covering both television rights and theatrical distribution has been announced.

On the television side, Lorimar has received exclusive rights to develop series and miniseries from UA's film library. Theatrically, UA will be distributing Lorimar's features in the U.S. and Canada, an inventory said to amount to more than \$100 million, representing at least 13 films.

The pact, effective immediately, was announced jointly by UA President and Chief Executive Officer Andy Albeck and Lorimar Productions Chairman Merv Adelson and President Lee Rich. Mr. Rich characterized the UA library as "a gold mine" for television.

Over the past several months Lorimar has been planning to enter major film production. Lorimar Films was formed in April with Peter Bart as president; an exclusive affiliation with Jack Schwartzman's JS Films followed the next month.

Lorimar has five series on the new net-

work schedule and is working on two possible midseason replacements. It also is preparing two six-hour miniseries, *Studs Lonigan* and *A Man Called Intrepid*, for CBS-TV, as well as made-for-TV movies for all three commercial networks.

### If at first they don't succeed . . .

#### Two more series out of line-ups as networks fine-tune schedules

NBC-TV last week announced another prime-time cancellation—*Waverly Wonders*—while ABC-TV put *Operation Petticoat* in dry dock indefinitely and brought the wolf boy, *Lucan*, to the rescue.

The schedule changes followed closely the cancellations of NBC's *W.E.B.* and ABC's *Apple Pie* the previous week ("In Brief," Oct. 9).

*Waverly Wonders*, which aired at 8-8:30 p.m. NYT Friday, will be replaced by Tandem Productions' *Diff'rent Strokes* beginning Nov. 3, with various specials or episodes of other series filling in until then. As of the middle of last week, NBC had said nothing about the fate of *Who's Watching the Kids*, which follows *Waverly* in the Friday line-up at 8:30-9 p.m. and which has consistently scored slightly lower than *Waverly's* low-20's shares.

*Diff'rent Strokes* stars Conrad Bain, late of *Maunder*, as a white Manhattan millionaire who adopts his late black housekeeper's young sons, played by Gary Coleman and Tod Bridges.

ABC reworked its Monday lead-off hour, which had been filled, weakly, by *Welcome Back, Kotter* and *Operation Petticoat*. *Kotter* goes to Saturday at 8-8:30 p.m., moving *Carter Country* back a half-hour to *Apple Pie's* former slot at 8:30-9 p.m., effective Oct. 21. *Petticoat* is to have two showings this week, one in its regular time period today (Oct. 16) and another on Thursday behind *Mork and Mindy* at 8:30-9 p.m. An ABC spokesman said *Petticoat* would return "later this season."

Going in at 8-9 p.m. Monday is *Lucan*, MGM's wild-boy series, which saw duty off and on in the same time period, for the same reasons, last season, with mixed results. ABC had four episodes of *Lucan* ordered as a back-up replacement series (BROADCASTING, July 31), and the network's spokesman was unable to say what will happen when those episodes run out. It joins the schedule Nov. 13, with various specials to occupy the time period until then.

Advertising executives have been arguing that ABC should try a program in its 8-9 p.m. Monday time period that would have some appeal to both its early-evening viewers in the East and its late-evening viewers in the West, where it runs after *Monday Night Football*. Presumably the drama, *Lucan*, fits that bill; it also leaves CBS-TV's faltering *WKRP in Cincinnati* the only comedy alternative in the time period.

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## Difference of opinion over PBS Nazi show

Answering Maryland's Breitenfeld, Grossman defends documentary

A three-paragraph letter complaining of the Public Broadcasting Service's decision to offer a documentary called *California Reich* has led to a 13-page response from PBS President Lawrence Grossman.

In the complaining letter, Frederick Breitenfeld Jr., executive director of the Maryland Center for Public Broadcasting, said this is "a particularly good year for careful programming." In offering the documentary, he said, the "only winners are a few Nazis and the First Amendment, which is not in need of a fresh victory."

The Maryland stations (WAPB[TV] Annapolis, WMPB[TV] Baltimore, WWPB[TV] Hagerstown and WCPB[TV] Salisbury) and apparently several other public stations will run alternative programming in place of the controversial documentary, which focuses on members of the National Socialist White People's Party. It is scheduled at 8-9 p.m. NYT Oct. 23.

Mr. Grossman, in his reply, said "every year is a good year for careful programming" and pending legislation makes this year no different. "I do not know how we can stand up and fight for our independence

from political interference while at the same time we act in fear of possible political reaction to our programming decisions."

The First Amendment, he said, "does not need another defeat. I trust our viewers to decide for themselves between right and wrong, good and bad . . ."

Both Mr. Breitenfeld's letter and Mr. Grossman's response (which included a three-page letter, a chronology of PBS's handling of the documentary and comments to and from station managers) were sent to all the PBS stations.

One of Mr. Breitenfeld's major points was that the documentary offered PBS an "excellent opportunity" to check reactions of licensees prior to scheduling it for national release. Mr. Grossman said he was in favor of seeking "advice and counsel" regarding programming and scheduling, but that it would be impractical to check all controversial programs with the system before accepting and scheduling.

Station managers, he said, are free to choose the programming they want. He said PBS has two "fundamental obligations," to provide programming of excellence according to board priorities and to give stations the widest possible latitude and flexibility to broadcast what will best serve their communities.

Mr. Breitenfeld said Mr. Grossman made the programming decision on his own because PBS is more concerned with being a "network," with its programs and audience, than it is with its member stations. He said Mr. Grossman "had every oppor-

tunity to say, 'What do you think of this program'; instead, he put all of us on the censorship block," or in a position of having to turn down the program.

## AIP to link up with Filmways

Merger, expected in about three months, involves \$30.2 million

American International Pictures, the Los Angeles-based parent company of syndicator American International Television, has reached an agreement in principle to merge into Filmways Inc. The deal, based on stock and debenture transactions, is estimated at a minimum of \$30.2 million.

Details—subject to a definitive merger agreement as well as approval by company boards, stockholders and government regulators—call for an exchange of each AIP share for either a new issue of Filmways 20-year subordinated debentures (principally worth \$12.50 with 11% interest) or a combination amounting to one-quarter of a Filmways common share and two-thirds of a new cumulative preferred share. The cumulation preferred would be convertible into 0.6 of common, with a \$0.55 yearly dividend per share.

Principal shareholders of AIP, holding more than 50% of AIP's 2.4 million shares outstanding, already are said to have

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agreed on the stock package.

AIP would function as a separate Filmways division; AIP management ranks, led by Samuel Z. Arkoff, is not expected to change. The merger is expected to take about three months to complete.

American International Pictures is among the largest of independent production companies and for 25 years has specialized in "trend" features such as beach party, horror films and motorcycle productions. It has a television subsidiary, American International TV, which has distributed many features plus series including *Lorne Green's Last of the Wild*, *The Avengers* and *Ozzie and Harriet*.

Mr. Arkoff, chairman-president, was one of the founders of AIP and is said to be the firm's leading shareholder. Other top executives with substantial holdings in the privately held company are David Melamed, executive vice president and treasurer; Leon Blender, executive vice president, special projects, and Harold Brown, executive vice president, sales, American International Television.

Filmways is a diversified company with interests in television and motion picture production, records, publishing and insurance. It is listed on the New York Stock Exchange. Principal executives and stockholders are Richard Block, board chairman; L. Douglas Nolan, vice chairman; Walter Schier, senior vice president, and Robert A. Grunburg, senior vice president and chief financial officer.

## Broadcast Advertising<sup>®</sup>

### What hath the strike wrought?

**New York stations, benefitting from lack of papers, sell more ads, but will media buyers stay with broadcasting or go back to print when it's over?**

Though there have been comfortable increases in broadcast advertising by retailers and amusement companies during the long strike by major New York dailies (BROADCASTING, Aug. 21, et seq.), the question weighed by New York broadcast executives last week was: "Will retailers and other local advertisers stay with us with stronger budgets, once the strike is over?"

There seemed to be no clear-cut answer. With the *New York Post* having broken ranks and resuming publication on Oct. 5 and the *New York Times* and the *New York Daily News* seemingly headed for resolutions of the walk-out, the issue of broadcasting's future role in retailing was unsettled.

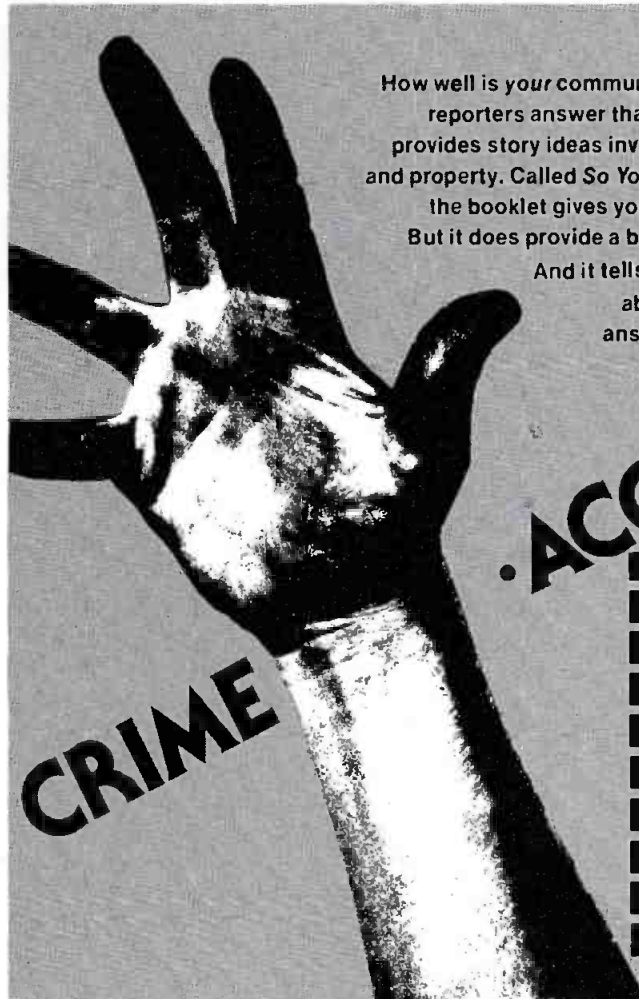
Retailers and other local advertisers were reluctant to discuss their future media allocation plans. Even stations seemed uncertain, with some outlets predicting that retailer budgets will rise at

least gradually because of the successful use of TV and radio by department stores since the strike began on Aug. 9. Other stations were not so sanguine, believing that stores will revert to their usual practice of investing heavily in newspapers and using broadcast generally for special promotions and as a supplementary medium.

Retailers have been quoted during the strike as saying that sales have held steady or have even increased. Logic would dictate they would bounce back to radio and television with heftier budgets than in the past. But retailers generally shied away from discussing their future media plans because, according to broadcast industry sources, they do not want to irritate the newspapers, which remain the backbone of retail advertising, though broadcast media have made substantial progress.

Typifying the attitude of many retail executives is George Hanley, vice president, sales promotion, B. Altman's, New York. He said the store was "well satisfied" with broadcast advertising that has embraced radio from the outset of the strike and television since before Labor Day. He added that the TV-radio experience "certainly has given us a lot to think about" but did not elaborate as to the direction the store's future advertising would take. He noted that television was used by Altman's for the first time in the last quarter of 1977 and a similar campaign has been scheduled for this year.

The Television Bureau of Advertising,




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which canvassed leading department stores on their use of television during the strike, reported the following:

"Leading stores generally have been meeting their sales goals even without the major newspapers. One store said that in the past it would have gone back to newspapers when the strike ended, but said this time 'we will have to give a good hard look' before going back to newspapers with the same weight as before."

TVB also reported that Abraham & Straus and Bloomingdale's (both owned by Federated Stores) are up 6% to 8% in sales in the period since Aug. 9, compared to a year ago when newspapers were publishing; Gimbel's doubled its TV spending rate in September; Sak's Fifth Avenue, which had planned to test television even before the strike, found a way to produce high-quality image commercials and is using TV in New York, Detroit, Atlanta and St. Louis and plans to expand to 10 markets next year.

Though all New York television stations shared to some extent in the uplift in advertising, some outlets made larger gains in business attributable directly to the strike. For example, WNBC-TV, WOR-TV and WPIX(TV) reported only minimal increases. More accelerated advertising activity was cited by WCBS-TV, WNEW-TV and WABC-TV.

The disparity in allocation of retail advertising stemmed from a number of considerations. Retailers gravitated at first to TV stations that had made special efforts to get their business in the past and with which they had built a rapport. In the first month (August), retailers had held back from television, aside from pre-strike planned efforts, because they felt the strike would be short-lived. By September, when retailers were ready, some TV sta-

tions already were booked with regular advertisers and found it difficult to accommodate additional business.

Jack Meyers, marketing/retail sales manager for WCBS-TV, said the station has had a 10-year commitment to retail advertising and cited this long-term association as the reason for substantial funds invested on WCBS-TV during the strike. He also pointed to the intensive use of the station by Bloomingdale's, Sak's, Macy's and B. Altman's and noted they generally "targeted" their commercials toward specific audiences. He felt that this targeted approach to the use of TV will be of long-term significance.

WNEW-TV experienced a sizable gain in retail advertising, mainly from stores that had used the station in the past. An official said the station was "pleased" with the results but felt it would be some time before it could be determined if these increases would be temporary or permanent.

John Bonanni, general sales manager of WABC-TV, believes the value of the strike has been to "solidify" in the minds of old-line retail advertisers the contributions television can make. He estimates that added business during the strike amounted to about 10%, calling the rise "significant" because it arrived at a time when local advertising generally was good. He voiced the view that the experience retailers had with TV during the strike "can only have a positive effect," for broadcasters.

Though WOR-TV did not experience a spurt of retail advertising, some gains were achieved. But Pat Servididio, New York sales manager, said the market was "healthy" at the time anyway but the strike helped to make it even better.

Dom Camera, general sales manager of

WNBC-TV, said the volume of business at the time the strike began was already at a high level and the station benefited by about a 3% increase. He doubted whether the strike would have the effect of adding significantly to the budgets retailers had been spending in the past.

An analysis by the Television Bureau of Advertising indicates that about 40% of added funds from retailers went into TV, 20% into radio and the remainder into suburban and New York interim papers and direct mail.

There seemed to be a consensus that radio made the most strides during the strike. Even a number of TV executives observed that retail advertising on TV was already at a comparatively high level (versus radio) at the time of the strike. With its flexibility and easily manageable production techniques, radio was used shortly after the strike began to announce new promotions and special events.

Maurie Webster, executive director of New York Market Radio Advertising (NYMRAD), said a sampling of its member stations showed that increases ranged from 10% to 40%. It appeared to Mr. Webster that the "all-news" and "talk" stations benefited most, with advertisers reasoning that the informational formats most closely approximated the striking newspapers.

He pointed out that the most active advertisers were those with radio experience, including Macy's, Gimbels, Korvettes and Alexander's.

All-news WCBS(AM) has had "sensational" business in September and October, according to Hal Trencher, local sales manager. The increase in retail has come both from old-line advertisers with reinforced schedules, including Gimbels and



**Arbitron advisers.** William R. Brazzil of WTVJ(TV) Miami was elected chairman of the Arbitron Television Advisory Council and James A. Landon of WPTA(TV) Fort Wayne, Ind., was elected vice chairman at a two-day meeting of the newly formed group. The council, made up primarily of general managers or higher executives of stations, also named two non-station members: Harvey Spiegel of the Television Bureau of Advertising and John Dimling of the National Association of Broadcasters. Broadcaster members were elected by Arbitron station subscribers in their respective market-size and network-affiliation or independent groups to represent station viewpoints in working with Arbitron, which also has officials serving as council members. Shown above at the first meeting, held in Columbia, Md., are (l to r):

Seated: Connie Anthes, Arbitron manager of communications; Jack Moffitt, WUAB(TV) Lorain, Ohio (Cleveland); W. Robert McKinsey, KCBD-TV Lubbock, Tex.; Vice Chairman Landon; Chairman Brazzil; William C. McReynolds, KPHO-TV Phoenix; William A. Patton, KATC(TV) Lafayette, La., and Robert Donovan, KMEG(TV) Sioux City, Iowa;

Standing: Norman S. Hecht, Arbitron Television vice president and general manager; John Dimling, NAB; Tom Percer, WHNT-TV Huntsville, Ala.; Harry Stecker, Arbitron Television vice president; John Williams, WPSD-TV Paducah, Ky.; Don E. Heald, WSB-TV Atlanta; Pete Megroz, Arbitron Television vice president; Walter Windsor, WFTV(TV) Orlando, Fla.; Ron Laufer, Arbitron Television vice president; Harvey Spiegel, TVB; Al Pariser, Arbitron TV vice president, and Ted Shaker, Arbitron president.



# Announcing The 1978 Media Awards for Economic Understanding.

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### Purpose:

For the second year, the Media Awards for Economic Understanding will recognize outstanding economic reporting directed to the general public. The program is designed to stimulate media to initiate economic reporting that is imaginative, interesting and easily understandable.

The program's continuing goal is to improve the quality and increase the quantity of economic reporting in the general media. It encourages and rewards outstanding submissions by media that effectively explain aspects of the economic system to typical audiences—in terms that have meaning for the average reader or viewer.

### Awards:

A total of \$105,000 will again be offered as awards in 14 media categories, competitively grouped according to circulation or scope of market. In each category a First Prize of \$5,000 and a Second Prize of \$2,500 will be offered. A distinguished panel of judges, appointed by the Amos Tuck School of Business Administration, selects all winners. These winners will be announced and honored at a May 22, 1979, luncheon in New York City.

### Eligibility:

Entries must be original works published, broadcast or telecast between January 1, 1978 and December 31, 1978.

Winners in the 1977 Media Awards for Economic Understanding: In addition to the \$5,000 First Prize winners listed below, nine Second Prizes, three Honorable Mentions and two Special Citations were awarded.

Newspapers with circulations larger than 250,000:

Fred McGunagle, *Cleveland Press*, Cleveland, Ohio, "Cleveland—Going or Growing?"

Newspapers with circulations of 100,000 to 250,000:

Dave Bartel, *The Wichita Eagle and Beacon*, Wichita, Kansas, "Our Energy Search"

Newspapers with circulations of 50,000 to 100,000:

Selby McCash, *The Macon Telegraph*, Macon, Georgia, "Taxes...The Price You Pay"

Newspapers with circulations of 10,000 to 50,000:

Calvin Gatch, *Telegraph Herald*, Dubuque, Iowa, "Agriculture: Farm to Market"

Newspapers with circulations under 10,000:

John Riley, "Dealing in Land," and Seth Rolbein, "The Cape Nursing Home Industry," *The Register*, Yarmouth Port, Massachusetts

Syndicates and Wire Services:

John Cunniff, *The Associated Press*, New York, New York, "Business Mirror," for overall quality in economic reporting

J.A. Livingston, *Philadelphia Inquirer*, Philadelphia, Pennsylvania, for the Field Newspaper Syndicate, "Great Britain in Adversity," for in-depth analysis of a particular subject

Magazines:

Ken Auletta, *The New Yorker*, New York, New York, "A Reporter at Large: More for Less"

Television Network and Nationally Distributed Programs:

Austin Hoyt/Elizabeth Deane/Gerald Lange/Bruce Shah/Janet Krause/Ben Wattenberg, *WGBH-TV*, Boston, Massachusetts, "There's No Business Like Big Business," the tenth show in the *WGBH* series "In Search of The Real America"

Television, Markets Ranked 1 to 25: Patrick Clawson, *KTVI-TV*, St. Louis, Missouri, "The Co-Op Conspiracy: Pyramid of Shame"

Television, Markets Ranked 26 to 100:

Daniel Miller/John Leiendoeker, *KDIN-TV*, Des Moines, Iowa, "Farm Digest: Ag Land Trust"

Television, Markets Ranked 101 and Smaller:

Larry Makinson, *KAKM-TV*, Anchorage, Alaska, "Inside the Budget: A Taxpayer's Eye View"

Administration:

The Amos Tuck School of Business Administration of Dartmouth College is sole and independent administrator of the Media Awards for Economic Understanding.

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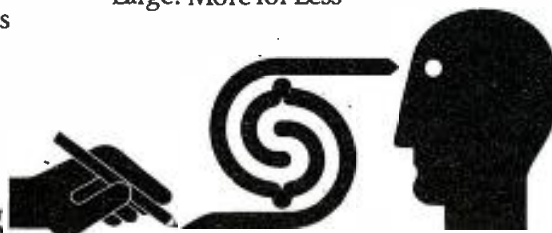
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Deadlines for Entries: January 8, 1979 postmark.

Media Awards for  
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## Networks begin to set election-night plans

**ABC, CBS and NBC detail coverage and anchor assignments; Sevareid returns for the evening**

Eric Sevareid, the CBS News correspondent/commentator who retired last year, will be returning to on-air work for the network's Nov. 7 election night analysis. Mr. Sevareid, who since has worked on the syndicated *Between the Wars* and now is a consultant to CBS News, will be offering his views on the balloting in terms of historical and social points.

Mr. Sevareid's assignment, as well as other plans at CBS News, NBC News and ABC News to cover the various House, Senate and gubernatorial races and state referendums, were announced by the networks recently.

Anchoring CBS's coverage will be Walter Cronkite; regional reports will come from Harry Reasoner (East), Roger Mudd (South), Dan Rather (Midwest) and Lesley Stahl (East). Staffing a "trend desk" on voter issues will be Bruce Morton.

Backing the correspondents will be the CBS News election unit, led by Russ Bensley, director of special events and executive producer of the coverage, and Warren Mitofsky, director of the news and survey unit. Senior producers are David Buksbaum and George Murray. Arthur Bloom is the director. Sylvia Westerman is vice president in charge of special events and political coverage.

Beginning at 7 p.m. (NYT), CBS News will be filling the first 23 minutes of each half hour with election night coverage, returning the remaining seven to local affiliates. At midnight, CBS News will go to continuous feeds, leaving affiliates an option to cut away for the seven minutes. Two 15-minute optional break-aways also will be available at 10:45 p.m. and 12:45 a.m.

NBC News also will commence coverage at 7 p.m., and plans to continue at the least until 1 a.m. Seven-and-a-half minute local break-aways at the end of each half-hour all will be optional as NBC News plans continuous coverage throughout. No breaks will be made from 10:30-11 p.m. and 12:30-1 a.m.

Like CBS News, NBC News will use the same anchor assignments it has on its evening news—from that network; John Chancellor and David Brinkley. However, the correspondent breakdown will not be by region but by office. Tom Brokaw, *Today* show host, will handle the gubernatorial races; Jessica Savitch will take the Senate and Messrs. Chancellor and Brinkley will report on over-all House counts and key House races.

Heading the NBC News election effort is Gordon Manning, vice president, news planning. Paul Greenberg is executive producer, Roy Wetzel, general manager. elec-

Macy's, and some that had not been active, including Lord & Taylor, Sak's, Korvettes and Key Foods.

"I have a hunch that much of the retail business will stay, perhaps not eight-deep, but three-deep," Mr. Trencher said.

Robert Biernacki, vice president and assistant general manager of WOR(AM), said the extra retail business enabled the station to have its largest September in its history. Mr. Biernacki noted that most of the added billings came from old-line retail advertisers but the station also had business from specialty shops comparatively new to the medium, including Lord & Taylor and Sak's. He felt that retail business would register some gains after the strike is over but said it was difficult to pinpoint.

Other radio stations reporting advances in retail and other local advertising were all-news WINS(AM), all-talk WMCA(AM) and good-music WQXR(AM).

The newspaper strike also spotlighted the positive role broadcasting can play for an advertiser that has been entrenched in the print medium—the amusement company. Gene Secunda, senior vice president and director of the entertainment group division of the J. Walter Thompson Co., New York, foresees that amusement budgets will continue to shift to broadcast, particularly to TV, with radio used as a support medium.

He noted that during the strike theater revenues had not declined and he credited television and radio with having sustained the interest of the consumer. Thompson handles the advertising for four Broadway plays—"Chapter Two," "I Love My Wife," "On the Twentieth Century" and "The Crucifer of Blood."

Ron Pine, vice president of Ash/LeDonne Advertising, New York, which handles 10 Broadway plays, is still bullish on the importance of theatrical newspaper advertising. But he conceded that once the strike is over, advertisers are likely to reconsider their media allocations.

A number of television and radio stations bolstered their news coverage during the strike (BROADCASTING, Aug. 21). A survey by the TV-radio department of Ruder & Finn, New York public relations firm, indicates that a few stations may continue with their expanded offerings.

Six TV stations in New York, R&F said, added newscasts or inserts—WABC-TV,

WNBC-TV, WNEW-TV, WNYC-TV, WOR-TV and noncommercial WNET(TV), which inaugurated a *Special Edition* program. WNET said it may continue the program after the strike and WOR-TV is thinking of retaining its special news inserts, according to the survey.

On radio, Ruder & Finn said, five stations increased the frequency of their newscasts: WABC(AM), WMCA(AM), WNYC(AM), WQXR(AM) and WHN(AM); while three outlets added news programs: WMCA(AM), WNYC(AM) and WQXR(AM).

## The good and bad of TV from an ad point of view

America's "love-hate" relationship with television—and the medium's success in spite of it all—was described by Walter A. Schwartz, president of the Blair Television Station Division, in a speech before the Denver Advertising Club. On the "love" side: that "the average adult American finds that appeal of television strong enough to invest six hours and 23 minutes every day with the medium." On the "hate" side: criticism of violence and sex in some of the programing; prohibition of cigarette advertising; the banning of advertising for children's vitamins; proposals to bar all television advertising for candy and sweetened cereals addressed to children and a study by the Federal Trade Commission and the Treasury Department's Bureau of Alcohol, Tobacco and Firearms to determine whether advertising induces minors to begin drinking.

"The point to understand in all these situations where well-intentioned concerns are expressed about our nation's well-being is that removing the images and sounds on television doesn't solve the real or the perceived problem," Mr. Schwartz asserted. "In fact, you may well supplant them with even greater problems, not the least of which is the erosion of that feisty human First Amendment right called 'freedom of speech.'"

Despite all the criticism leveled at television, Mr. Schwartz said, the medium continues to flourish. He prophesied that television revenues in 1978 will show a gain of about 20% over a record 1977. "That's a vote of confidence in television that says more than any headline can," Mr. Schwartz said.

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Among the Top Three Radio Stations  
in Chicago

In the Following Demographics

<u>Adults 18-34</u>	<u>Adults 18-49</u>	<u>Adults 25-49</u>
WLS — 42,500	WLS — 51,400	WGN — 45,600
<u>WBMX — 34,400</u>	WGN — 50,300	WLS — 31,200
WFYR — 24,600	<u>WBMX — 43,600</u>	<u>WBMX — 27,500</u>
WIND — 20,700	WIND — 33,200	WMAQ — 26,400

Keep Your Eye on Us!

\*SOURCE: JULY/AUGUST 1978 ARBITRON - avg. ¼ hour Mon. - Sun. - 6 a.m. MID. METRO

A DIVISION OF SONDERLING BROADCASTING CORP.

tions and polling, will lead the projection team that includes Richard Scanmon, director of the Washington-based Election Research Center of the Government Affairs Institute; Dr. John Tuckey, a statistician from Princeton University, and Dr. Richard Link, vice president of Artronics Corp., New York consultants.

The NBC News election night set will feature prominently the large electronically operated map of the U.S. the network introduced for the 1976 election.

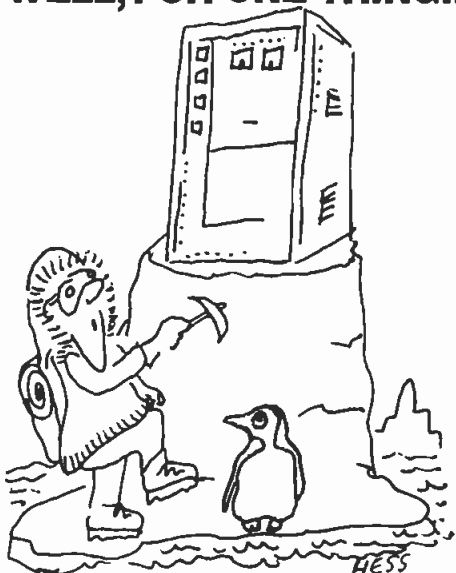
ABC News, the last of the three to provide details, late last week, will begin election night at 7 p.m. and end at 1 a.m. It will be anchored by Frank Reynolds, Max Robinson and Howard K. Smith; Barbara Walters will handle special reports, and Lynn Sherr and pollster Louis Harris will offer analysis.

From 7-11 p.m., ABC News will return the last seven-and-a-half minutes of each half hour to local affiliates, with 11-11:30 p.m. entirely local. The seven-and-a-half-minute arrangement will resume from 11:30 p.m. to 12:30 a.m., and until 1 a.m., coverage will be network-only.

## AP/Magid research pinpoints radio listeners' news preferences

Almost 70% of radio listeners look for news at the top of the hour and believe the proper length is five minutes. Despite the

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



... there's a 100 watt AM transmitter operated by the American Armed Forces Network in Antarctica. There are Sintronic AM, FM, and shortwave transmitters in 35 countries. (And now there's a brand new Sintronic solid state AM transmitter!)

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

success that personality profiles have had in other media, listeners have a low level of interest in people/celebrity pieces on radio.

Those are among the findings of a Frank Magid Associates survey of 1,000 persons in 36 cities of various sizes. The study, commissioned by AP, is said to represent an accurate demographic sample of the U.S. population.

The Magid study, began last year and completed this fall, shows that while radio listeners want national and international news, local information is most important. Furthermore, writing style or delivery won't compensate for stories that are not of local interest.

Available for use at broadcasters meetings is an AP-prepared slide and tape presentations detailing the results

## Carter nominee to court is for reporter access without cameras

U.S. District Judge-nominate Bruce S. Jenkins of Salt Lake City favors allowing news media "easy access" to court proceedings, but is against cameras and recorders in the courtroom.

He is the Carter nominee to succeed the late U.S. District Judge Willis Ritter, who had forbidden cameras, recorders and sketching in the court building and on its sidewalks. Judge Jenkins, in the bankruptcy court for 13 years, refused to comment on the order because it has been appealed by Sigman Delta Chi, the Society of Professional Journalists.

When asked about his media access beliefs, Judge Jenkins referred to a news story quoting him at his Senate confirmation hearing: "I think that except in the most unusual circumstances, court proceedings are public proceedings and persons who conduct themselves appropriately are entitled to come to court. Whether they are representatives of the news media or members of the general public, they ought to have easy access to the proceedings."

## SDX college honors

Sigma Delta Chi, the Society of Professional Journalists, gave four broadcasting awards among its 13 national Mark of Excellence Contest winners for college students.

They were Bruce Kriegsies, University of Missouri, for his report on the tracking and aftermath of a tornado at Sedalia, Mo., in television spot news, and Leah Keith, University of Georgia, for a 60-minute special report on the history and future of Georgia's Richard B. Russell dam, television depth reporting.

Also, Stan Guy Jones, Southwest Texas State University, for coverage of the crash of an F-4 jet near Lockhart, Tex., radio spot news, and Miss Keith, Roger Hunt, Laura Bloodworth and Jackie Medley, University of Georgia, for a report on Clarke county (Ga.) law enforcement.

## Cablecasting®

## Cablevision Systems gets \$29 million to expand pay-cable service to N.Y., N.J.

Cablevision Systems Development, Jericho, N.Y., has arranged for \$29 million of new financing to expand its pay-cable television facilities in the New York metropolitan area.

Charles F. Dolan, general partner of Cablevision, said that a \$23 million loan agreement has been signed with a group of banks headed by the Chase Manhattan Bank (National Association). He said additional capital of \$6 million has been committed to Cablevision by its limited partners.

The banks participating in the loan to Cablevision, aside from Chase Manhattan, are Bankers Trust Co., The Fidelity Bank and the Philadelphia National Bank. In August, Philadelphia National agreed in a separate transaction to lend Cablevision \$3.5 million to expand the company's cable systems in New Jersey.

Cablevision, established in 1972, now serves 87,000 homes in Nassau, Suffolk and Westchester counties in New York and Bergen county in New Jersey. The \$29 million loan, according to Mr. Dolan, will be used primarily to enlarge the system in Nassau but some of the funds will be allocated to Bergen and Westchester counties.

David Wicks, managing director of Warburg, Paribas, Becker, New York investment banking firm that helped Cablevision with the \$29 million loan, said "this financing is one of the five or six largest in the history of the cable industry." He said Cablevision "has proved that cable can succeed in the urban population centers as well as rural communities . . .

Cablevision employs 400 persons and claims to be the largest single pay-cable system in the U.S.

Among those who hold limited partnerships in Cablevision are former FCC Chairman Newton Minow, now Public Broadcasting Service chairman; TV producer Mark Goodson; economist Milton Friedman and publisher Hugh Hefner.

## Cable Briefs

**Who's hot?** With launch of Front Row minipay package this month, Showtime will be including entertainment news service supplied by *Us* magazine. Title is "*Us* Magazine Hotline" and subtitle: "Who's Hot & Who's Not in [Movies, Stage, Music, Television, Sports and other areas]."

**Bigger.** Belden Corp., Geneva, Ill.-based cable equipment manufacturer, has acquired Cable Concepts Corp., Levittown, Pa. New subsidiary will produce thermoplastic-laminated flat cable using 30 to 14 gauge wire. Cable Concepts will report to John F. Wohlhueter, Belden group vice president.

**Media-minded people want to know**

# **“What the blazes is WTSP?”**

WTSP-TV is a brand-new ABC affiliate, formerly WLCY-TV in the nation's 17th market.

The new WTSP-TV 10 stands for Tampa-St. Petersburg, committed to serving the two million-strong Bay area ADI. It's Gulf Broadcast Group's Florida flagship station, part of the Rahall Communications Division.

We're changing our corporate identity to WTSP-TV in a blaze of glory. The year was brightened by climbing ratings, and a network season premiere, glittering with neon lights. And there's more to come.

We're keeping pace with this fast-growing metropolitan area. Changing our call letters to WTSP-TV is just one innovation we're making.

**Write it down.**



**10**  
abc  
**WTSP TV**

## CBS revenue, profits up in latest report

**Five cents added to dividend; broadcast, publishing groups lead**

Record income, earnings per share and revenues for both the third quarter and first nine months of 1978 were reported last week by CBS Inc.

William S. Paley, chairman, and John D. Backe, president, said revenues rose in all areas of the company's operations in the third quarter, and earnings growth in the quarter was paced by the CBS/Broadcast and the CBS/Publishing Groups, both of which had sizable dollar gains.

They said the CBS/Broadcast Group registered a 14% revenue gain in the third quarter, with substantial increases coming from the CBS Television Network and the CBS Television Stations Division.

In the third quarter, estimated revenues climbed to \$807.1 million, up from \$669.9 million, while estimated net income climbed to \$48.5 million (\$1.75 per share) from \$43.7 million (\$1.57 per share) in the comparable 1977 period.

For the first nine months estimated revenues rose to \$2,302,700,000 from \$1,979,200,000 in the 1977 period, while estimated net income was \$141.6 million

(\$5.11 per share), up from \$131.6 million (\$4.68 per share) last year.

CBS said that pre-tax profits for the third quarter were 7% higher than in the third quarter of 1977, while pre-tax profits for the first nine months were 5% over the comparable period of 1977.

The CBS board of directors declared a cash dividend of 65 cents per share, payable Dec. 8 to common stock shareholders of record at the close of business on Nov. 24. The company said this represents an increase of five cents per share, or 8%, over the 60 cents quarterly dividend paid since the fourth quarter of 1977. In addition, the board declared a cash dividend of 25 cents per share on CBS preference stock, payable Dec. 29 to shareholders of record at the close of business on Nov. 24.

## RCA sets new highs; profits up 11.3%

**NBC contribution to over-all earnings still lagging due to low ratings rank, high expenses**

RCA Corp. set record highs in net income and sales for the third quarter of 1978. Net profit for the third quarter totaled \$70 million, equal to 92 cents per common share, up 11.3% from \$62.9 million, or 82 cents a share, in the corresponding 1977 period. Revenues rose to \$1.68 billion from \$1.46

billion a year ago.

For the first nine months of 1978, net income rose by 12% to \$203.3 million (\$2.66 a share), against \$181.5 million, or \$2.37 per share, in the same period last year. Sales for the first three quarters totaled a record \$4.8 billion, as against \$4.27 billion last year, also a gain of 12%.

Edgar H. Griffiths, president and chief executive officer, observed that the latest record quarter reflected profit improvement by five of RCA's major business segments: Consumer Electronic Products and Services, Commercial Electronics Products and Services, Vehicle Renting and Related Services, Communications, and Government Business.

Mr. Griffith reported that NBC's sales reached a record high and had increased by 15% over last year's quarter, but said that earnings for the quarter and the year to date were lagging behind last year's record results.

"NBC's earning decline this year is a result of low television audience ratings and the increased program costs necessary to correct that situation," Mr. Griffiths said. "Under Fred Silverman, NBC has embarked on the most intensive program development effort in history, one designed to make the television network more competitive and more profitable than ever. Despite the costs involved, NBC continues to be a substantial contributor to RCA's profit, and the present decline is being more than offset by the steady progress of RCA as a whole."

## HAVE YOU EVER HEARD A RAINBOW?

The TANNER MUSICAL SPECTRUM offers the broadcaster all formats for automated or semi-automated systems with a RAINBOW OF SOUNDS.

- BEAUTIFUL MUSIC is Pacific Green, not background but foreground music.
- MOR is Bright Blue in three distinct formats.
- CONTEMPORARY comes in Red Salin Rack designed especially for the 18-34 market.
- COUNTRY is our TANNER Country with all the country hits from 1949 through today!

OUR MUSICAL SPECTRUM comes in these four beautiful colors...you can add "PROFITABLE BLACK" to your SALES RAINBOW! Call Kurt Alexander or Keith Lee collect at (901) 320-4340.



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

# The Broadcasting Playlist™ Oct 16

## Contemporary

Last week	This week	Title □ Artist	Label
2	1	Reminiscing □ Little River Band	Harvest
5	2	You Needed Me □ Anne Murray	Capitol
6	3	Hot Child in the City □ Nick Gilder	Chrysalis
1	4	Boogie Oogie Oogie □ A Taste of Honey	Capitol
12	5	Whenever I Call You "Friend" □ Kenny Loggins	Columbia
4	6	Summer Nights □ John Travolta/Olivia Newton-John	RSO
7	7	Don't Look Back □ Boston	Epic
16	8	MacArthur Park □ Donna Summer	Casablanca
11	9	Right Down the Line □ Gerry Rafferty	United Artists
9	10	Kiss You All Over □ Exile	Warner Bros.
3	11	Three Times a Lady □ Commodores	Motown
15	12	Who Are You □ Who	MCA
17	13	Get Off □ Foxy	TK
8	14	Hopelessly Devoted to You □ Olivia Newton-John	RSO
27	15	Beast of Burden □ Rolling Stones	Rolling Stones
14	16	Hollywood Nights □ Bob Seger	Capitol
22	17	You Never Done It Like That □ Captain and Tennille	A&M
20	18	Got to Have Lovin' □ Don Ray	Polydor
19	19	Love is in the Air □ John Paul Young	Scotti Bros.
25	20	How Much I Feel □ Ambrosia	Warner Bros.
21	21	Back in the U.S.A. □ Linda Ronstadt	Asylum
9	22	Hot Blooded □ Foreigner	Atlantic
26	23	Double Vision □ Foreigner	Atlantic
29	24	Ready to Take a Chance Again □ Barry Manilow	Arista
39	25	Sharing the Night Together □ Dr. Hook	Capitol
34	26	It's a Laugh □ Daryl Hall & John Oates	RCA
37	27	She's Always a Woman □ Billy Joel	Columbia
33	28	I Just Wanna Stop □ Gino Vannelli	A&M
24	29	Magnet and Steel □ Walter Egan	Columbia
36	30	I Love the Nightlife □ Alicia Bridges	Polydor
23	31	Miss You □ Rolling Stones	Rolling Stones
30	32	Josie □ Steely Dan	ABC
—	33	One Nation Under a Groove □ Funkadelic	Warner Bros.
35	34	Talking in Your Sleep □ Crystal Gayle	United Artists
28	35	Love Will Find a Way □ Pablo Cruise	A&M
31	36	Shame □ Evelyn "Champagne" King	RCA
43	37	Sweet Life □ Paul Davis	Bang
13	38	Grease □ Frankie Valli	RSO
40	39	Just What I Needed □ The Cars	Elektra
38	40	Macho Man □ Village People	Casablanca
48	41	Don't Want to Live Without It □ Pablo Cruise	A&M
42	42	Alive Again □ Chicago	Columbia
44	43	Change of Heart □ Eric Carmen	Arista
32	44	Fool If You Think It's Over □ Chris Rea	United Artists
41	45	Come Together □ Aerosmith	Columbia
45	46	Took the Last Train □ David Gates	Elektra
47	47	Got to Get You Into My Life □ Earth, Wind and Fire	Columbia
—	48	Strange Way □ Firefall	Atlantic
—	49	In the Bush □ Musique	Prelude
—	50	Instant Replay □ Dan Hartman	Blue Sky

## Playback

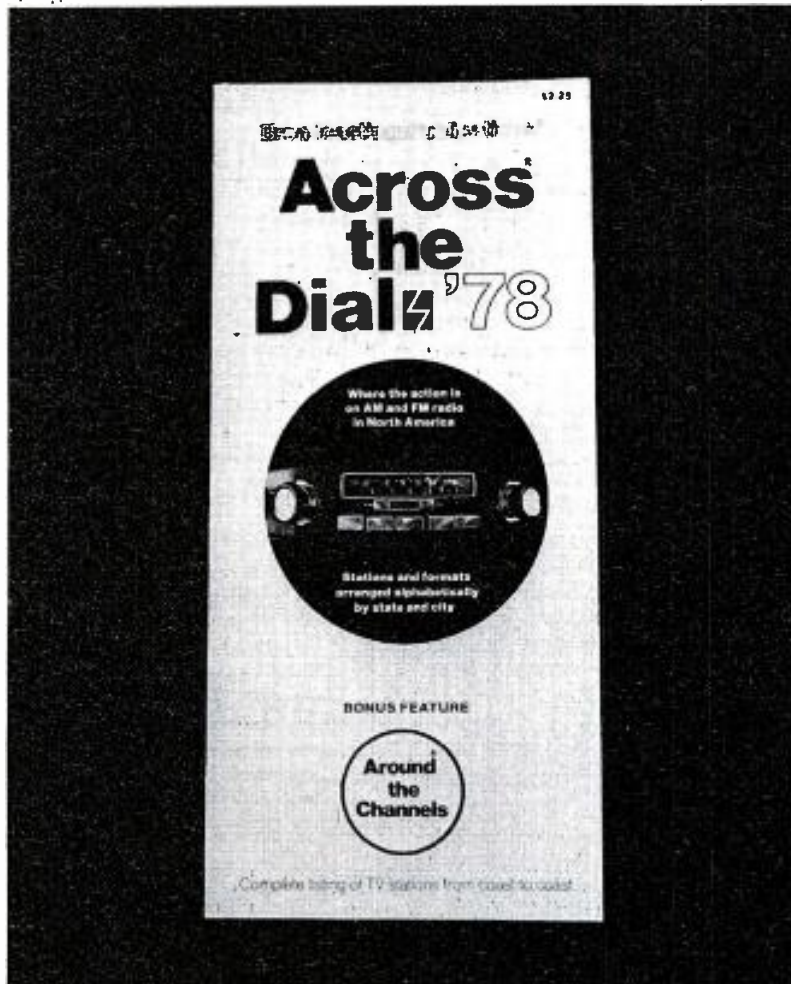
**Chart breakers.** Two hit disco records appear to be making a smooth cross-over to contemporary: *In the Bush* (Prelude) by Musique enters "Playlist" at 49 this week and *Instant Replay* (Blue Sky) by Dan Hartman comes on at 50. Firefall's new single, *Strange Way* (Atlantic), from the soon-to-be-released album, *Elan*, enters "Playlist" at 48, but it is being met with mixed reactions. On the positive side, Karen Fredericks of WRVQ(FM) Richmond, Va., says the song "speaks for itself. It has a real strong instrumentation and the harmonies are nice. It's not typical Firefall; it almost has a Neil Young sound." However, Jerry Reed of WINR(AM) Binghamton, N.Y., says—voicing an opinion shared by other music directors—"It's not their best. It's not another *You Are the Woman*." **Coming up.** Dan Fogelberg and Tim Weisberg teamed-up for the new album *Twin Sons of Different Mothers* (Full Moon), already in the top 10 on album charts. And the single, *The Power of Gold*, may be just as successful. Randy Scott of WCSC(AM) Charleston, S.C., says "They complement each other so well. It's a little jazzy and has a little folk appeal. It's well produced." Dan Fogelberg is perhaps best known for his hit single, *Part of the Plan*. Tim Weisberg, a flutist whose music leans toward jazz, is getting his top 40 debut. **Also rising.** Andy Gibb's new single, *(Our Love) Don't Throw it all Away* (RSO), from the *Shadow Dancing* LP, will be "a top five hit," says Mike Shannon of WRWA(AM) Reading, Pa. "It's the third cut off the album, but it's viable." Gene Cotton sings about the McCarthy era in his new single, *Like a Sunday in Salem* (Ariola). WINN's Mr. Reed says the song has come at a good time. "The country was embarrassed by the whole thing. It's not as hard to remember now as it was years ago."

## Country

Last week	This week	Title □ Artist	Label
1	1	Anyone Who Isn't Me Tonight □ Rogers & West	UA
19	2	Sleeping Single in a Double Bed □ Barbara Mandrell	ABC
18	3	Little Things Mean a Lot □ Margo Smith	Warner Bros.
9	4	Heartbreaker □ Dolly Parton	RCA
5	5	Ain't No California □ Mel Tillis	MCA
7	6	Let's Take the Long Way Around the World □ R. Milsap	RCA
2	7	Cryin' Again □ Oak Ridge Boys	ABC
11	8	Tear Time □ Dave & Sugar	RCA
—	9	Another Goodbye □ Donna Fargo	Warner Bros.
6	10	Who Am I to Say □ Statler Bros.	Mercury
12	11	If the World Ran Out of Love □ Brown & Cornelius	RCA
4	12	Do It Again Tonight □ Larry Gatlin	Monument
3	13	I've Always Been Crazy □ Waylon Jennings	Columbia
15	14	Penny Arcade □ Cristy Lane	LS
17	15	It's Been a Great Afternoon □ Merle Haggard	MCA
10	16	No Sleep Tonight □ Randy Barlow	Republic
16	17	Womanhood □ Tammy Wynette	Epic
—	18	I Just Want to Love You □ Eddie Rabbitt	Elektra
—	19	Sweet Fantasy □ Bobby Borchers	Epic
8	20	Here Comes the Hurt Again □ Mickey Gilley	Epic
23	21	If You've Got Ten Minutes □ Joe Stampley	Epic
14	22	Easy From Now On □ Emmylou Harris	Warner Bros.
—	23	One Sided Conversation □ Gene Watson	Capitol
22	24	Rake and Ramblin' Man □ Don Williams	ABC
20	25	Hopelessly Devoted to You □ Olivia Newton-John	RSO

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.

# Handy dandy looker upper



**Across the Dial**®, a pocket-sized (4 by 8 3/4 inches) guide to U.S. and Canadian AM and FM radio stations, designed as a fast reference to call letters, frequencies and formats. With the companion feature, **Around the Channels**®, listing all U.S. and Canadian TV stations with channel numbers and showing network or independent status.

- Single copies  \$2.25 plus 75 cents for postage and handling
- 2-9 copies  \$2.25 each plus \$1 for postage and handling
- 10-25 copies  \$2.00 each plus 6% for postage and handling
- 26-50 copies  \$1.85 each plus 6% for postage and handling
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- 100 or more  \$1.60 each plus 6% for postage and handling

## Broadcasting Publications Inc.

1735 DeSales Street NW Washington DC 20036

## Broadcast Technology

### What's it mean?

**FCC decision to let firms deal directly with Comsat for satellite time may result in lower prices for users of small time blocks**

The interested parties were still awaiting copies of the official order last week, but the FCC's decision to authorize the broadcast networks and others transmitting television signals to deal directly with the Communications Satellite Corp. when seeking its international service may lead to expanded business opportunities for Comsat as well as substantial cost reductions for occasional users of expensive international satellite time.

Two weeks ago the commission voted to allow broadcasters and others to deal directly with Comsat and not through the major common carriers—Western Union International Inc., AT&T, ITT World Communications and RCA Global Communications (BROADCASTING, Oct. 9). The commission's decision was the result of a petition by Spanish International Network, which sought authorized user status for itself to combat what it considered the excessively high rates of the carriers.

Dan Karasik, Comsat's associate director for sales and television development, said that some users "could realize substantial savings" if the commission's order is upheld by the courts, where the carriers are expected to appeal it. The savings will come primarily, he said, from the difference in service that Comsat may offer versus that of the carriers. (This is especially true, he pointed out, for short-time users who must purchase a full hour of satellite time from the carriers, even for shorter transmissions, but may buy from Comsat in 10-minute units.)

"For a number of users," Mr. Karasik said, "the new service should mean substantial cost savings."

It has been calculated, for example, that ABC-TV, which uses a 30-minute slice of satellite time daily for its London feeds on its *World News Tonight* could save about \$8,000 each month by dealing directly with Comsat.

Spanish International, however, does not expect a substantial over-all savings from the decision, but it is looking toward expansion of its hours of usage as a result of the new arrangements. The company has used more than 100 hours of satellite time thus far this year, according to Fred Landman, vice president, at a rate "close to \$3,000 per hour." If the commission's order stands, Mr. Landman said, Spanish International will be "increasing our service requirements" with the savings that otherwise would have gone to middlemen—the carriers.

But the carriers are not altogether out of the picture yet. They still control the terrestrial communications system that feeds the satellite system and their costs for that could go up in order to compensate for the



lost business. In light of that possibility, Mr. Landman said that his firm has "been contemplating" building its own earth station for getting the signals to and from the international satellite. Whether that happens, he said, will depend on the rate decision reached by the carriers.

## JVC declares entry into TV disk derby

**12-inch, two-hour system doubles as audio playback device; cost in \$500 range; 1980 delivery set**

JVC Industries Inc., the American subsidiary of Victor Company of Japan Ltd., has introduced a new video-audio disk system for home and business uses. Called the "VHD/AHD," the player, when connected to a color television receiver, plays a 12-inch, grooveless plastic disk which contains up to a total of two hours of program. The player is also capable of playing digitally recorded hi-fi audio disks.

The new unit, which will be available for mass-market distribution perhaps as early as 1980, according to Bryan Dietz, home entertainment manager, at a base price of \$500 for the player, features random access capability and will produce still, slow



**Contender.** This is JVC's new VHD/AHD video disk system.

or fast motion pictures. The specially developed 12-inch disks, JVC said, have one-hour playing time on each side and can be manufactured using existing audio disk pressing equipment. JVC had no estimate on the cost of the disks.

At the heart of the new system is its

"electro-tracking" device that guides the player's stylus across a smooth disk rotating at 900 RPM's. The tracking device incorporates a magnet as the stylus at the opposite end of the cantilevered pick-up arm. Fixed coils in in-phase opposition to one another are mounted near the

# Very few things in this world are free. Joy is one of them.

Thanksgiving. What better time of year to share JOY with your listeners? The Lutheran Laymen's League is happy to announce more JOY for this year's holiday.

JOY, the musical program from the Lutheran Laymen's League, presents its annual special Thanksgiving program. 30 (29:00) minutes of superbly performed choral music. Heartening. Meaningful. For a holiday sing-along or for simple listening pleasure. And it's free.

This year's featured music will be: Praise To The Lord, The Dutch Prayer Of Thanks, He's Got The Whole World In His Hands, This Is My Father's World, a selection from Mendelssohn's Oratorio "Elijah," the new 23rd Psalm and Praise God From Whom All Blessings Flow. Artists performing these favorite

works include Leontyne Price, the Philadelphia Orchestra and the Norman Luboff Choir, to name a few.

Hosted by Reverend Alvin C. Rueter, JOY will increase the holiday spirit and joy of your entire audience, from children to grandparents. Not only will listeners enjoy these beautiful religious anthems but they will also enjoy the accompanying words of Reverend Rueter, not a sermon but moving and inspirational.

As previously mentioned, JOY is a free - and postage paid - 12 inch stereo disc.

This Thanksgiving, bring JOY into the homes of your listeners.

Simply fill in the coupon and return it.

JOY, 2185 Hampton Ave., St. Louis, Mo. 63139  
Please send me your Thanksgiving JOY.

Name \_\_\_\_\_  
Station \_\_\_\_\_  
Street \_\_\_\_\_  
City, Zip \_\_\_\_\_



International  
Lutheran  
Laymen's League  
2185 Hampton Avenue  
St. Louis, Mo. 63139

magnet, which is also wound by a single coil. Current flowing in the coils directs the pick-up along the disk surface. The current is varied by the unit's built-in tracking and time base error signals or by an external command to move to a desired track.

The "electro-tracking" feature enables the pick-up arm to move freely over the entire surface of the disk, and the sliding stylus, therefore, has 10 times the contact area of a traditional "stylus-in-a-groove" system, JVC said.

## Radiation stances taken at N.Y. hearing

It has not been conclusively proved that most microwave radiation poses a threat to human health, so (a) strict radiation standards should be set until the effects are known or (b) strict standards would be prematurely disruptive until it's proved there is a hazard.

That was the gist of the public testimony heard Oct. 5 by the New York City Board of Health as it invited comments on its proposed microwave radiation limits, which broadcasters there say would cause "radical" damage to TV and FM signal strengths, and therefore revenues (BROADCASTING, Aug. 7, Oct. 2).

"Microwave research is in its infancy," one environmentalist told the board. "We should not use human populations as guinea pigs . . . The time to protect human health is before, not after the fact."

Representative of those taking the opposite view was an attorney for the TV Broadcasters All Industry Committee, who said, "The industry will take the necessary steps to prevent harm to anybody . . . [but] much more study needs to be done by all concerned."

Members of the Board of Health made it clear from the outset of the hearing that their proposal of standards did not imply that the board was determined to go ahead and limit microwave emissions in the city. "It [the proposal] was not intended to convey to anybody . . . that the Board of Health had made up its mind," said Dr. Reinaldo A. Ferrer, chairman of the board and New York's commissioner of health. "The Board of Health has not taken a position on this action and will not take a position" until all views are heard.

Board members also made it clear during the hearing that they were pressing the matter largely because the federal government, through such bodies as the Department of Health, Education and Welfare and the Environmental Protection Agency, has delayed setting its own radiation standards. A representative of the EPA testified at the hearing that the EPA has been conducting research on the possible dangers of microwaves for more than two years in 12 major cities, including New York, and that recommendations for standards may be forthcoming within the next six months.

Many witnesses urged waiting for federal action, arguing that individual municipal standards would be unmanageable.

## In Sync

### Up and coming in broadcast technology

**The race is on . . . maybe.** American manufacturers have been keeping their digital progress under wraps, but it seems a good bet that one of them will have a digital video tape recorder, or at least a demonstration of one, by next spring's National Association of Broadcasters convention in Dallas—the logical time for catching up on the technological jet lag some of them experienced three weeks ago in London. That was when John L. E. Baldwin of Great Britain's Independent Broadcasting Authority unveiled his model of a full-frame digital picture (BROADCASTING, Oct. 9). Mr. Baldwin's show, one engineer said, was pure "state-of-the-art" technology that could have been duplicated by any of a number of manufacturers. "It's a very, very sensitive issue," one RCA engineer said, and not one that his company or any other wants opened up soon. The consensus in the engineering community is that an off-the-shelf digital unit is still five years away (contrary to IBA's optimistic prediction of two to four), and there is still a good deal of design work to be done. □ **But that's the easy part.** After another unit makes its appearance the industry could be in for a compatibility fight that the manufacturers, still recovering from last year's helical scuffle, are hardly anxious for. "The differences between Ampex and Sony were minute compared to this one," one source says. "Everyone's got a different set of numbers." That's the tough issue here. It's generally conceded that digital technology is broadcasting's future, but no one really wants to lead the rush. The manufacturers and their customers are heavily committed to analog technology now, and few are ready to scrap that in favor of digital. It will be extremely tough to come up with a digital unit as sophisticated and versatile as the present one-inch analog machines. For users today, another engineer said, "a VTR has to have many more features than just recording and playing back a picture. For one, a digital unit is going to have to demonstrate all of the editing features of the present machines." He did not doubt that some manufacturer could come up with an acceptable machine, but the one seen in London last month "still has a long way to go." It's unlikely then that Sony, Ampex, RCA, Bosch or some of the other, smaller companies that are thought to be working on digital VTR's will break speed records to match IBA's publicity coup before the next NAB. □

**And for those who prefer film.** Eastman Kodak announced that a fast new developing process it has developed and tested at four television stations since last spring has nearly halved "dry-to-dry" time. The new process is a modification of process VNF-1 used with Eastman Ektrachrone video news film. Getting specific, Kodak explained that "a faster acting formulation of persulfate bleach and bleach accelerator replaces ferricyanide bleach and a second stop-bath." The new process is being used at WGR-TV Buffalo, N.Y.; WXTV-TV Syracuse, N.Y.; WTAR-TV Norfolk, Va., and WTEV-TV New Bedford, Mass.-Providence, R.I. At WTAR-TV Phil Trahadas, lab manager, reports, "We are getting some news film as late as 5:40 p.m., processing and editing it, and making the 6 o'clock news." Processing time has been trimmed from 32 to 17 minutes there. Kodak plans to make the faster process available to all stations later this year. □ **Diplomatic relations.** Scientific-Atlanta's president, Sidney Topol, played host to a delegation of communications experts from the People's Republic of China last week. The group was shopping for satellite terminals and other communications equipment. The seven-man group was also to have visited California Microwave, GTE, ITT, RCA, Digital Equipment, Hewlett-Packard and Rockwell International. The tour was sponsored by the Electronic Industries Association. The State Department also confirmed reports that "preliminary" negotiations are under way on a U.S. role in launching a Chinese domestic communications satellite.



**In Washington.** Shao Wen-hua, leader of the Chinese delegation, toasts with John Sodolski (r), vice president of EIA's communications division. In the center is Kan Hsueh-Yi, an interpreter. EIA groups visited China in 1975 and 1977.

## Educating the public

### FCC proposes to aid consumers in TV set choice and operation

An inquiry to investigate ways to help consumers choose, install and operate their television sets has been started by the FCC.

The commission said more information available to consumers might result in better reception because purchasers could select sets that best meet their needs and could improve installation and operation of their equipment. Also, informed consumers might be willing to pay a premium price for an improved product and that might be an incentive for manufacturers to better their products.

Questions addressed in the inquiry include what types of information about receivers and antenna systems should be provided to consumers; what information would help consumers install and operate their TV systems, and whether a system of noise figure labeling might be the logical first step in making more of this type of information available to the consumer.

The commission seeks comments (by Feb. 1, replies, March 1—Docket 78-307) from the "widest possible cross-section" of people.

## Public broadcasters get boost to satellite hopes from administration

### NTIA and NASA indicate willingness to push for easier, cheaper service

Part of the Carter administration's space policy—revealed to the Public Service Satellite Consortium conference in Washington (BROADCASTING, Oct. 9)—will be to increase satellite use by public service agencies.

The program will be administered by the National Telecommunications and Information Agency. In making the announcement, Henry Geller, head of NTIA, said the Commerce Department agency will try to group the public-user market to enable it to get easier and less expensive access to satellite services. It was good news to consortium members, many of whom are in a position to benefit from such services.

More good news came from the National Aeronautics and Space Administration. NASA's Dr. Anthony J. Calio said it will "enthusiastically perform technological development" that should help the public service community acquire inexpensive satellite services. This represents something of a turnabout in government policy, which had been to phase out NASA's research and development activities in this area.

Also, public service groups have been encouraged by the positive reception of

Public Broadcasting Service's satellite network—more than 90% complete.

Parts of the two-day conference focused on areas where PBS and PSSC could work together and it is likely that public broadcasting stations will become more involved in areas of public service satellite usage. One thing that would, as one participant pointed out, open a "Pandora's box," would be an FCC ruling that public broadcasting satellite equipment can provide non-broadcast services. Western Union is reportedly filing such a petition with the FCC this month.

James Fellows, president of National Association of Educational Broadcasters, said discussions at the conference supported conclusions of a PBS report that public broadcasting stations will no longer be an outlet or single channel program service, but a public telecommunications complex.

Through such complexes, PSSC members and other public service groups could provide continuing education and other services which now often require travel to a central conference or convention site.

The tendency to be proprietary, Mr. Fellows said—that is, to have a sense of "owning a channel"—may be replaced by a "service orientation, a concept that permits much greater flexibility and a quite different emphasis on the marketing of services and the organization of resources."

## Technical Briefs

**South American buy.** RCA reports \$2.5-million deal with Corporacion Venezolana de Television C. A. (Venevision) to supply two outside broadcast vans and studio program production equipment. One full-size vehicle will contain four RCA TK-46 color cameras and TKP-46 portable camera; compact van gets three TK-760 studio/field cameras and three-quarter inch helical scan video-tape recorders. Main studio equipment includes four TK-46's; three TK-760's and TK-28 film origination system.

**New name.** Cetec Audio, El Monte, Calif., has been renamed Cetec Gauss Division,

according to company, "in recognition of [the] fine reputation and importance to the company" of firm's Gauss professional loudspeakers and high-speed audio tape duplicators.

**Nigerian connection.** Harris Corp., Quincy, Ill., reports \$3.7 million sale of seven AM transmitters, studio equipment and UHF link system to Ondo State Broadcasting Corp. of Nigeria.

**Land grant.** RCA Global Communications will donate 7,100 acres of unused and undeveloped land on eastern Long Island to New York State Department of Environmental Conservation for use as Pine Barrens Preserve. Properties at Rocky Point and Riverhead were acquired in the early 1920's and were used in transmitting and receiving overseas high frequency radio communications. The properties have been appraised at approximately \$20 million.

## Putting the wraps on WARC, part one

### Four-year-old public portion of proceeding ends as FCC studies more than 2,000 comments and begins to develop proposal

The FCC expects to issue a report and order on the 1979 General World Administrative Radio Conference by early December.

That action will end a public proceeding (Docket 20271) that began nearly four years ago and involved more than 2,000 comments on nine phases.

The commission has decided that sufficient information has been furnished and development of detailed proposals must now be prepared. The International Telecommunication Union has established a deadline of Jan. 24, 1979, for submission of conference proposals. The commission report and order and another submission from the National Telecommunications and Information Administration will constitute the basis of the U.S. WARC proposals, to be drafted jointly by the Department of State, NTIA and FCC.

## DONAHUE'S number one on KFSN Fresno!

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	R	SH
KFSN DONAHUE .....	8	43
KJEO, AM Show/New Mickey Mouse .....	1	3
KMJ, Card Sharks/Hollywood Squares .....	5	24
KMPH, Little Rascals, Leave it to Beaver .....	4	17



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## Media

**Jerry Montgomery**, general sales manager, WSEE(TV) Erie, Pa., appointed president and general manager. **Ed Zellefrow**, former general manager of WSEE, named VP-operations.

**Joseph Niccoli**, VP-general manager, KJTV(TV) Bakersfield, Calif., joins WQTV(TV) Boston as general manager. Latter is new UHF scheduled to go on air in December.

**Bill Sommers**, general sales manager, KLOS(FM) Los Angeles, appointed VP-general manager.

**Patrick Parish**, general manager, WENE(AM)-WMRV(FM) Endicott, N.Y., named VP-general manager of co-owned WMID(AM)-WGRF(FM) Pleasantville, N.Y. **Donald Wilson**, station manager, WSRO(AM) Marlboro, N.Y., succeeds Mr. Parish as general manager of WENE-WMRV.

**Daniel E. Stewart**, general sales manager, WHNN(FM) Bay City, Mich., appointed general manager.

**Donald D. Weaver**, station and sales manager, WWSA(AM) Glens Falls, N.Y., joins WCSS-AM-FM Amsterdam, N.Y., in same capacity.

**Fred Newbill**, account executive, WSAI(AM) Cincinnati, named station manager of WOKV(FM) Hamilton, Ohio.

**Bob Nowicki**, general sales manager, WNDU-AM-FM South Bend, Ind., appointed director of radio operations.

**Richard E. Wagner**, managing editor of TV news, WSB-TV Atlanta, joins WCHS-TV Charleston, W.Va., as director of creative services. He will also serve as corporate news consultant for Rollins Telecasting stations, WCHS-TV, WPTZ(TV) North Pole, N.Y., and WEAR-TV Pensacola, Fla.

Officers, Twin Cities Radio Broadcasters: **Buck Buchanan**, WCCO(AM) Minneapolis, president; **Doyle Rose**, WWTC(AM) Minneapolis, VP, and **Doug Brown**, KEEY-AM-FM St. Paul, secretary-treasurer.

**David L. Minkow**, data editor responsible for CBS News Index, nationally distributed reference service, appointed manager of administration for CBS Entertainment, New York.

**James R. Johnson**, business manager, WBZ-AM-FM-TV Boston, named manager, newly created human resources department there.

**Eric Moore**, instructor at Ohio University, Athens, joins WCIN(AM) Cincinnati as administrative assistant to general manager.

**Raymond Matarazzo**, assistant director of accounting services, ABC Inc., New York, named director of accounting services.

**Cathy Mendelson**, assistant executive secretary, American Federation of Television and Radio Artists, San Francisco, named director of business and legal affairs, KTLA(TV) Los Angeles.

**Murwin Bevis**, assistant business manager,

WJXT(TV) Jacksonville, Fla., named accounting manager for co-owned WDIV(TV) Detroit. **Rosemary Vitale**, manager of accounting services there, named assistant accounting manager.

**John F. Szypulski**, assistant financial manager, WANE-TV Fort Wayne, Ind., named financial manager.

## Broadcast Advertising

**Joseph F. Carlucci**, **Kenneth C. Hite** and **Barrie Webster**, management supervisors, Benton & Bowles, New York, elected senior VP's.

**Jerry Brady** and **Rein Luik**, management supervisors, Doyle Dane Bernbach, New York, elected senior VP's.

Appointments, BBDO, Detroit: **Kirk Beauregard**, executive producer, elected VP; **Richard T. Sleeman**, broadcast administrator, named business manager; **David Dreschel** and **Greta Carlstrom**, both from Campbell-Ewald, Detroit, join BBDO as producers; **Polly Kinnee**, from Robert Gilmore & Associates, Boston, named junior producer, and **Vicki Santi**, from Campbell-Ewald, named production coordinator.

**Robert M. Frank**, co-director of marketing research department of J. Walter Thompson, New York, joins Grey Advertising there as VP and research project services director.

**Edward Rosenstein**, VP and senior associate research director, BBDO, Detroit, joins Foote, Cone & Belding, New York, as VP-director of research.

**Page Thompson**, associate media director, Needham, Harper & Steers, New York, elected VP. **Jim Kochevar**, associate creative director, Lee King & Partners, Chicago, joins NH&S there in same capacity.

**Stafford Ordahl**, VP and senior copywriter of Cunningham & Walsh, New York, named group creative director.

Elected VP's, NW Ayer ABH International, New York: **Joe Dodson Jr.**, associate in Marketing Services Group; **Donald F. Mohr**, man-

ager of programming and network negotiation, and **Jane Twyon**, associate media director.

**Stavros Cosmopoulos**, co-creative director and chairman of board of Hill, Holliday, Connors, Cosmopoulos, Boston, joins Arnold & Co. there as executive VP of creative services.

**Jan Mons**, account executive in Chicago office of Adam Young Inc., appointed manager of office. **Louis H. Gonzalez**, account executive, WMAQ-TV Chicago, joins Young in same capacity.

**David A. Rent**, account executive, WOTV(TV) Grand Rapids, Mich., joins Gordon Advertising there as VP-account supervisor.

**Barbara Fisher-Hughley**, media buyer, Ogilvy & Mather, New York, named buying supervisor.

**Joan Karpeles**, media estimator, Kenyon & Eckhardt, Boston, named assistant buyer. **Frank Noto Jr.**, from Laskey Advertising, Bloomfield, N.J., joins Kenyon & Eckhardt in Boston as media estimator. **Jonis Gold**, associate creative director, McCann-Erickson, New York, named to similar post at Kenyon & Eckhardt there.

**Gary Alpern**, from Chiat-Day, Seattle, joins Tracy-Locke Advertising, Dallas, as copywriter.

**Guy Burnett**, creative group head, Jennings & Thompson/Foote, Cone & Belding, Phoenix, named associate creative director. **Priscilla Wallace**, creative director, Ward Hicks Advertising, Albuquerque, N.M., joins J&T/FCB as associate creative director. **Chris Pritsos**, art director there, named senior art director.

**Cherrie Keel**, media director, Eric Ericson Advertising, Nashville, joins Long, Haymes & Carr, Winston-Salem, N.C., as media supervisor.

**Peggy Keene**, assistant to managing editor, *Washington Food Dealer* Magazine, joins Evans/Pacific Advertising, Seattle, as account assistant.

**Lisa Sabo**, in art department of Simons Michelson Zieve Inc., Troy, Mich., appointed art director and assistant production manager.

**Phyllis White**, sales assistant, Blair Television's Minneapolis office, assumes additional responsibilities as office manager. **Diane Kay Mignone**, media director, Paragon Cos., Minneapolis, joins Blair there as account executive.

**Josephine Coletta**, from Standard Broadcast Sales, New York, joins HR Television, blue division, New York. **Kathy Harden**, account executive, Sommer Advertising, Des Moines, Iowa, joins Des Moines office of HR Television in same capacity.

**Jeffrey Weiss**, from Petry Television's sales training program, joins Petry's St. Louis office as account executive.

**Howell J. Halham**, VP and Southwest divisional manager in Houston, Broadcast Marketing Co., named VP of sales.

**Fred Kortmann**, manager of client accounting, BBDO, New York, appointed assistant con-

## Administrative appointees.

President Carter announced several appointments to council of Administrative Conference of the United States, to meet Dec. 14 and 15 at Interstate Commerce Commission in Washington. Among 10 new agency members is Anne P. Jones (Federal Home Loan Bank Board), recently appointed to FCC and awaiting confirmation. Former FCC General Counsel Max D. Paglin, now doing consulting projects with FCC, is one of 12 new public members; and John W. Pettit, communications lawyer with Hamel, Park, McCabe & Saunders, Washington, is one of 23 members reappointed.

troller of Air Time Inc., New York, media planning-buying company.

**Nina Davidson**, media director, Kizer & Kizer Advertising, Oklahoma City, joins William B. Tanner Co., Memphis, as media director. **Debbie Carter**, media placement specialist, Abbott Advertising, Lexington, Ky., joins Tanner as market supervisor.

**Arnold Kleiner**, general sales manager, WJZ-TV Baltimore, joins WPVI-TV Philadelphia, as director, sales.

**Thomas S. Rosing**, national sales manager, WJAR-TV Providence, R.I., named general sales manager.

**Robert W. Ward**, sales manager, WTOL-TV Toledo, Ohio, appointed general sales manager.

**William Morrison**, national sales manager, KTXL(TV) Sacramento, Calif., named director of sales development and research. **Bob Parente**, regional sales manager, succeeds Mr. Morrison.

**Lewis Freifeld**, national sales manager, WCIX-TV Miami, joins WVIT(TV) New Britain, Conn., as director of sales.

**Norm Fedor**, account executive, WSEE(TV) Erie, Pa., named local and regional sales manager.

**Alan Schlossberg**, VP and manager of TV media, William B. Tanner Co., Memphis, joins WIND(AM) Chicago as sales manager.

**William D. Squartino**, account executive, WRAN(AM) Dover, N.J., named general sales manager, WBJO(AM) Parsippany, N.J.

**Jim Schneider**, account executive, Eastman Radio, New York, joins KMGC(FM) Dallas as national sales manager.

**Richard Ramirez**, account executive, WROR(FM) Boston, named local sales manager, WRKO(AM) there.

**Andie McCullars**, in retail sales for WGMS-AM-FM Washington, named retail sales manager.

**Matt Mills**, account executive, WHYI(FM) Miami, named sales manager. **Dave Harris**, account executive, WQAM(AM) there, joins WHYI as regional account executive.

**Kevin Bauer**, account executive, WQRB(FM) Pittsfield, Mass., named sales manager, succeeding **Elizabeth Thompson**, who retires.

**Lindsay Schnyder**, account executive, KZZX(FM) Albuquerque, N.M., named sales manager.

**Vicki O. Johnson**, account executive, WDCA-TV Washington, and **Scott Mayes**, account executive, WKBS(TV) Philadelphia, join WCAU-TV there as account executives. **Philip W. Salas**, researcher, WCAU-TV, named manager of research.

**Douglas Boone Jr.**, in affiliate relations for ABC-TV in Boston, joins WCVB-TV there as assistant account executive.

**Dustine Davidson**, business manager, KPTV(TV) Portland, Ore., named local account executive.

**W.T. Davies Jr.**, account executive, WPOP(AM) Hartford, Conn., and co-owned WIOF(FM) Waterbury, Conn., named senior account executive.

**Elizabeth Hale**, graduate, Kings Business

School, Charlotte, N.C., joins WQDR(FM) Raleigh, N.C., as sales assistant.

## Programing

**Jeff Sagansky**, manager, film programs, NBC, West Coast, named director, dramatic development, NBC Entertainment, Los Angeles. **Michele Brustin**, editor, Docudrama Group, program standards, West Coast, joins NBC as associate, dramatic development, NBC Entertainment, West Coast. **Stuart Sheslow**, manager of comedy and variety development, ABC-TV, Los Angeles, joins NBC Entertainment there as manager of comedy development. **John J. Matthes**, administrator, program research, West Coast, NBC, named manager of concept testing, West Coast.

**Jack Schwartzman**, president, J.S. Productions, Los Angeles, named executive VP and executive committee member, Lorimar Productions, Burbank, Calif. J.S. Productions earlier contracted packaging agreement with Lorimar subsidiary, Lorimar Films.

**Leonard T. Dennis**, president of Storecast Corp. of America, and **Jerry Purcell**, president of Comcast Music Network division, Bala-Cynwyd, Pa., elected VP's of parent company, Comcast Corp.

**Susan Swimer**, manager of advertising and promotion, Viacom Enterprises, New York, named director of advertising and promotion, television division, MGM, New York.

**Victor Simpkins**, coordinator of program operations, Survival Anglia Limited, New York, named manager of business affairs and corporate communications for SAL and Trident Anglia.

**George Page**, director of programing, non-commercial WNET(TV) New York, named director, newly created arts and features department. **Arnold Labaton**, consultant, WNET, and former director, municipally owned WNYC-AM-FM-TV New York, named director, program and broadcast administration, WNET.

**Candace Nardi**, membership manager for noncommercial WPBT(TV) Miami, named program director.

**Patrice Lindsey Smith**, project associate for Public Broadcasting System's station purchasing collective, Washington, joins noncommercial WETA-TV there as assistant program manager.

**John R. Shreves Jr.**, promotion and creative

services director, WWBT(TV) Richmond, Va., named program operations manager.

**Dennis Waters**, program director, WRVR(FM) New York, joins WYNY(FM) New York as program manager.

**Charlie Cook**, assistant program director, WHN(AM) New York, named program director for co-owned WGS(AM) Miami.

**Russ Knight**, operations manager, WAKR(AM)-WAEZ(FM) Akron, Ohio, joins WHK(AM) Cleveland as program director.

**William T. Harris**, senior producer-director, WTNH-TV New Haven, Conn., appointed production manager.

**Keith Singer**, from WCPO-TV Cincinnati, joins WKRC-TV there as assistant producer.

**J. Thomas Smith**, announcer, KMJQ(FM) Houston, joins WPIK(AM)-WXRA(FM) Washington responsible for programing research and production.

**Tom Lorence**, assistant art director, WDIV(TV) Detroit, named art director.

**Jane Coleman**, assistant news director and program host, WPBR(AM) Palm Beach, Fla., joins noncommercial WHRS(FM) Boynton Beach, Fla., as development director. **Eleanor Wyatt**, secretary, WHRS, named supervisor of satellite programing, traffic and production.

**Teddy Griffith**, receptionist, WNAC-TV Boston, and **Marianne Whitaker**, sales assistant, WITS(AM) Boston, join traffic department of WNAC-TV.

**Ann Klein**, graduate, University of Cincinnati, joins WCIN(AM) Cincinnati as continuity and research director.

**Al Meltzer**, sportscaster, WMAQ-TV Chicago, joins co-owned WCAU-TV Philadelphia in same capacity.

**Bill Denney**, sportscaster, KOOL-TV Phoenix, joins KTAR-TV Mesa (Phoenix), Ariz., as sports director. **Chip Travers**, art director, KOLD-TV Tucson, Ariz., joins KTAR-TV in same capacity.

**Dan Magnotta**, sports director and assistant news director, KWIK(AM) Pocatello, Idaho, joins KWLS-AM-FM Pratt, Kan., as sports director.

**David L. Wolper**, of David Wolper Productions, named to receive award for distinguished achievement in broadcast journalism by University of Southern California's Journalism Alumni Association.

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WLEX Douglas, 4:30-5:30 pm	6	23	16	12



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# Books for Broadcasters

- T 403. AM-FM BROADCAST STATION PLANNING GUIDE** by Harry A. Etkin. A comprehensive guide to planning, building, and operating a radio broadcast facility—AM, FM, or combined operation. Based on a lifetime of experience and intimate association in broadcasting. 8½ x 11", illustrated. **\$12.95**
- T 404. THE ANATOMY OF LOCAL RADIO-TV COPY** by William A. Peck. Leading station executives have called this book the one that sets the standard for radio-TV copy at the local level. Loaded with hundreds of ways to increase station billing with sales-proven copy. 146 pages. **\$5.95**
- T 405. BROADCAST STATION OPERATING GUIDE** by Sol Robinson. This comprehensive reference encompasses every level of broadcasting. The secret to success in broadcasting, as in any other business, is knowing what to do and how to do it. This book tells it like it is. 256 pages. **\$12.95**
- T 406. THE BUSINESS OF RADIO BROADCASTING** by Edd Routt. How to operate a station as a profitable business and serve the public interest as well. This is the first text to deal with broadcast station operation from beginning to end. Clearly explains proven techniques to follow, and cautions to observe. 400 pages, illustrated. **\$12.95**
- T 456. JOURNALIST NOTEBOOK OF LIVE RADIO-TV NEWS**, by Phillip Keirstead, network news producer, adjunct prof., Fordham Univ. Written to provide broadcast journalists with a solid understanding of journalism concepts and techniques. Covers the techniques of gathering, processing, writing, and broadcasting live news, using the latest electronic equipment. Contains special sections on laws relating to journalism, documentaries, and editorials. 252 p., 29 ill. **\$12.95**
- T 411. COMMERCIAL FCC LICENSE HANDBOOK** by Harvey F. Swearer. A unique study guide and reference manual, combining theory and applications with up-to-date questions and answers for 1st, 2nd, and 3rd Class Radiotelephone license exams plus broadcast and radar endorsements. Complete detailed answers to questions on virtually any subject you may be asked when you take your exam, plus sample questions on each element (with answers in the back of the book). Also for practical reference in your profession. 444 pages, 150 illustrations. **\$10.95**
- T 417. GUIDE TO PROFESSIONAL RADIO & TV NEWSCASTING** Robert C. Siller. A practical, self study guide for those who want to get started or get ahead in broadcast journalism. 224 pages, illustrated. **\$9.95**
- T 418. HANDBOOK OF RADIO PUBLICITY & PROMOTION** by Jack Macdonald. This handbook is a virtual promotion encyclopedia—includes over 250,000 words, over 1500 on-air promo themes adaptable to any format; and over 350 contests, stunts, station and personality promos! One idea alone of the hundreds offered can be worth many times the small cost of this indispensable source-book. 372 pages, 8½ x 11" bound in long-life 3-ring binder. **\$20.95**
- T 419. HOW TO BECOME A RADIO DISC JOCKEY** by Hal Fisher. Essentially a course in showmanship, this book teaches all the techniques needed to become a successful broadcast announcer (or disc jockey). 256 pages; illustrated. **\$12.95**
- T 420. HOW TO PREPARE A PRODUCTION BUDGET FOR FILM & VIDEO TAPE** by Sylvia Allen Costa. A complete guide to determining finances for any video tape or film production, from TV commercials, to feature-length films. Jammed with facts covering every aspect of estimating costs. Tells how to estimate every cost associated with any size production, including the production location, cameras and accessories, sound equipment, light gear, raw film stock or video and sound recording tape, lab developing, printing and processing fees, personnel—(creative, technical, and talent), scenic elements, location expenses, surveys of remote shooting locations, film and tape editing, optical effects and animation, plus a host of miscellaneous expenses such as writer fees, animals, special effects requirements, and insurance. Also included are typical rate listings and eight sample budgets, representing TV commercials, documentaries, and feature-length films. 192 pages. **\$12.95**
- T 421. HOW TO SELL RADIO ADVERTISING** by Si Willing. The right formula for sales depends on the individual and the prospective advertiser. Therein lies the secret as Si Willing illustrates it by theory and by practice. You'll hear all sorts of objections (including a few you haven't heard!) and how they've been successfully countered. From the dialog between salesman and prospect you'll learn the approaches and the clinchers. **\$12.95**
- T 423. MANAGING TODAY'S RADIO STATION** by Jay Hoffer. Outlines principles evolved by the author during his 20 years as a broadcaster. 288 pages, illustrated. **\$12.95**
- T 426. MODERN RADIO BROADCASTING: Management & Operation in Small To Medium Markets** by R. H. Coddington. A comprehensive guide to successful practices of radio stations in small-to-medium-sized markets. 288 pages, illustrated. **\$12.95**
- T 434. RADIO PRODUCTION TECHNIQUES** by Jay Hoffer. Here's an all-round book for everyone in radio—performers, producers and directors, and sales and engineering personnel. Covers every phase of radio production from announcements to the overall station "sound"—in fact, every creative aspect of today's radio ... with special emphasis on sales. Tells how to produce results for an advertiser, and how to develop production expertise, and how to use the elements of pacing and timing in every production. Covers record screening, jingle use, news, on-air promotion, public service, contests, public affairs, remotes, talk and farm shows, etc. Practical data on sales includes idea development, writing, and how to create more effective commercials. 240 pages, illustrated. **\$14.95**
- T 453. TV LIGHTING HANDBOOK**, by Dr. James A. Carroll & Dr. Ronald E. Sherriffs. Everyone involved in TV production should be familiar with effective lighting principles. This book is designed to train badly needed technicians and acquaint producers, directors, anyone involved in production, with the basics and specifics of TV lighting. In workbook format, with a multitude of photos (some in color) and diagrams, the reader learns to design lighting setups for all types of productions indoors and out. 228 p., including 4-color section. **\$12.95**
- T 428. ORGANIZATION & OPERATION OF BROADCAST STATIONS** by Jay Hoffer. An exhaustive examination of the responsibilities and capabilities required in each job classification. 256 pages. **\$14.95**

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**Marvin Bader**, director, special projects, ABC Sports, New York, awarded Olympic medal by Austrian government for services involved in set-up of 12th Winter Olympic Games, Innsbruck, Austria.

## News and Public Affairs

**Richard J. Fischer**, VP, news operations, NBC



Fischer



Dunkel

News, named executive VP, succeeded by **Don Dunkel**, VP, news, NBC Television Stations.

**Robb Kunkle**, news editor in Washington bureau of NBC, joins Mutual Broadcasting System there as news supervisor.

**Brian O'Hanlon**, in broadcast news department of Associated Press, New York, appointed day supervisor of its broadcast wire.

**Skip Cilley**, assistant news director, WRAL-TV Raleigh, N.C., joins KTVX(TV) Salt Lake City as news director.

**Michael J. Gleason**, assignment editor, KETV(TV) Omaha, named acting news director.

**Don Ross**, assistant news director, WJZ-TV Baltimore, named to same post at WBZ-TV Boston. Both are Westinghouse stations.

**Duane Borovec**, executive producer of news, KCRA-TV Sacramento, Calif., named assistant news director.

**Bert Knapp**, news supervisor, WMCA(AM) New York, assumes additional responsibilities as sports supervisor.

**Bob Cain**, news director, WWVA(AM) Wheeling, W.Va., joins WGBS(AM) Miami in same capacity.

**Cassandra Stancil**, in news department of WRNL(AM)-WRXL(FM) Richmond, Va., named news director. **Donna Gilmore**, from WEE(AM) there, joins news staff of WRNL-WRXL.

**Laraine Elpern**, junior news writer, KNX(AM) Los Angeles, joins KONG-AM-FM Visalia, Calif., as news director.

**Betsy West**, news writer and editor, ABC Radio News, New York, named writer-producer in Chicago for ABC's *World News Tonight*.

**Norma Quarles**, producer and reporter, WMAQ-TV Chicago, named NBC News correspondent, Chicago.

**Douglas Drew**, news editor, noncommercial WOUB-TV Athens, Ohio, named assignment editor, KOAI(TV) Flagstaff, Ariz.

**Alvin Hebert**, assistant assignment editor, KTRK-TV Houston, named associate producer of 6 and 10 p.m. news programs. **Deborah Wrigley**, from KAUM(FM) Houston, succeeds Mr. Hebert.

**Tom Harner**, from KTVX(TV) Salt Lake City,

joins KTAR-TV Mesa (Phoenix), Ariz., as director in news department. **Dave Page**, from KAKE-TV Wichita, Kan., joins KTAR-TV as reporter. **Jerry Foster**, from KOOL-TV Phoenix, named photographer-pilot for KTAR-TV.

**Phil Martin**, assignment editor, WBZ-TV Boston, joins WEEI(AM) there as executive editor.

**Rita Cash**, news writer, KFWB(AM) Los Angeles, named editor.

**Linda Dukes**, reporter, WJMO(AM) Cleveland, joins WCIN(AM) Cincinnati as news editor.

**Cheryl Jones**, weather reporter, KMBC-TV Kansas City, Mo., named anchor, WTVJ(TV) Miami.

**Barton Eckert**, temporary anchor, WTTG(TV) Washington, named weekend anchor.

**Jan Rasmusson**, reporter and photographer, wowt(TV) Omaha, given additional duties as weekend anchor.

**Joe Spencer**, reporter, KMGH-TV Denver, named field anchor.

**Barbara Rowan**, anchor-reporter, WDTN(TV) Dayton, Ohio, joins WDIV(TV) Detroit as general assignment reporter.

**Bill Selby**, investigative reporter, KFMB-TV San Diego, joins WNAC-TV Boston as general assignment reporter.

**Steve Deshler**, environmental reporter, WKZO-TV Kalamazoo, Mich., joins WKRC-TV Cincinnati in same capacity. **Keith Pape**, from WDHO-TV Toledo, Ohio, named reporter for WKRC-TV. **Sue Ann Strohofer**, from noncommercial WOUB-TV Athens, Ohio, named assistant to news director, WKRC-TV.

**Brenda J. Ross**, reporter, KMJQ(FM) Houston, joins WTVN-TV Columbus, Ohio, as general assignment reporter.

**Peter Casella**, reporter, WHEN(AM) Syracuse, N.Y., joins WKRG-TV Mobile, Ala., as reporter based in Pensacola, Fla.

**Gary Wergin**, from KWBE(AM) Beatrice, Neb., joins KLMS(AM) Lincoln, Neb., as reporter.

**Carl Nelson**, from WLIB(AM)-WBLS(FM) New York, joins news department of KNAC(FM) Long Beach, Calif.

**Wayne Ennis**, graduate, University of North Carolina, Chapel Hill, N.C., joins news department of WPTF(AM) Raleigh, N.C.

**Patricia McArver**, reporter, WCOH-AM-FM Newnan, Ga., joins WJMA-AM-FM Orange, Va.,

in same capacity.

**Alberta Sharra**, who has served with Pittsburgh women's associations, joins WPTT-TV there as public affairs director. **Kevin Evans**, from WOOW(AM) Greenville, N.C., joins WPTT-TV as staff announcer and morning newsmen.

**Richard Scott**, assistant news director, WSOC-AM-FM Charlotte, N.C., joins WIP(AM) Philadelphia as morning anchor.

**Paul Henderson**, anchor and assignment editor, WIOD(AM) Miami, joins Mutual News, Washington, as newscaster.

**Charles Zewe**, anchor, WDSU-TV New Orleans, joins noncommercial WYES-TV there as public affairs director.

**Jim Black**, public affairs and information director, WGIV(AM) Charlotte, N.C., joins WAYS(AM)-WROQ(FM) there as public affairs director.

**Gloria Rojas**, correspondent, WABC-TV New York, named recipient of National Conference of Puerto Rican Women's 1978 Julia DeBurgos award for outstanding creativity in news reporting.

## Promotion and PR

**Stella Wolk**, from WTAE-TV Pittsburgh, joins WPTT-TV there as promotion director.

**John Arnold**, from promotion department of KXTV(TV) Sacramento, Calif., joins KTXL(TV) there in same capacity.

**Gail Blanchard**, promotion manager, WCIX-TV Miami, joins WVIT(TV) New Britain, Conn., in same capacity.

**Lia Giniusz**, production coordinator, WNAC-TV Boston, joins WROR(FM) there as promotion manager.

**Barbara Crouse**, promotion and continuity manager, WAYL-AM-FM Minneapolis, joins wowo(AM) Fort Wayne, Ind., as promotion manager.

**Beth Kardon**, student, University of Cincinnati, joins WCIN(AM) Cincinnati as promotion director.

**Tom Jackson**, assistant director of advertising and sales promotion, WRTV(TV) Indianapolis, joins KDNL-TV St. Louis as promotion manager.

**Virginia R. Stuart**, director of public relations, Children's Hospital Medical Center, Boston,

### DONAHUE outdoes the competition in St. Louis!

A big 33 share for KTVI—more than Dinah's 25, Douglas's 23 and Griffin's 14! **DONAHUE's** the one to watch on KTVI St. Louis! More people in St. Louis turn on **DONAHUE** time and time again!

	SH
KTVI DONAHUE, 9-10 am	33
KMOX Dinah, 4-5 pm	25
KTVI Douglas, 3-4 pm	23
KTVI Griffin, 3-4:30 pm	14



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joins Creamer Dickson Basford Public Relations, Providence, R.I., as group manager.

## Cable

**Reva Melniker**, VP and general manager, studio operations, Home Box Office, New York, named director of special services, Showtime, with responsibility to oversee conversion of Teleprompter subscribers from HBO to Showtime (BROADCASTING, Sept. 18).

**Bill Gruber**, general manager of Christian Communications Network, San Diego, joins Mission Cable Two, service of Mission Cable TV in San Diego as director of program services and general manager.

**E. Roger Williams**, marketing manager for Warner Cable's Kingsport, Tenn., cable system complex, joins WTCG(TV) Atlanta as marketing manager, responsible for cable systems that carry WTCG's signal. **Judy McClenaghan**, assistant in cable relations there, named manager of affiliate services in cable relations department.

**Thomas W. Binning**, controller, American Television and Communications Corp., Englewood, Colo., appointed VP of finance and treasurer. **David E. O'Hayre**, assistant controller, succeeds Mr. Binning. **Robert B. Niles**, manager of financial analysis, and **B. James Gleason**, tax manager, named assistant controllers.

**Alex R. Papagan**, president of A.R. Papagan Associates, sales and marketing consulting firm in Concord, Mass., joins Universal Subscription Television's Waltham, Mass., office as director of marketing and programing.

## Broadcast Technology

**Hugh Cleland**, technical operations supervisor, noncommercial WCNV-FM-TV Syracuse, N.Y., appointed chief engineer.

Named videographers, WKRC-TV Cincinnati: **Bob Ridings**, from WLWT(TV) Cincinnati; **Dave Butler**, from WHIO-TV Dayton, Ohio; **Claude Novak**, from WDHO-TV Toledo, Ohio, and **Viv Pinger**, from WKRC-TV film department.

**Martin N. Kite**, from WGN Continental Broadcasting Co., Chicago, joins Catholic Television Network of Chicago as director of engineering.

**Larry Eskridge**, senior engineer, video products, North American Philips, Norwalk, Conn., joins Wilding division of Bell & Howell in Detroit as chief engineer of video facility. **Bonnie Ziegler**, editor, Video City, Miami, joins Wilding as videotape editor.

**Lyle Groberg**, engineering section manager, GTE Lenkurt, San Carlos, Calif., named manager of engineering services. He succeeds **Harvey Blouin** who retires.

**Jerry F. Huffman**, VP-central region, RCA Sales Corp., based in Indianapolis, appointed VP of international sales.

**George L. Skinner**, director of accounting, Communications Satellite Corp. (Comsat), Washington, elected controller. **Stanley L. Shubilla**, assistant to VP of finance and administration with subsidiary of Comsat, Comsat General Corp., elected treasurer of parent company.

**Jordan W. Schaaf Jr.**, corporate controller, Mostek, Carrollton, Tex., electronics components company, joins Tocom, Irving, Tex., as controller.

**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.

**Roderick T. Ryan**, district sales manager in Hollywood office of Eastman Kodak's motion picture and audiovisual markets division, named to receive Herbert T. Kalmus Memorial award of Society of Motion Picture and Televi-

sion Engineers at annual conference in New York, for "his continuing substantial contributions to color film printing and processing systems."

## Allied Fields

**Richard B. Logan**, general sales manager, WNBC(AM) New York, appointed VP, Arbitron Radio Sales, New York.

**Mary A. Dresdow**, assistant secretary, A.C. Nielsen Co., Northbrook, Ill., elected corporate secretary. She succeeds **Sara Brown** who retires.

Officers, Broadcast Research Council of Canada: **Leona Tomasz**, Marketing Development Group, president; **Richard Berndt**, A.C. Nielsen of Canada Ltd., president-elect, and **Renee Gauthier**, BBM Bureau of Measurement, secretary.

**Barbara Robbins**, executive, Chappell Music, New York, joins SESAC, New York, as director, office management.

## Deaths

**Quin A. Ryan**, 79, Chicago radio pioneer, died Oct. 7 in Whitehall Nursing Home in Chicago. Mr. Ryan broadcast 1925 Scopes "Monkey trial," Kentucky Derby and Indianapolis 500 in early days of radio. He was general manager of WGN(AM) from 1931 until 1941 when he left station to become radio consultant and freelance writer. Survivors include three nephews.

**Richard Crans**, 63, regional representative of Broadcast Music Inc.'s licensing department, died of emphysema last Monday at his home in Houston, Miss. He had been on medical leave from BMI since October 1976. Mr. Crans joined BMI in 1957 after working at radio stations in New York, Alabama and Mississippi. Survivors include his wife and two daughters.

# For the Record

As compiled by BROADCASTING based on filings, authorizations, petitions and other actions announced by the FCC during the period Oct. 2 through Oct. 6.

Abbreviations: ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. freq.—frequency. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. SL—studio location. SH—specified hours. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. \*—non-commercial.

## New Stations

### AM grant

■ South Boston, Va.—Broadcast Bureau granted WODY Inc. 1560 khz, 2.5 kw-D. P.O. address: Drawer 231, Bassett, Va. 24055. Estimated construction cost \$42,505; first-year operating cost \$37,060; revenue \$65,000. Format: C&W. Principal: E. Arnold Terry (100%) owns WODY(AM) Bassett, Va. Action Sept. 8.

### AM starts

■ WMRK Selma, Ala.—Authorized program operation on 1340 khz, 1k w-D, 250 w-N. Action June 8.  
■ WKWM Kentwood, Mich.—Authorized program operation on 1140 khz, 5 kw-D. Action Sept. 13.  
■ WNPC Newport, Tenn.—Authorized program operation on 1060 khz, 1 kw-D. Action Sept. 6.  
■ WPAK Farmville, Va.—Authorized program operation on 1490 khz, 1 kw-U. Action June 14.

## Ownership Changes

### Applications

■ WKNU(FM) Brewton, Ala., FM: 106.3 mhz, 3 kw—Seeks assignment of license from John Shipp to Hugh Ellington for \$185,000 plus assumption of liabilities. Seller: owned by John E. Shipp, who has no other broadcast interests. Mr. Ellington is former general manager, retains 34% of WHOD-AM-FM Jackson, Ala. and is part owner in the following stations: WMPI(FM) Scottsburg, Ind.; WDOH(FM) Delphos, Ohio; WNOI(FM) Flora, Ill., and WTCG(AM) Flomaton and WULA-AM-FM Eufaula, Ala. Ann. Oct. 4.  
■ KALJ(FM) Yuma, Ariz. (FM: 95.1 mhz, 25 kw)—Seeks assignment of license from Joel E. Pollard to Purr Broadcasting Inc. for \$450,000, including \$18,000 covenant not to compete. Seller: Mr. Pollard has no other broadcast interests. Buyer: equally owned by James L. Evans and Mervyn Richmond. Mr. Evans is general sales manager at KYEL-TV Yuma. Mr. Richmond owns motel and fast food restaurant in Yuma. Neither has other broadcast interests. Ann. Oct. 4.



■ KLEU(AM) Waterloo, Iowa (AM: 850 khz, 500w-D)—Seeks assignment of license from Marathon Communications to KLEU Inc. for \$275,000 plus \$60,000 not to compete. Seller: principally owned by William E. Payne, president, who has no other broadcast interests. Buyer: principally owned by Paul A. Logli and his wife, Maureen. Mr. Logli is attorney in Rockford, Ill. His wife is administrator at Schools of Theology, Dubuque, Iowa. None of stockholders has other broadcast interests. Ann. Oct. 4.

■ KDAL-TV Duluth, Minn. (ch. 3)—Seeks assignment of license from KDAL Inc. to Palmer Broadcasting Co. for \$7.25 million. Seller: subsidiary of WGN Continental Broadcasting which is owned by Tribune Co. which owns WGN-TV Chicago WPIX-FM-TV New York and WICC(AM) Bridgeport, Conn. Buyer: principally owned by Daniel D. Palmer trust. Palmer Broadcasting owns WHO-AM-TV-KLYF(FM) Des Moines and WOC-AM-TV-KIJK(FM) Davenport, Iowa, and WNOG(AM)-WCVU(FM) Naples, Fla. Ann. Sept. 21.

■ WFFV(FM) Front Royal, Va. (FM: 99.3 mhz, 3 kw)—Seeks assignment of license from Wayside Broadcasting Corp. to B-W Inc. for \$250,000. Seller: owned by Leo M. Bernstein, who has no other broadcast interests. Buyer: equally owned by Mr. and Mrs. Jordan R. Bently Jr. and Mr. and Mrs. James J. Wilson. The Bentleys own horse farm, car wash and tennis courts. The Wilsons have real estate, building and investments interests. Mr. Wilson is principal owner of CATV system in St. Charles, Md. None has other broadcast interests. Ann. Oct. 4.

■ WHAP(AM) Hopewell, Va. (AM: 1340 khz, 1k w-D, 250 w-N)—Seeks assignment of license from Radio Hopewell Inc. to Chessie System Inc. for \$340,000. Seller: also owns WRON(AM) Ronceverte, W.Va. and has applied for new FM there; is principally owned by Roy D. Wooster Jr. and his parents. Buyer: publicly-traded corporation with railroad interests and owner of Greenbier Hotel. White Sulphur Springs, W.Va. It has no other broadcast interests. Ann. Oct. 4.

■ WDEV(AM) Waterbury, Vt. (AM: 550 khz, 5 kw-D, 1kw-N)—Seeks transfer of control of Radio Vermont Inc. from Lloyd E. Squier (65% before; 41.7 after) to Kenley Squier and Craig Parker (35% before; 58.3% after). Consideration: \$11,700. Principals: Lloyd Squier is transferring control of stations to his son Kenley (who had minority interest before transfer and 43.3% after) and Mr. Parker (minority before; 15% after). Kenley Squier owns TV production firm in Waterbury; is general manager of WDEV and owns 33% of WRFB-FM Stowe, Vt. Mr. Parker owns furniture and funeral businesses in Waterbury. Ann. Oct. 4.

## Facilities Changes

### AM applications

■ KESM El Dorado Springs, Colo.—Seeks CP to make changes in ant. system (increase height). Ann. Oct. 2.

■ KYFR Shenandoah, Iowa—Seeks CP to increase power to 2.5 kw; install DA-1; change TL; install new trans.; make changes in ant. system (increase height). Ann. Oct. 3.

■ WQIZ St. George, S.C.—Seeks CP to change TL and SL; make changes in ant. system (increase height). Ann. Oct. 2.

■ KYAC Seattle, Wash.—Seeks mod. of CP to make changes in DA system (nighttime DA site). Ann. Oct. 2.

### FM applications

■ KOTN-FM Pine Bluff, Ark.—Seeks CP to change TL; install new trans. and ant.; make changes in ant. system (increase height); change ERP: 100kw (H&V) and HAAT: 1,011 ft. (H&V). Ann. Oct. 3.

■ \*KANG Angwin, Calif.—Seeks CP to change TL; install new trans. and ant.; make changes in ant. system; change ERP: 562 w HAAT: 3308 ft. Ann. Oct. 3.

■ KDNO Delano, Calif.—Seeks CP to change TL; install new trans. and ant.; make changes in ant. system (decrease height); change ERP: 50kw (H&V) and HAAT: 330 ft. (H&V). Ann. Oct. 3.

■ WBNZ Frankfort, Mich.—Seeks mod. of CP to

change ERP: 1.41kw (H&V); HAAT: 413 ft. (H&V); change type trans.; change type ant.; make change in ant. system (increase height). Ann. Oct. 3.

■ \*WJSU Jackson, Miss.—Seeks CP to change TL and SL; install new trans.; make changes in ant. system (increase height); ERP: 0.10kw. Ann. Oct. 3.

■ KESM-FM El Dorado Springs, Mo.—Seeks CP and to change HAAT: 208 ft and make changes in ant. system (increase height). Ann. Oct. 3.

■ KAAK Great Falls, Mont.—Seeks CP to change TL and SL; install new trans.; make changes in ant. system (increase height); change ERP: 22.3kw (H&V) and HAAT: 498 ft. (H&V). Ann. Oct. 3.

■ WUUU Oak Ridge, Tenn.—Seeks CP to change TL; install new trans.; make change in ant. system (decrease height); ERP: 1.82kw (H&V) and HAAT: 383 ft. (H&V). Ann. Oct. 3.

■ Unassigned 97.9 mhz Ogden, Utah—Seeks mod. of CP to redescribe TL; change SL; change trans.; change ant.; make changes in ant. system (increase height); change TPO; ERP: 26kw (H&V) and HAAT 3,735 ft. (H&V). Ann. Oct. 3.

### AM actions

■ KRDS Tolleson, Ariz.—Granted CP to increase daytime power to 5 kw; change to DA-2; and change type trans. Action Sept. 12.

■ KLMN Fort Smith, Ark.—Granted mod. of CP to extend completion date to December 6. Action June 21.

■ KWUN Concord, Calif.—Granted CP to add nighttime hours with 500 w install DA-2, change hours of operation to U. Action Sept. 12.

■ WBAP Fort Worth, Tex.—Granted CP to change TL; make changes in ant. system (increase height). Action Sept. 11.

■ WBOB Galax, Va.—Granted CP to increase power to 5 kw; change type trans.; remote control from main SL. Action Sept. 11.

### FM actions

■ WTUG-FM Tuscaloosa, Ala.—Granted mod. of CP to extend completion for new station to March 15, 1979. Action Sept. 21.

■ KJYK(FM) Tucson, Ariz.—Granted CP to change SL; operate trans. by remote control; install new trans.; change TPO and ERP, 60 kw (H&V). Action Sept. 12.

■ KIQQ(FM) Atascadero, Calif.—Granted mod. of CP to extend completion date to March 30, 1979. Action Sept. 21.

■ KWVE(FM) San Clemente, Calif.—Granted CP to change TL; install new trans.; install new ant. make changes in ant. system (decrease height); change TPO, ERP: 50 kw (H&V) and antenna height 500 ft. (H&V). Action Sept. 12.

■ \*KQED-FM San Francisco—Granted mod. of CP to extend completion date for changes to March 15, 1979. Action Sept. 21.

■ WGAY-FM, Washington—Granted license covering changes. Action Sept. 20.

■ WART Plainfield, Ind.—Granted mod. of CP to extend completion date for changes to March 15, 1979. Action Sept. 21.

■ WDRQ(FM), Detroit.—Granted license covering changes. Action Sept. 20.

■ KTIS-FM Minneapolis, Minn.—Granted mod. for extension of completion date for changes to March 15, 1979. Action Sept. 21.

■ WACR-FM, Columbus, Miss.—Granted mod. of CP to extend completion date for new station to April 1, 1979. Action Sept. 21.

■ \*WOGH West Orange, N.J.—Granted mod. of CP to extend completion date for new station to March 15, 1979.

■ KCJB-FM Minot, N.D.—Granted mod. of CP to extend completion date for changes to Dec. 21. Action Sept. 21.

■ \*WHSS Hamilton, Ohio—Granted mod. of CP to extend completion date for changes to Dec. 31. Action Sept. 21.

■ WQVE Mechanicsburg, Pa.—Granted mod. of CP to extend completion date for new station to April 5, 1979. Action Sept. 21.

■ WSIM Red Bank, Tenn.—Granted CP to replace expired permit for changes. Action Sept. 21.

■ KPYN(FM), Atlanta, Tex.—Granted mod. of CP to change TL and SL; change trans.; change ant.; make changes in ant. system (decrease height); make change in transmission line; change TPO and ant. height to 200 ft. (H&V); make change in modulation monitor. Action Sept. 11.

■ KBRE-FM Cedar City, Utah—Granted mod. of permit to extend completion date to Nov. 15. Action Aug. 28.

■ KBRO-FM Bremerton, Wash.—Granted mod. of permit for extension of completion date to Feb. 23, 1979. Action Aug. 28.

■ WXCC, Williamson, W.Va.—Granted mod. of CP to extend completion date for new station to March 15, 1979. Action Sept. 21.

■ KLWD(FM) Sheridan, Wyo.—Granted mod. of CP to extend completion date to Feb. 23, 1979. Action Aug. 29.

### TV actions

■ KNBC (ch. 4) Los Angeles—Granted CP to change ERP to 42.7 kw; max. ERP: 44.7 kw; ant. height 3,200 ft. Action Aug. 8.

■ WLS-TV (ch. 7) Chicago—Granted mod. of CP to extend completion date to March 11, 1979. Action Sept. 11.

■ KLOE-TV (ch. 10) Goodland, Kan.—Granted CP to change aur. ERP 56.2 kw; change TL and SL; change ant. and make changes in ant. structure (increase height); antenna height 980 ft. Action Sept. 1.

■ WKBW-TV (ch. 7) Buffalo, N.Y.—Granted authority to operate by remote control. Action June 15.

■ WOKR (ch. 13) Rochester, N.Y.—Granted CP to install aux. trans. at main TL. Action July 20.

■ WTVD (ch. 11) Durham, N.C.—Granted CP to change ERP to vis. 229 kw, max. ERP 316 kw; aur. 34.7 kw (H&V); install new ant.; ant. height 1,990 ft.; and utilize present main ant. as aux. ant. Action Sept. 1.

■ \*KOET Eufaula, Okla.—Granted license covering new station. Action Aug. 22.

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	R	SH
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WMT 1977	2	18



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- WKBT (ch. 8) La Crosse, Wis.—Granted authority to operate by remote control. Action June 15.

## In Contest

### Procedural rulings

- Vancouver, Wash. (Rose Broadcasting Co. et al.) **AM proceeding:** (BC Doc. 78-209-212)—ALJ Lenore G. Ehrig reassigned proceeding to ALJ James F. Tierney. (Action Sept. 18).
- Moulton, Albertville, Ala. and Aberdeen, Miss. (Moulton Broadcasting Co. [WHIY(AM)]) **AM proceeding:** (BC Doc. 78-287-289)—Acting chief ALJ designated Lenore G. Ehrig to serve as presiding judge; scheduled prehearing conference for Nov. 7 and hearing for Dec. 18. Action Sept. 22.

### Designated for hearing

- FCC designated for hearing mutually exclusive applications of The Voice of the Orange Empire, Inc., seeking to increase nighttime power for its station KWIZ(AM) Santa Ana, Calif., and of Trans-America Broadcasting Corp. seeking to add nighttime operation for its station KTYM(AM) Inglewood, Calif. Action Sept. 27.

### Petition to deny

- Meridith Corp. filed petition to deny modification of facilities for WIXT(AM) Syracuse, N.Y. Received Sept. 28.

### Action

- Montgomery, Ala.—FCC granted assignment of license for WFMI(FM) Montgomery from Alabama Radio Corporation to Deep South Broadcasting Company, licensee of AM station WBAM(AM) Montgomery. It rejected petition to deny filed by Colonial Broadcasting Corp. (WLWI(AM) Montgomery). Action Sept. 22.

## Allocations

### Proposed

- San Diego, Calif.—FCC Broadcast Bureau has proposed assigning TV ch. 69 to San Diego city's sixth. Action was in response to petition by Center City Complex, Inc., to assign ch. 27 to San Diego (BC Doc. 78-313) Action Sept. 22.
- Sterling, Colo.—FCC Broadcast Bureau has proposed assigning 104.7 mhz to Sterling, deleting 96.7 mhz there, and modifying the license of KSTC-FM to specify ch. 284. Action was in response to petition by KSTC, Inc. (KSTC-AM-FM) (BC Doc. 78-322). Action Sept. 28.
- Thomson, Ga.—FCC Broadcast Bureau has proposed assigning 94.3 mhz to Thomson as its second FM. Action was in response to petition by Hickory Hill Broadcasting (WTWA(AM) Thomson) (BC Doc. 78-317). Action Sept. 22.
- Garden City, Kan.—FCC Broadcast Bureau has proposed assigning educational ch. \*9 to Garden City and Randall, Kan., and deleting it from Lincoln Center, Kan. Action was in response to petition by Garden City Community College requesting assignment of ch. \*9 to Garden City (BC Doc. 78-321). Action Sept. 28.
- Springfield, Mo.—FCC Broadcast Bureau has proposed assigning UHF ch. 33 to Springfield city's fifth (fourth commercial) channel. Action was in response to petition by Christian Center of the Ozarks, Inc. (BC Doc. 78-320). Action Sept. 28.
- Hayward, Wis.—FCC Broadcast Bureau has proposed assigning 101.7 mhz to Hayward as its second FM. Action was in response to petition by Inland Communications Corp. licensee of (WHSM(AM) Hayward) (BC Doc. 78-329). Action Sept. 29.
- Tomah, Wis.—FCC Broadcast Bureau has proposed assigning television Channel 43 to Tomah as community's first TV. Action was in response to petition by Tomah-Mauston Broadcasting Co. (WTMB-AM-FM, Tomah) requesting deletion of ch. 25 from LaCrosse, Wis., and its assignment to Tomah (BC Doc. 78-325). Action Sept. 28.

### Action

- Huntsville-Decatur, Ala.—FCC Broadcast Bureau has assigned television ch. 54 to Huntsville-Decatur,

## 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	518	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	988	83	1,049
FM Translators	216	0	0	218	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

and deleted Channel 23 from Decatur. Action resulted from petition by Pioneer Communications, Inc., to assign Channel 54 to Huntsville (Doc. 20781). Action Sept. 22.

## Rulemaking

### Proposed

- American Telephone and Telegraph Co. requests amendment TV table of assignments to substitute ch. 69 for ch. 39 at Miami, Fla. and ch. 63 for 62 at Boca Raton, Fla. (RM-3208). Received Sept. 14.
- The Market Corp. requests amendment TV table of assignments to assign ch. 39 to Hollywood, Fla.; substitute ch. 67 for ch. 39 at Miami; ch. 29 for ch. 25 and ch. 64 for ch. 53 at West Palm Beach and delete ch. 14 at Boca Raton, Fla. (RM-3209). Received Sept. 18.

## Fines

- KHYT(AM) Tucson, Ariz.—Notified of apparent liability of \$2,000 for repeated failure to make entries in program log for commercial matter showing duration of each commercial message. Action Sept. 28.
- KCEY(AM) Turlock, Calif.—Notified of apparent liability for \$600 for repeated failure to maintain power within plus five percent and minus ten percent of authorized 54 kw. Action Sept. 18.
- WTMC(AM) Ocala, Fla.—Ordered to forfeit \$400 for repeated violation of rules which require that equip-

ment performance measurements be kept on file for period of two years. Action Oct. 3.

- WKYO(AM)-WIDL(FM) Caro, Mich.—Denied application for remission of forfeiture of \$1,000 assessed for repeated violation of rules in that licensee broadcast lottery promotion. Action Sept. 22.
- WAVN(AM) Stillwater, Minn.—Ordered to forfeit \$300 for repeated failure to make equipment performance measurements in 1976, 1977 and for that portion of 1978 which preceded inspection. Action Sept. 18.
- WLOX-TV Biloxi, Miss.—Notified of apparent liability of \$450 for repeated failure to perform required daily tower light observations. Action Sept. 27.
- WARD(AM) Pittston, Pa.—Notified of apparent liability of \$2,000 for repeated violation of sponsorship identification rules. Action Sept. 28.
- KINB(FM) Poteau, Okla.—Notified of apparent liability of \$600 for repeated failure to maintain daily operating log of SCA operation Action Sept. 28.
- KXXR-AM-FM Spokane, Wash.—Ordered to forfeit \$2,000 for repeated violation of sponsorship identification rules. Action October 3.

## Cable

### Applications

- The following operators of CATV systems have requested certificates of compliance:
  - Community Service Television, for Williston, N.D. (CAC-13683) changes.
  - Clearview Cable TV, for Douglas, Ore. (CAC-13684) Commence operation.

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<p><b>STEEL, ANDRUS &amp; ASSOCIATES</b> 2029 K Street, N.W. Washington, D.C. 20006 (301) 827-8725 (301) 384-5374 Member AFCCE</p>	<p><b>HAMMETT &amp; EDISON, INC.</b> CONSULTING ENGINEERS Radio &amp; Television Box 68, International Airport San Francisco, California 94128 (415) 342-5208 Member AFCCE</p>	<p><b>JOHN B. HEFFELFINGER</b> 9208 Wyoming Pl. Hiland 4-7010 KANSAS CITY, MISSOURI 64114</p>	<p><b>JULES COHEN &amp; ASSOCIATES</b> Suite 400 1730 M St., N.W. 659-3707 Washington, D.C. 20036 Member AFCCE</p>
<p><b>CARL E. SMITH</b> CONSULTING RADIO ENGINEERS 8200 Snowville Road Cleveland, Ohio 44141 Phone: 216-526-4386 Member AFCCE</p>	<p><b>VIR JAMES</b> CONSULTING RADIO ENGINEERS Applications and Field Engineering Computerized Frequency Surveys 345 Colorado Blvd.—80206 (303) 333-5562 DENVER, COLORADO Member AFCCE</p>	<p><b>E. Harold Munn, Jr., &amp; Associates, Inc.</b> Broadcast Engineering Consultants Box 220 Coldwater, Michigan 49036 Phone: 517-278-7339</p>	<p><b>ROSNER TELEVISION SYSTEMS</b> CONSULTING &amp; ENGINEERING 250 West 57th Street New York, New York 10019 (212) 246-3967</p>
<p><b>JOHN H. MULLANEY</b> Consulting Radio Engineers, Inc. 9616 Pinkney Court Potomac, Maryland 20854 301 - 299-3900 Member AFCCE</p>	<p><b>HATFIELD &amp; DAWSON</b> Consulting Engineers Broadcast and Communications 3525 N. Stone Way Seattle, Washington 98103 (206)633-2885 Member AFCCE</p>	<p><b>MIDWEST ENGINEERING ASSOCIATES</b> Consulting Engineers 6934 A N. University Peoria, Illinois 61614 (309) 692-4233 Member AFCCE</p>	<p><b>DAWKINS ESPY</b> Consulting Radio Engineers Applications/Field Engineering P.O. Box 3127—Olympic Station 90212 BEVERLY HILLS, CALIF. (213) 272-3344</p>
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# Services

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- New channels, for Parishville, N.Y. (CAC-13685) commence operation.
- Vision Cable of Craven, for Havelock, N.C. (CAC-13686) commence operation.
- Cable TV Puerto Rico, for Bayamon, Carolina, Guaynabo and Trujillo Alto, P.R. (CAC-13687-90) existing operation.
- Lawrenceburg Cable TV, for Lawrenceburg, Tenn. (CAC-13692) changes.
- Cablevision of Charlotte, for Charlotte, N.C. (CAC-13693) changes.
- Gulf Coast-Bellaire Cable TV, for Bellaire, Tex. (CAC-13694) changes.
- Haleyville TV Cable, for Haleyville, Ala. (CAC-13695) changes.
- Gulf Coast Cable Television, for West University Place, Hunters Creek Village, Spring Valley, Bunker Hill Village, Hedwig Village and Southside Place, Tex. (CAC-13696-702) changes.
- Pulaski Multiple Channel Cable Systems, for Pulaski and Giles, Tenn. (CAC-13703-4) changes.
- Wilderness Cable, for Winfield, Eleanor, Posa, Bancroft, Scott Depot, Red House, Rock Branch, Shawnee Estates and Hometown, W.Va. (CAC-13706-14) changes.
- Television Enterprises, for Sonora and Brady, Tex. (CAC-13715-6) changes.
- Whatcom County Cablevision, for Ferndale, Wash. (CAC-13717-8) changes.
- Capitol Cablevision, for Jackson, Miss. (CAC-13719) changes.
- Ashdown Cablevision, for Ashdown, Ark. (CAC-13720) changes.
- Continental Cablevision, for Athens and The Plains, Ohio (CAC-13721-2) changes.
- Florida TV Cable, for Palm Shores, West Melbourne, Satellite Beach, Patrick Air Force base, Palm Bay, Brevard, Melbourne, Melbourne Beach, Melbourne Village, Indianatlangic, Indian Harbor Beach, Fla. (CAC-13723-33) changes.
- Cocoa TV Cable, for Rockledge, Brevard, Merritt Island, Cocoa, Fla. (CAC-13734-7) changes.
- Mauldin Cablevision Associates, for Mauldin and Greenville, S.C. (CAC-13738-9) changes.
- Riverfront Cablevision, for Riverside, N.J. (CAC-13740) changes.
- Waterbury Community Antenna, for Prospect and Wolcott, Conn. (CAC-13742-2) changes.
- Sammons Communications, for Neosho, Mo. (CAC-13743) changes.
- Tygart Valley Cable, for Elkins, W.Va. (CAC-13744) changes.
- Arizona Cable TV, for Maricopa, and Paradise Valley, Ariz. (CAC-13745-6) changes.
- Six Star Cablevision, for Grandview, Lees Summit, Belton, Mo.; De Soto, Bonner Springs, Kansas City and Gardner, Kans. (CAC-13747-53) changes.
- Televue Cablevision, for Simpsonville, and Fountain Inn, S.C. (CAC-13755-6) changes.
- C and R Cable Systems, for Shadyside, Ohio (CAC-13757) changes.
- Metropolitan Cablevision, for Warren, Washington, Lawrence Wayne, Franklin and Perry, Ind. (CAC-13758-64) changes.
- Teleprompter, for Islip, N.Y. (CAC-13764) changes.
- Pacific Cablevision, for Honolulu (CAC-13765) changes.
- Warner Cable, for Parsons and Decaturville, Tenn. (CAC-13766-7) changes.
- Community Antenna, for Batesville and Independence, Ark. (CAC-13768-9) changes.
- Abba Inc., for Independence, Ark. (CAC-13770) changes.
- Hays Cable, for Hays, Kan. (CAC-13771) changes.
- Communicable, for Palatka, Fla. (CAC-13772) changes.
- Newport TV Cable, for Tuckerman, Newport, Diaz and Campbell Station, Ark. (CAC-13773-6) changes.
- Cass Community Antenna TV, for Whitehall, Montague, Fruitland, Mich. (CAC-13778-82) changes.
- Clearvision Television, for Nogales and Santa Cruz,

Ariz. (CAC-13783-4) changes.

- Grenada Video, for Grenada, Miss. (CAC-13785-6) changes.
- Raritan Valley Cablevision, for Edison, N.J. (CAC-13787) changes.
- Jackson Cable TV, for Slidell, La. (CAC-13788) changes.
- Salaman CATV, for Salamanca, Great Valley, Little Valley, N.Y. (CAC-13789-93) changes.
- Community Cable TV, for Will III (CAC-13794) changes.
- Fredericksburg Cable, for Fredericksburg, Tex. (CAC-13795) changes.
- Cable-Vision, for Herington, Kan. (CAC-13796) changes.
- Warwick Cable TV, for Warwick, Greenwood Lake and Florida, N.Y. (CAC-13797-800) changes.
- UA-Columbia Cablevision, for Guadalupe, Tex. (CAC-13754) commence operation.
- Community Cable TV, for Carbon Hill, and Eileen, Ill. (CAC-13801-2) commence operation.
- Sherburn Cable TV, for Sherburn, Minn. (CAC-13803) commence operation.
- Cablecom-General, for Denison, Tex. (CAC-13805) changes.
- Oxford Video, for Oxford, Miss. (CAC-13806) changes.
- Vision Cable TV, for Fort Lee, Neptune City, Edgewater, Englewood Cliffs, Englewood, Ridgefield Park, Fairview, Palisades Park and Ridgefield, N.J. (CAC-13807-15).

#### Actions

- The following operators of CATV systems have been granted certificates of compliance:
- Sammons Communications, for Cranberry, Cornplanter and Oakland, Pa. (CAC-09089-91); Portage Cable TV, for Portage, Pa. (CAC-09816-7); Pioneer Cablevision, for Cooperstown, Middlefield and Otsego, N.Y. (CAC-10504-6); Community TCI, for Glen Robbins, Ohio (CAC-10748); Porterville Cable TV, for Porterville and Bakersfield, Calif. (CAC-10755-7); King Videocable, for Lake Oswego, Ore. (CAC-11525); Sullivan Cable TV, for Olney, Ill. (CAC-12189); Kansas State Network, for Warr Acres, Okla. (CAC-12949); TM Cablevision, for Murrieta Hot Spring, Calif. (CAC-12993); Morris CATV, for Morris, Ill. (CAC-13046); Alert Cable TV, for Pryor Creek, Okla. (CAC-13103); Gallup Cable Television, for Gallup, N.M. (CAC-13104); New England Cablevision, for Rochester, N.H. (CAC-13105); Warner Cable, for Unicoi and Erwin, Tenn. (CAC-13106-7); Flat River Cable Services, for Greenville, Eureka, Miss. (CAC-13117-8); Alabama Television Transmission, for Brewton and East Brewton, Ala. (CAC-13150-1); Rutland Cable TV, for Rochester, Brandon and Bethel, Vt. (CAC-10162-5); Vidacable CATV, for Rosendale, N.Y. (CAC-11474); Rutland Cable TV, for Rutland, Vt. (CAC-12042); Sammons Cable TV, for Jefferson, N.J. (CAC-12157); Shelby-Alligator-Duncan Cable TV, for Shelby, Miss. (CAC-12377); Vision Cable of S.C., for darlington, S.C. (CAC-12653); Telecable Associates, for Florida City, Fla. (CAC-12692); Pittsfield Community Cable, for Pittsfield, Ill. (CAC-12732); Tower Cablevision, for Ashland, Bellfonte, Flatwoods, Raceland and Russell, Ky. (CAC-12751-5); Mason City Cablevision, for Mason City, Iowa (CAC-12762); General Electric Cablevision, for East Grand Rapids, Mich. (CAC-12764); National Cable, for Meridian, Mich. (CAC-12831); TV Selection Systems, for Meridian, Miss. (CAC-12990); Teleprompter of Trinidad, for Trinidad and Jansen, Colo. (CAC-12995-6); Untied Suburban Television, for Blue Springs, Mo. (CAC-13025); Cablevision-Del City, for Del City, Okla. (CAC-13041); General Television, for East Tawas, Mich. (CAC-13051); UA-Columbia Cablevision, for South Hackensack, N.J. (CAC-13063); Warner Cable of Berlin, for Whitefield and Dalton, N.H. (CAC-13064-5); Syracuse Cablesystems, for Syracuse, N.Y. (CAC-13068); Avoyelles Cable TV, for Mansura and Marksville, La. (CAC-13078-9); Upper Potomac Television, for Allegany, Md. (CAC-13085); Jackson Community Antenna, for Madison, Tenn. (CAC-13086); Monmouth Cable, for Avon-by-the-Sea, Belmar, Bradley Beach, Neptune, Spring Lake, South Belmar, Spring Lake Heights and Wall, N.J. (CAC-13091-102).

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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.

**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.

**G.M.—to \$40,000.** Sales oriented general manager wanted to direct our winning sales effort. Taking our time to find the right person because this is a longterm commitment. Salary and override commission program mean \$35-40,000 to start with business at half its full potential. Great medium size town in Midwest. Young, aggressive, extremely successful community oriented company. Send resume to Box N-49.

**Opening for general manager** in the state of Ohio for a small market AM/FM station. Salary commensurate with experience with profit incentives. Send detailed resume to Box N-77.

**Outstanding GSM Opportunity** offers high level of current income, doable challenges, genuine opportunity for advancement, and association with a growing station group with first class reputation. Park City Communications Stations in Worcester, Mass: WAAF is Superstars AOR, 14Q is Contemporary. WAAF is only FM station in nation to be reported in 6 Arbitron Metros, and is major factor in Boston and Providence ADI's. Must have documented sales management track record with strong retail and agency experience and demonstrated leadership and administrative skills. Write Steven A. Marx, VP/GM, WAAF/WFTQ, 34 Mechanic St, Worcester, MA 01608. EOE/MF

**Selling General Manager** for Arkansas Small Market. Buy-in available. Resume to 214 Churchhill Place, Franklin, TN 37064.

**California**—Sales Manager Medium Market AM-FM base plus attractive bonuses for increased sales. Reply KKZZ-KOTE, 44748 North Elm Avenue, Lancaster, CA 93534.

**California**—General Manager Medium Market AM-Country FM—Beautiful Music base plus bonuses plus stock based on performance. Reply KKZZ-KOTE, 44748 North Elm Avenue, Lancaster, CA 93534.

**Station Manager Position** Reopened. 19,500 watt Virginia Public FM station with proximity to Washington, DC needs manager with minimum of 5 years experience in Public Radio, including hands on familiarity with FCC/CPB/NPR licensing and operational procedures. Academic rank of Instructor; Masters required. Experience directing student staff in station operations desirable; teaching experience in broadcast management and Public Broadcasting. Send resume and tape by November 1, 1978 to Donald L. McConkey, Dean, School of Fine Arts and Communication, James Madison University, Harrisonburg, VA 22807. EOE.

**General Manager** for College (FM) Radio Station. Must have Third Class license and 3-5 years radio experience. Write: Dean J. Crafa, Adelphi University, Garden City, NY 11530.

### HELP WANTED SALES

**Immediate opening** for two sales people in one of California's fastest growing markets. Brand new facilities. Experience helpful, but not necessary. Great potential for the right person. Benefits. Send resume with references to Bob Neutzling, KCEY/KMIX, Box 979, Modesto, CA 95354. (EOE).

**Learn to sell** at a professional Midwest radio station. Continuous sales training. Box M-68.

**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**—Individual with strong desire to advance. Must be aggressive; experienced; with sales ideas and promotions that work. We need motivator to turn our sales staff into a pack of hungry wolves. Fastest growing county in Texas. Medium Market, AM Daytimer. Salary first year should range from low to mid 20's. Send resume' to Steve Owen, KIKR Radio, PO. Box 68, Conroe, TX 77301. EOE.

**Your Sales Opportunity!** Full time ABC. Salary, commission. Tell all. KFRO, Longview, TX 75601. EOE.

**Experienced Sales Persons** immediately wanted for two new stations, western capital city in the Rocky Mountains. Applicants must have radio sales experience (retail and ad agencies), plus ability and potential to grow with us! Top money, bonuses, company car, expense allowance, plus best insurance benefits possible. Future guaranteed with our young, very successful company, which is expanding rapidly in both radio and TV. Established account list. 5,000-watt AM adult contemporary, 100,000-watt FM AOR station. Contact Sales Manager, 208-344-8661, or write General Sales Manager, KIDO-Radio, PO Box 8087, Boise, ID 83707.

**Salesperson**—Not enough time to see all potential clients creates opening in leading Southeastern medium market. No-nonsense, hardworking, driving operation. That's how we became the leader. Fit in? Good news delivery for short airshift. Box M-149.

**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.

**Southeast AM/FM** top 50 market/Black oriented seeking ambitious salesperson. Send resume' financial requirements & references to Sales Manager, Box N-117. We are an equal opportunity employer.

**South Florida Station** seeks hard sell, experienced salesperson to replace longtime salesman who is retiring. Excellent medical program, opportunity for advancement with small growing public company. Send resume Hudson Millar, WIRA, Ft. Pierce, An Air-media Station, Equal Opportunity Employer.

**Sales Manager** for fulltime station in one of the fastest growing markets in the State. A great place to work and live. Super opportunity for right person. Call John Stenkamp, KBND, Bend, OR 503-382-5263. EOE.

**Experienced Salespersons**—Professional sound and promotion in small/medium market provides excellent sales opportunity for two persons. Base salary, strong commissions, auto expense, hospitalization, RAB training helpful. Moving allowance available. Send resumes to: General Manager, WTCL, 1295 Lane West Road S.W., Warren, OH 44481. E.O.E. M/F

### HELP WANTED ANNOUNCERS

**Minimum Two Years** experience in Rock. Upper Midwest. Box K-125.

**WTCL-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, WTCL, 2126 N. Meridian, Indianapolis, IN 46202. EOE/MF

**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.

**Experienced announcer** for an FM station in Michigan's Upper Peninsula. Resume and salary in first letter to Box N-68.

**Chief Engineer/Announcer** combo needed immediately by highly respected Mid-Atlantic non-directional daytimer located in one of America's most beautiful living areas. EOE. Send resume, salary requirements to Box N-92.

**Program Director-Announcer** wanted for leading five county Contemporary Rock 100,000 Watt FM. \$15,000-\$18,000 annually. Send tape and resume to Hudson C. Millar, WOVM, Fort Pierce, FL. Equal Opportunity Employer.

**Midwest Adult MOR**, Medium Market, looking for a good, creative communicator, with programming experience, good board and production. Work with a good company, fine staff. Contact Norm Engstrom, WDAY, Box 2466, Fargo, ND EOE.

**Major Market West Coast FM** seeks Disc Jockey with bright, one-to-one, positive communications ability for 18-34 audience. Knowledge of contemporary/disco music helpful. All applications must include tape. An Equal Opportunity Employer. Reply PO. Box 1377, Radio City Station, New York, NY 10019.

**Wanted: The best** undiscovered morning person in America for Billboard Magazine's "Station Of The Year". (Equal Opportunity Employer) Tape and resume to: Pat Martin, WSPT, Box 247, Stevens Point, WI 54481.

**Combination some** or all. Announcer, Sales Production, News, Sports. Ability in some—learn others. Small Market—New York. Box N-112.

**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.

**We're Looking** for a bright, intelligent announcer with some experience. Also, we need a good news person for our small market operation. Send tape and resume to: KDKD AM/FM, Clinton, MO 64735. Or Call 816-885-4801.

**Announcer for MOR**, heavy on production and remotes, prefer experienced, but not necessary. Send resume, tape and salary requirements to Jim Westerhold, WLKR, PO Box 547, Norwalk OH.

**Wanted: Immediate** opening for experienced combination Announcer-News person. Good voice required. Contact Greeley Hilton, WBUY Radio, Lexington, NC 27292. E.O.E.

### HELP WANTED TECHNICAL

**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 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.

**Chief Engineer**—10/5/1KW, non & highly directional AM, plus Class C, automated FM—transmitter and studio work, must be experienced... send resume and salary requirements to Bill Hart, G.M., KVWO, PO. Box 926, Cheyenne, WY 82001, an equal opportunity employer.

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## HELP WANTED TECHNICAL CONTINUED

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**Chief Engineer**, 100kw automated FM in regional trade center of Northeast Arkansas. Top facility in the area. Good lifestyle, pleasant working environment. Aggressive management. 501-932-1079.

**First Phone** hands-on experienced chief engineer-operator for automated FM-stereo easy listening station in South Carolina golf, tennis, beach resort. Other qualifications helpful, not essential. \$12,000 to start. WHHR, PO. Box 5683, Hilton Head Island, SC 29928.

**Chief Engineer**—Two class IV-AM's in Vermont. Excellent facilities. All benefits. Good compensation. Contact WIKE, Box 377, Newport, VT 05855 or call 802-334-6521. E.O.E.

**Knowledgeable**, well organized Chief Engineer. Should have experience in Directionals, FM Stereo and automation, for 5KW AM and 30,000 W FM. Competitive salary plus benefits. Call Manager, KGAK Radio, Gallup, NM.

**Chief Engineer** for 5000 watt Regional AM and Automated Class A FM in beautiful Central Pennsylvania. Our present Chief promoted to sister station. Group owners are well-known and respected. M/F EEO employer. Send resume and salary requirements to Harvey J. Tate, WCMB/WSFM, PO. Box 3433, Harrisburg, PA 17105.

**Radio Engineer/Lab Assistant** for 3000 watt non-commercial college FM. First Class Ticket, BA or BS degree required. Minimum of two years experience with FM broadcast facility. Duties include broadcast maintenance of station, overseeing students in radio workshop and possibly teaching class in basics of broadcast engineering. Salary is \$10,000 to \$13,000 depending upon experience. Send inquiries and resumes to Dr. Paul Barefield, Dept. of Speech, University of Southwestern Louisiana, Lafayette, LA 70504. An equal opportunity employer.

**Chief Engineer** for 5,000 Watt Directional AM Station. Directional experience needed. Send resumes to G. Arthur Versnick, WAAM Radio, Ann Arbor, MI 48104. 313-971-1600.

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## HELP WANTED NEWS

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**News Director** needed immediately. Strong local news background essential. Good opportunity for dedicated journalist with authoritative delivery. Excellent salary. Send tape and resume to Joe London, WMOH, Hamilton, OH 45011. Equal Opportunity Employer.

**News-caster/reporter** for growing station in Central Connecticut. Emphasis in Local sound, good writing, and reading. Experience only. Send tape, writing samples, and resume to WMMW, Meriden, CT 06450.

**WEEX-WQQQ** in Pennsylvania's third largest market looking for a quality news person. Work 5 days a week. Send tape and resume to Matt Korp, PO Box 190 Easton, PA 18042. EOE.

**Roussville Radio, Orlando** (WLOF/WBJW-FM) is looking for professional, yet personable newspeople for upcoming opening. Please send tape, resume and salary requirements to: Richard D. Hunt, PO. Box 15746, Orlando FL 32808. EOE—Minority applicants encouraged.

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## HELP WANTED PROGRAMING, PRODUCTION, OTHERS

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**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.

**WAQY/WIXY Seeks** Assistant Operations Manager. The person we need can, and will do it all, including airwork, copywriting, production etc. Automation exp. helpful. Tape, resume to J. Rising, WAQY, 45 Fisher Ave., East Longmeadow, MA 01028. E.O.E.

**Program Director:** For two No. 1 ARB rated stations under one roof. Must be strong in organization, news and production. Call George Baumann ... 414-324-4441.

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**WAQY/WIXY Seeks** Assistant Operations Manager. The person we need can, and will do it all, including airwork, copywriting, production etc. Automation exp. helpful. Tape, resume to J. Rising, WAQY, 45 Fisher Ave., East Longmeadow, MA 01028. E.O.E.

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## SITUATIONS WANTED MANAGEMENT

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**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.

**Aggressive Sales Manager.** Knows how to compete with all media. Penna., N.Y., New England Small Market. Box N-47.

**General Manager,** Experienced Major Market sales and programming. Twenty year pro. Currently employed. Box N-83.

**General/Station Manager.** Over 20 years experience all formats and all phases including engineering. Not a miracle worker but a 37 year old hard worker. Prefer medium to large market in Southeast but will consider all. Box N-87.

**Radio Professional** ... 15 years experience in Programming, Sales, Promotion, Engineering & Business. Available for administrative position with owner who wants to build a winner! Contact Bill Elliott fii 914-565-5365.

**Former General Manager** of a small U.H.F. T.V. Station and Radio Station, desires to return to Broadcasting. Now in Advertising and Public Relations. 35, degree, 1st F.C.C. Location and salary negotiable. 5916 Central, Kansas City, MO 64113.

**General Manager/Sales Manager**—prefer Southeast or Southwest. Heavy in promotions, programming and profit. Available immediately. Box N-106.

**Go Getting Sales Manager** ready to go get it for you as Manager of your Small Market station. Strong programming, sports and news background too!!! Any location. Box N-108.

**Radio Lovin' GM** will start January, 1979. Experienced, successful, responsible. All responses acknowledged in confidence. Box N-115.

**General Manager** with ability to motivate; build; and produce. Solid background; impressive track record; and desire to win. Special expertise in "Total Concept" Sales; Minority relations; and Community involvement. Top 50 Markets Only. Box N-118.

**General Manager**—Sales Manager Major-Medium Market. 11 of 12 years major market, all successful. Aggressive, profit and promotionally minded. Strong RAB 414-734-2838.

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## SITUATIONS WANTED SALES

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**MBA with small market GM** background ready for sales/announcer spot with management opportunity in top 100 market. East coast preferred. Box N-90.

**General Manager/General Sales Manager,** available immediately. Major Market track record and references. Will look at any offer that makes sense. Box N-126.

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## SITUATIONS WANTED ANNOUNCERS

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**Broadcast School Grad,** 3rd Endorsed, looking for first job. Phone weekdays 716-834-4457.

**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.

**Jack Itchin** for first job in Radio. Professionally trained, 3rd, will relocate now. West Preferred. Contact Mark Jay Muller, 9047 Crawford, Skokie IL 60076. 312-649-9808 (9A-3P). 312-673-9047, after 4 PM.

**Radio Pro**—12 years announcing, 5 years Chief Engineer looking. Southeast preferred. 813-533-7580.

**Resourceful broadcaster** can cover all your station's needs (even EEO), have work background that results from solid education and professional attitude. Ron Braxton, Y-14 Coachman Manor, Lindenwold, NJ 08021, 215-922-2797.

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**Available 8 days a week.** Trained broadcaster. Some experience. Intense, vital, confident, newscaster-writer also DJ, commercial delivery, college grad. Tape and resume available. Larry Hanker, 4022 Apt. 2B Spruce Street, Philadelphia, PA 215-387-5847, 609-522-4319, 215-922-2797.

**Educated Black female,** 3rd Endorsed, seeks work in Chicago, Madison, Milwaukee. Gina Scruggs. 312-929-0705, days.

**Five Years** of dedicated, aggressive experience. A good personality with humor, timing, and good sense. Looking for T40, Contemporary, News, and PBP 517-224-2273 after 6:30 pm Mich.

**Jock with 3 years** experience seeks medium market more music format. Top 40, Adult Contemp. Call Tom 814-674-5407 before 10:30 AM.

**Experienced Announcer/DJ.** Desires full-time air shift at Country/MOR/Beautiful Music station in California/Pacific Northwest area. Call Frank Cordell 714-658-1094. Hemet, CA.

**Program Director Announcer.** Experience and references. Increase listenership with my programming and/or announcing. Let's talk: 314-273-5471. Or write: Route 1, Box 262, Glencoe, MO 63038.

**3rd Endorsed,** with experience looking for an Easy Listening format. Call 216-395-8581, ask for Allen.

**Hardworking, Energetic, Stable Jock** with some experience plus news, copy, production, 3rd Endorsed seeks Small Market Contemporary station. Will relocate. Frank Cavaliere, 40 Benedict Ave., Tarrytown, NY 10591, 914-332-0323.

**First Phone,** looking for first job. Will work AM, FM, TV or whatever. Ambitious and willing to learn. Relocation—no problem. Call or write, Stosh Jarecki, 462 Talbert, Simi, CA 93065 (ph) 805-526-8750.

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## SITUATIONS WANTED TECHNICAL

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**Chief Engineer.** Solid background with many years experience. Medium to Major markets only. Reply in confidence. Box N-123.

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## SITUATIONS WANTED NEWS

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**Third Phone DJ,** good production, news, commercials, will relocate, some experience. hard worker. Box N-20.

**I can report,** write and deliver news. Organized administrator, leadership abilities. Public Affairs. Now in NYC area. Box N-93.

**Seasoned Reporter,** 28, returning Christmas to Athens, Greece, seeks assignments, features, regular correspondent work. Rutgers University Journalism graduate. Write Louis Economopoulos, 276 Delavan Street, New Brunswick, NJ 08901.

**Ambitious, Bright, and Young** female—B.A. in Theatre/Communications has interest in brdcst. journ., on-air, and sales. Desiring entry level position. Andrea Lidd, 7553 Spring Lake Dr, Bethesda, MD 20034.

**Experienced newscaster/reporter** seeking larger market. Top writing/news gathering skills. Excellent references, solid radio news background. Box M-174.

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## TELEVISION

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### HELP WANTED MANAGEMENT

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**Business Manager** to take charge of all financial operations of group-owned VHF network affiliate in Top 25 Sunbelt growth market. Accounting training/experience helpful, but not as important as ability to motivate people. No beginners. Salary commensurate with ability. Equal opportunity employer. Send resume to Box N-74.

**General Sales Manager.** Major market, northeast, group broadcaster with growth opportunities. A knowledgeable, experienced, self starter. Equal Opportunity Affirmative Action Employer. Box N-125.

## HELP WANTED MANAGEMENT CONTINUED

**Station Manager.** Will be responsible for assisting in the planning, construction, and then the operation of a new public television station in Flint, Michigan, licensed to The University of Michigan. Will oversee all personnel, financial, administrative and programing activity of the station. The manager must have a master's degree or equivalent combination of education and experience. Must have ability to work within the local and academic communities, as well as sufficient management experience to administer the activity of the station. Resumes should be submitted by November 1, 1978. For a complete job description please contact: Professor Gregory Waters, Search Committee Chairman, Department of English, The University of Michigan-Flint, Flint, MI 48503. Affirmative Action/Equal Opportunity Employer.

## HELP WANTED SALES

**Account Executive:** VHF, Net affiliate in number one sunbelt growth market needs two experienced street fighters. Market growing so fast, current staff cannot cover all the business. Forget the snow and send resume with track record to Box N-60. E.O.E.

**Sales Positions:** WJAR-TV seeks one National Sales Manager and one Local Account Executive. Broadcast sales experience required. Salary commensurate with experience. Send resume to: WJAR-TV, 176 Weybosset St., Providence, RI 02903. We are an equal opportunity employer.

**Experienced Salesperson.** WTVD Raleigh/Durham, North Carolina, a Capital Cities Communications, Inc. station. Send resume and letter of application to Local Sales Manager, WTVD, P.O. Box 2009, Durham, NC 27702. No phone applications please. WTVD is an Equal Opportunity Employer.

## HELP WANTED TECHNICAL

**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.

**Experienced engineer** for master control and maintenance. KOAA-TV, Colorado's most progressive station, 2200 7th Avenue, Pueblo, CO. Ken Renfrow, Chief Engineer.

**Assistant Chief Engineer** for studio maintenance. Knowledge of RCA, TK-27, TR-22 and Sony 2860, essential. 209-529-2024. Equal Opportunity Employer.

**Heavy RCA VTR & Studio Camera Maintenance Engineer** wanted. Good working conditions with growing Number One rated station in the Southeast. E.O.E. Send resume and salary requirements to Box N-55.

**Chief Engineer** for Midwest TV station. Must be experienced in studio, transmitter, microwave, and eng. maintenance. Knowledgeable of FCC rules. Can be number two person in present position who is ready to move up. Attractive salary. Send complete resume, salary history, and references to Box N-57. All replies confidential.

**TV Broadcast Engineer** familiar with RCA TR-600 and 70's Tape Machines, to assemble tapes for mastering and operate AE-600 Editor during production. Fast growing Southern market. E.O.E. Send resume to Box N-62.

**A Career in Television Engineering—Television Technician—**A minimum of 2-5 years experience in studio broadcasting and an FCC 1st Class license are required. The ideal candidate should have a background in electronics as well as strength in maintenance. RKO offers a liberal compensation package. For prompt consideration, forward your resume, including salary requirements to: Personnel Department, WNAC-TV Boston, a CBS Affiliate, RKO General Building, Government Center, Boston, MA 02114. An Equal Opportunity Employer M/F/H/Vets.

**Maintenance Engineer** with heavy maintenance experience on RCA Quad VTRs and Sony Helical Equipment. Minimum 3 yrs. experience desired. Salary depends on experience. Excellent working conditions with progressive employer. Senic surroundings. Qualified persons may call 615-756-5500 or send resume to Roger Hale, WTVC, Inc., Box 1150, Chattanooga, TN 37402.

**Don't tolerate another cold cold winter.** Enjoy sand and surf instead. We have maintenance and switching assignments just opened. Send resume and requirements to Post Office Box 947, Corpus Christi, TX 78403.

**Broadcast Engineer,** 1st Phone, experienced in Remote, Studio and XMTR operations and maintenance. Send resume to Director of Engineering, Office B, WNED-TV, P.O. Box 1263, Buffalo, NY 14240. An Equal Opportunity Employer.

**Substantial Multiple Owner** with AM-FM-TV facilities needs aggressive engineering director to oversee scattered operations. Western location, up to 50% travel, considerable responsibility and commensurate salary. Send resume to Hammett & Edison, Inc., Box 68, International Airport, San Francisco, CA 94128.

**TV Chief Engineering** position open in Sunny Southwest Florida. Must be reliable and knowledgeable with RCA Cameras, Tape Machine, Transmitter and Sony Editing Equipment. Salary negotiable. Reply to Box N-110.

**If recently remodeled** AM-FM studios, newly installed antenna equipment and \$275 per week interest you, contact us now. We're on verge of expansion into CATV. Need a Technical manager for both. Must be fully experienced! Send references first letter. Send resume to Box N-113.

**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.

**TV Transmitter Engineer ...** Mountain installation quarters and transportation furnished. Call 307-864-3655 after 6 PM or write M. Ernst, KWRB TV, 500 Arapahoe, Thermopolis, WY 82443.

**Maintenance Engineer.** University located on Long Island, New York. Responsible for installing and maintaining CCTV system which includes broadcast quality color cameras, video tape recorders, switchers, monitors, processors. Writing specifications on and evaluating purchase of new electronic equipment for color and black and white studios. Installing and maintaining fire and intrusion alarm systems, maintenance and operation of electronic gear and supervising office and technical staff. First class radio-telephone license required; technical school required; ten years practical experience. Excellent fringe benefits including free tuition. Send resume to Mr. George Nave, Hofstra University, Plant Department, 1000 Fulton Avenue, Hempstead, NY 11550.

**Radio Chief Engineer** for 50 K all-news operation in Washington, D.C. Group Owner. Contact Orrin McDaniels, 202-686-6225. Equal Opportunity Employer M/F.

## HELP WANTED NEWS

**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.

**Southeastern station** seeks strong anchor for 11:00 PM. newscast. Must also serve as reporter/photographer for late news stories. Experience required; journalism degree necessary. Send resume to Box N-100.

**Dominant VHF E.O.E.** wants experienced producer/writer for early or late evening newscast. Must be expert coordinator including live microwave, concise lively copy writer, able to edit film and tape. Organize fast moving newscast with lots of film/tape packages and TV monitor pieces. Send cassette, references and resume to Jerry Levin, News Director, WBRC-TV, PO Box No. 6, Birmingham, AL. 35201.

**TV News Producer/Reporter** for active public TV station in northwest Ohio. Bachelor's Degree in Broadcast Journalism or related field is preferred. Two years experience in broadcast news reporting/announcing. Salary \$9,600-\$10,600. Deadline for submission of application is November 10, 1978, or whenever filled. Send letter of application, resume, official college transcript, three letters of recommendation, audition tape to: Lenora Brogdon, WBGU-TV, Bowling Green, OH 43403. WBGU-TV is an Equal Opportunity Employer.

**Dominant VHF E.O.E.** is expanding sports. Looking for aggressive, tireless, enterprising sports reporter/weekend anchor to back up the best sports anchor/reporter in the state. Must be able to be one person band in covering local amateur and pro sports hard and continuously, shoot edit SOF and ENG. Must have experience, tape, references and resume that proves your worth. Send to Jerry Levin, News Director, WBRC-TV, PO Box No. 6, Birmingham, AL 35201.

**Anchor/Producer.** Ideal opportunity for someone ready to move up. 11 PM cast. Experience, J-degree important. News Director WSTV-TV, 320 Market St., Steubenville, OH 43952. WSTV-TV is an Equal Opportunity Employer.

**Weatherperson.** Leading Florida Station looking for weatherperson to join team and handle weekends and noontime show. Call Howard Kelley, WTLV, 904-354-1212.

**Dominant V.H.F. E.O.E.** wants ENG Coordinator to supervise, coordinate, edit and write live and pre-fed material from microwave and minicam sources. Producing/copy writing experience required. Send cassette, references, and resume to Jerry Levin, News Director WBRC-TV, PO Box No. 6; Birmingham, AL 35201.

**Weather Person—**Top rated Southern TV station wants weather professional who will become strong contributing third member of prime on-air news team, and can also do solid reporting, environmental and other. Easy delivery and warm on-air personality important. EOE. Box N-119.

**Producer/Assignment Editor** for top 50 Northeastern market. Equal Opportunity Employer. Send resume to Box N-120.

**A Midwestern TV-Radio** news department is seeking a reporter-producer, with some potential for co-anchor work. Journalism degree preferred. No beginners please. Send resume and writing samples to Box N-121. An Equal Opportunity Employer.

**Photographer—**We are looking for an experienced television news photographer capable of handling both ENG and film. Person must be experienced in all phases of news photography and editing. Send video cassette with samples of field work and resume to: News Director, P.O. Box 2009, Durham, NC 27702. A Capital Cities Station. E.O.E.

**TV News Program Producer** for Top 15 market, heavy on E.J. and live field reports. Available November 1. Apply in writing only, with videocassette, Walt Hawver, KTRK-TV, PO Box 13, Houston, TX 77001. No phone calls.

**We're serious** about the weather. That's why we're adding a third meteorologist to our top-rated television and radio news departments. We need a proven meteorologist who can project well on television (weekends) and radio (mornings). If you're interested, send a videotape and resume to: Brian Rublein, WAVE News, P.O. Box 32970, Louisville, KY 40232.

**Industrial documentary** and motion picture corporation seeks accomplished broadcast journalist to write and produce industrial documentary, training and communication motion pictures. Minimum qualifications: BA/BS Degree, 5 years news reporting experience using both film and tape. Salary commensurate with experience and qualifications. Send resume and tape to: Videa, Ltd., P.O. Box G, Cedar Rapids, IA 52406.

**Reporter—**A substantial background in television news reporting is required. Must be experienced in all phases of TV news operation. Reporting, 16mm photography, electronic news gathering, writing, editing, etc. Heavy emphasis on reporting and writing. No telephone applications can be accepted. Send complete resume to: News Director, WTVD, P.O. Box 2009, Durham, NC 27702. EOE.



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- Rush you weekly newsletter issues by First Class mail...guaranteeing your leads are fresh, ripe for picking.
- Give you peace of mind...knowing you're plugged into the most respected independent listing service in the media community.

What do you want from your career? More money? Prestige? A chance to show what you can do?

Picture yourself in a new career environment, preparing to take the challenge—to prove you have what it takes. Job Leads will put you in the picture.

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—D.C., Lawton, Oklahoma

"...Please renew my subscription for one year. I have found your publication most useful...."

—S.S., Rialto, California

"...Thus far, I have been very satisfied with the service you have provided me with...."

—K.C., Baltimore, Maryland

"...Most impressive...."

—M.L., London, England

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## HELP WANTED NEWS CONTINUED

**News and Public Affairs Producer** for large Public Radio Station in Midwest. Work with unit producing unique daily telephone "Call Out" program. Voice one major newscast daily. Must have highly developed interviewing skills and sincere interest in public radio. Thoroughly professional air presentation required. B.A. degree in journalism or related area desired, but work experience can be substituted. Salary to \$13,620. Application deadline November 2, 1978. Send resume and tape demonstrating interviewing and news reading skills to: Michael Boyle, Sr. Producer, WOI AM-FM, Communications Building, Ames, IA 50011.

**Broadcast News**—Experienced news professional to teach broadcast news and public affairs and supervise interns and other personnel in production of twice-weekly student newscast on local cable. Other production and teaching also included. Sales experience desirable. Available Jan. 1, 1979. Master's degree required, doctorate preferred. Letter of application and resume by Nov. 4 to Dr. Jack E. Wilson, Head, Department of Communications, UPO 912, Morehead State University, Morehead, KY 40351. MSU is an Equal Opportunity/Affirmative Action Employer.

## HELP WANTED PROGRAMING, PRODUCTION, OTHERS

**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.

**Take charge Production Supervisor** needed immediately for ABC affiliate in growing Southeastern market. Must be experienced in video tape editing, studio lighting, and all aspects of directing. Primary duty: management of production staff, budgets, and schedules. If you like a challenge, here's a great opportunity! Send resume to Box N-79.

**Promotion Director:** WBNG-TV has immediate opening for creative, knowledgeable PD. Looking for acting PD, or assistant ready to move up. Send resume: WBNG-TV, PO. Box 1200, Binghampton, NY 13902, Attn: Bob Eolin. An Equal Opportunity Employer. M/F.

**TV Director**—for New England network affiliate. Duties include production of local programs, remotes, promos and commercials, some writing. Two years commercial TV experience and college degree (or equivalent) required. Salary commensurate with ability and experience. Equal opportunity employer. Detailed resume to Box N-107.

**Producer** wanted for medium market station in the Southwest. We are a young, dynamic news gathering group and require dynamic leadership in the producer position. Persons without at least one year of experience producing a newscast need not apply. Box N-111.

**TV Production Manager** trainee, CPB Training Grant. Assists TV Production Manager with planning, talent/guest contracts, releases, and clearances. Maintains accurate records and reports of all TV production activities and other related duties. Requirements—BA plus four years TV broadcast production experience. Experience in related fields considered in lieu of degree and production experience. Application period ends October 20, 1978. Send resume to: Personnel Department, Arizona State University, Tempe AZ 85281, an equal opportunity/affirmative action employer who complies with Title IX of the Educational Amendments Act of 1972.

**Producer/Director** WDVM-TV, Washington, D.C. Top Ten Market. Proven experience in all phases of studio, ENG, and documentary production with emphasis on evening news and live sports production. Send resumes to Personnel Manager, WDVM-TV, 4001 Brandywine Street, N.W., Washington, D.C. 20016. Equal Opportunity Employer.

**Director:** Fast, versatile, productive professional. Work with T.D. Experienced only need apply. Send resume, tape (prefer 3/4). Harold Hodges, WKRG-TV, PO. Box 2367, Mobile, AL 36601. An EOE employer.

**Community Service Coordinator.** Must establish residence in and be a part of Nashville's minority community, and work toward coordinating WSM-TV's on-the-air service with the needs and interests of same. Social service and/or on-the-air reportorial experience desirable. An Equal Opportunity Employer.

**Promotion manager** for medium market Midwest net affiliate. Must be self starter with 2-3 years writing/production background. Need experience in news promotion and use of all media. Send resume to: Al Norcott, WRAU-TV, 500 N. Stewart, Peoria, IL 61611.

## SITUATIONS WANTED NEWS

**Producer:** Award-winning journalist seeks new challenge in top 20. Ratings booster. Strong news manager. MSJ from top school. Box N-71.

**Attractive, Spanish** surnamed young woman seeks entry level position in broadcast journalism. BA Highly articulate, resourceful, tireless worker. Published writer. Quick to learn any aspect of broadcast field. Willing to relocate. Virginia Perez, 1677 Belmar Road, Cleveland Heights, OH 44118, 216-932-9280.

**Sportscaster/Reporter**—Young, aggressive pro with on air experience in top 5 market now seeking challenging sports position in Small to Medium Market. Good production. John Heidbrink 415-593-1460.

**News Director** and top rated Anchorman in Major Markets. 25 yrs. exp in news and special events. Box N-105.

## CABLE

### HELP WANTED SALES

**Sales Manager** with radio or cable advertising sales experience. Opportunity in expanding cable television system in Ruidoso, N.M., a mountain resort area. Phone Schloss person to person collect, 317-251-2204.

## ALLIED FIELDS

### HELP WANTED SALES

**Stations Relations Representative.** Are you an owner or manager of a Radio Station, free to travel 100% of the time and want to stay associated with the industry? Our national service organization has an immediate position available as a liaison with stations in the Northeast. Company car, expense allowance and excellent benefits. Send resume and salary history to: Box M-132.

### HELP WANTED INSTRUCTION

**Assistant or Associate Professor.** The School of Journalism and Mass Communication is seeking a person who can teach undergraduate and graduate courses in telecommunication theory, operations and research methods, supervise Master's degree theses and conduct original research in mass communication. Candidates should have a Ph.D. in mass communication or a related field and the ability to teach effectively. Media experience is also desirable. Salary commensurate with education and experience. Send vita by Jan. 1, 1979, to Dr. Joseph R. Dominick, School of Journalism and Mass Communication, University of Georgia, Athens, GA 30602. The University of Georgia is an Equal Opportunity/Affirmative Action Institution.

**Ohio State University's** School of Journalism invites persons interested in graduate work at the master's level to apply soonest for positions as Teaching/Research/Administrative Associates starting Fall 1979. For application forms or information, write or call: Graduate Chairman, School of Journalism, Ohio State University, 242 West 18th Avenue, Columbus, OH 43210, phone 614-422-7438.

**Two faculty positions:** (1) Ph.D. for broadcast law, management, graduate courses; (2) MA/Ph.D. for announcing, writing, TV production. Females, minorities especially encouraged to apply. Write: Head, BCA, Central Michigan University, Mt. Pleasant 48859. CMU is a nondiscriminatory educational institution and employer. Deadline: November 15.

**Assistant or Associate Professor.** The School of Journalism and Mass Communication is seeking a person to teach courses in radio and television production with some involvement in film. Recent experience with EFP/ENG is desirable. Radio and television studio production experience utilizing broadcast quality equipment is essential. Candidates should have professional experience in television and the ability to teach effectively. A Ph.D. is preferred but a person with demonstrated teaching experience and distinguished professional credits will be considered. Salary will be commensurate with education and professional experience. Send vita by Jan. 1, 1979, to: Dr. Joseph R. Dominick, School of Journalism and Mass Communication, University of Georgia, Athens, GA 30602. The University of Georgia is an Equal Opportunity/Affirmative Action Institution.

## 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.

**Channel 12 needs** used TV transmitter. Prefers 10KW. Call Amadeo Nazario 809-833-1200, telex 385-4414, Box AQ, Mayaguez, PR 00708.

**Want to buy GE AK-1-15-3 air-breakers** and/or parts for same. Also need focus coils operational on Channel 28 in a GE TT25A transmitter. If you have anything of interest call 512-883-2823.

**Want CATC and HB modules** for RCA TR-4B VTR. Rex Nielson Marquette University, 414-224-7467/7532.

## FOR SALE EQUIPMENT

**5' Air Heliac** 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.

**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.

**Norelco PCP-90-B** Color Camera. CCU, Side View Finder, Manual. Dave Castellano no 209-957-1761.

**FM Transmitter** Westinghouse 10KW Monaural Style 1353070 S/N 39833 Mfg. in 1956. In original shipping crate—never used. This is a freight liquidation—we have no additional technical data. First cash over \$3000. or offer. Allgood Liquidators, 636 S. Pickett St., Alex., VA 22304 Phone 703-823-2303.

**Never used 5K FM Transmitter** and stereo exciter. Still in carton at factory Both for \$14,000. Call 203-235-5747.

**For Sale**—Datatron 5050-200 Edit Console with Jam Sync Generator for Time Code Editing. \$9500. Bob Brandon, KPRC, Houston, 713-771-4631.

## 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 Twineing, Dallas, TX 75227.

## COMEDY CONTINUED

**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.

**Phantastic Phunnies**... Internationally acclaimed!! Expanded 400 one-liners issue/\$2.00! 1343-B Stratford Drive, Kent, OH 44240.

**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.

**Money-making radio** quiz shows. 99¢ each. Free details. Worldwide, 3 Sandia, Edison, NJ 08817.

**Alternate Energy Information Service.** Solar-Wind-Methane-Wood Heat. 90 second Reports. Informative and Saleable. For demo: Ray Rice, R4 Greencastle, IN, 46135.

**Move up announcers**, newscasters, djs, anchors. Face these faults: high voice; no breath; jerky reading; incorrect pronunciation; boring interviews; regional-ethnic accent; no style, authority, confidence. You need our national professional service. Send cassette air-check and \$39.95—receive 30 minute personal analysis-coaching cassette or send \$5.00 for diagnostic script and instructional cassette. Cassette Critique, Box 27026, Kansas City, MO 64110. 816-363-3166.

**Radio and TV Bingo.** Oldest promotion in the industry. World Wide Bingo—P.O. Box 2311, Littleton, CO 80160, 303-795-3288.

## 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

### WANTED ... STATION MANAGER

Ready to move up? Can you sell? A leader? Know FCC Regs? We are highly rated Major Eastern market Born Again station. Replies confidential. Box N-109 Broadcasting.

### GENERAL MANAGER WBUR BOSTON UNIVERSITY

Boston University invites applications for the position of General Manager for WBUR, a National Public Radio station.

The General Manager is responsible for all phases of management and programming for the station. Duties include supervision of all staff, financial affairs, grant development, and fund raising. The General Manager is also responsible for long-range planning for the improvement of facilities, programs and personnel in accordance with University policies. The position reports to the Vice President for the Arts, Publications, and Media.

Desired qualifications include a minimum of a Bachelor's degree, preferably in Media, Communications, or Management, and a minimum of 2 years professional experience, preferably in station management or a related field. Knowledge of FCC regulations and budget administration is strongly recommended.

Please send resumes by Oct. 31, 1978 to Karen Bernstien,

Office of Personnel.

**BOSTON  
UNIVERSITY**

881 Commonwealth Ave., Boston MA 02215

an equal opportunity employer

## Help Wanted Programing, Production, Others

### MORNING PERSON/PD

Good pipes ... bright ... mover. Happy ... promoter ... fighter for Southern medium market T-40. PD experience required. \$15,000. Box N-52. E.O.E.

## Situations Wanted Management

### I Have the Talent and Experience. Do You Have the Need?

Over 25 years of broadcasting success with the energy to put it to work.  
Wanted—A challenging opportunity.  
Box N-237.

### THERE'S ONLY ONE WAY TO LOOK AT A SALES MANAGER

FROM 40K TO 100K PER MONTH  
FROM 3K TO 30K PER MONTH  
FROM 0 TO 170K PER MONTH

Look at his track record. . . . Radio or TV, small or big market, ground up to any place in between, I've got a solid background and numbers to prove it. What I'm looking for is an organization with a track record for compensating its management for the ability to produce.

Box N-124.

## Situations Wanted Announcers

### REAL CRAZY COMIC

Hi, a lot has happened since last week. The ratings are in. 20% of my audience listen because they like hearing someone more messed up than themselves, 20% have broken radios and can't change the station, 10% are being punished by insurance companies for not paying premiums, 50% are still waiting for the picture. Also 30% were home, the rest weren't sure. Well it's back into my refrigerator. Does the light ever come on with the door closed? Call Uncle Alvin mornings 212-835-5081.

## Help Wanted Technical

# Radio Frequency Systems Engineer Chicago Based

The individual we seek should possess a minimum of two years operational experience, including TV or AM/FM, Microwave and 2-way communications. FCC First Class license required; Engineering degree helpful. We offer competitive salary and generous company benefits.

Qualified applicants should send resume including salary-history and requirements, in confidence to: Ms. M. Maleska, Personnel, American Broadcasting Company, 1330 Avenue of the Americas, New York, NY 10019. An equal opportunity employer m/f.

American Broadcasting Company



**TELEVISION**  
**Help Wanted Technical**

**BROADCAST EQUIPMENT  
 PRODUCT MANAGERS**

Due to overall corporate expansion and an increased level of worldwide business, CCA Electronics Corporation is in need of several technically qualified Radio and Television Product Managers to work at our corporate headquarters in Cherry Hill, N.J. CCA Electronics Corporation is involved in both domestic and international broadcast and communications equipment sales.

Successful candidates should have a formal technical school or an equivalent background and have at least two years of broadcast experience in a radio or television engineering job. Sales experience is desirable but not mandatory. This is an ideal job for a growth-oriented person who wants a responsible position with a major broadcast equipment manufacturer.

CCA Electronics Corporation is an Equal Opportunity Employer M/F Please reply in writing only to:

**CCA ELECTRONICS CORPORATION**  
 Box 5500 Cherry Hill, N.J. 08034

**CHIEF ENGINEER  
 WTOP NEWSRADIO 15**

Chief Engineer for 50 K AM in Nation's Capital. RF experience and supervisory background a necessity. Degree desirable. Send resume to Orrin McDaniel, WTOP Radio, 4646 40th Street, N.W., Washington, D.C. 20016. Equal Opportunity Employer M/F.

**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.

**Television  
 Maintenance Engineer**

Growing Midwest production house seeks maintenance engineer with first phone, tech school, 2-3 years experience in maintenance of mini-cams, 3/4" VTR's, TBC's, switchers, etc. State salary requirements. Send resume to Dennis Hart, Production Director, The Media Group, Ltd., 406 Waters Bldg., Grand Rapids, MI 49503 or call (616) 774-8338.

**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 Technical  
 Continued**

**Video TV Technician**



Deere & Company, a major industrial equipment manufacturer is currently seeking a qualified Video TV Technician.

The individual we select will be responsible for the maintenance and operation of all equipment in the video studio at our Industrial Training Center. Requirements include experience in TV production and TV electronics. A knowledge of helical scan video equipment for color production is a definite plus.

We offer a competitive salary and comprehensive benefits that include paid relocation to Illinois. Send complete resume, including salary history to:

**Ronald H. Like**  
**Deere & Company**  
**Moline, Illinois 61265**

*An Equal Opportunity Employer M/F*

**Help Wanted Programing,  
 Production, Others**

**WRITER-PRODUCER  
 for Corporate video network**

Mass communication degree or 3-5 years practical experience in videotape production desirable.

Individual must be an effective writer and understand stage directing and lighting. Experience in operating camera and electronic editing equipment helpful.

Will work with corporate staff and outside production studios in developing productions for an industrial manufacturer's network located in the U.S. and Canada.

Salary commensurate with experience. Excellent benefits.

Send resume to:



**Mrs. Joan Weir**  
**The Bendix Corporation**  
**Executive Offices**  
**20650 Civic Center Drive**  
**Southfield, Michigan 48076**

**PRODUCER**

**WDVM TV Washington, D.C. wants the best producer  
 in the country to do P.M. Magazine.**

It's all ENG, all on location, all entertainment. This could be the most demanding, most challenging, most satisfying show you will ever do.

We need 3 to 5 years of major-market experience, a strong administrator, a creative producer and a person who can motivate and work well with others.



Send your complete resume to:  
 Program Administrator  
 WDVM-TV  
 4001 Brandywine Street, N.W.  
 Washington, D.C. 20016

An Equal Opportunity Employer

**Help Wanted Programing,  
Production, Others Continued**

**Work in the Northwest**

Successful Northwest Broadcast Corporation seeks to expand in the areas of news, engineering, and production. An ideal opportunity for broadcasters in radio and television to continue their careers with an employee minded company. Experience required. EOE. Box N-122.

**Help Wanted News**

**Metereologist**

True weather communicator. 6 & 10 newscasts weekdays. No. 1 News/ABC affil. No calls. Resume and tape to ND Ridge Shannon, KMBC-TV, 1049 Central, KCMO 64105.

**Help Wanted Management**

**ASSISTANT DIRECTOR  
OF CREATIVE SERVICES  
WLS-TV, CHICAGO (ABC O&O)**

The No. 2 person in a large department responsible for all on-air promotion and broadcast advertising for Chicago's No. 1 station. Previous "hands-on" writing/producing of TV promotion a must supported by cassette or original material. Send resume and materials to:

Tim Bennett  
WLS-TV  
190 N. State St.  
Chicago, IL 60601

**Help Wanted Sales**

**Regional Sales Manager  
Midwest Territory**

A leading manufacturer of Television Broadcast and Post Production equipment has an opening for a Regional Sales Manager for the Midwest territory.

The Company has been in business for twenty years and has consistently led the industry in technical innovations in switchers, automation and VTR editing.

This opening is a unique opportunity for an experienced professional broadcast sales manager with a strong technical background to meet his or her own personal objectives in a well established territory where the Company already enjoys a large market share. The successful applicant will have an excellent base salary plus commissions with benefits. Company car and paid travel expenses.

For further information send your resume, in confidence, to:

**CENTRAL DYNAMICS CORPORATION**  
Attn: Howard A. Shephard  
President  
331 West Northwest Highway  
Palatine, Illinois USA 60067

**Cable  
Help Wanted Management**

**MANAGER**

250 mile, 12,000 and growing CATV system located in the Northeast. Excellent opportunity for individual with experience and potential. Send resume to Box M-175.

**Audience Research**

**Professional Research Services**

SURVEYS from \$339.00 · Write or call for brochure

- Increase sales revenue
- Achieve greater respect at the agency level
- Increase station prestige among employees

6806 S. Terrace Rd. Tempe, Az 85283 (602) 839-4003

**Employment Service**

**SUCCESS**

We are pleased to announce the placement of, among others, Wayne Shannon, Feature Reporter at WJBK-TV Detroit and Mike Sullivan, News Anchor at WJON in St. Cloud, Minnesota. Also the representation of Mike Cerre, Feature Reporter on "Good Morning America", Robb Weller, Co-Host of the "A.M. Chicago" on WLS-TV, Chicago and Bill Russell, Feature Reporter on KABC-TV, Los Angeles.

**Employers:** Walsh, Baldwin has the management, talent, and technical personnel you need for specific positions. We are an employer-oriented company.

**Broadcasters:** If you are in a medium or major market and desire a change, send a tape and resume immediately. There is no fee to employees.

**Walsh, Baldwin Enterprises, Inc.**

157 Yesler Way, Suite 205  
Seattle, Washington 98104

206-682-7340

**ATTENTION: TV PRODUCTION DIRECTORS**

**EXCESSIVE BLANKING WIDTHS A PROBLEM?  
(Public Notice FCC78-423)**

DON'T THROW AWAY THAT VALUABLE VIDEO! WE CAN, USING DIGITAL VIDEO EXPANSION, RETURN YOUR VIDEO TO FCC SPECS. WE WILL DELIVER VIDEO STARTING ON LINE 19 AND 11.0 MICRO SECONDS HORIZONTAL BLANKING. IMMEDIATE TURN-AROUND AVAILABLE!

FOR MORE INFORMATION CALL:

**CHARLES BALTIMORE  
(717) 823-3101**

**WBRE-TV  
WILKES-BARRE, PA.**

**Business Opportunities**

**WE HAVE \$3,500,000.**

to invest in a new TV station on the East Coast. Our group has over 125 years of combined broadcast experience, including network management, and we are looking for 2 or 3 professionals to help us build and operate it. Successful candidates will have 10 years individual experience in either station management, national or local sales, or accounting, and be able to make a cash investment of \$75,000. in return for 5% of the ownership. Box N-114.

**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.

## Radio Programming

### The MEMORABLE Days of Radio

30-minute programs from the golden age of radio  
 VARIETY • DRAMA • COMEDIES • MYSTERIES • SCIENCE FICTION  
 ... Included in each series



#### Program Distributors

410 South Main  
 Jonesboro, Arkansas 72401  
 501-972-5884



### LUM and ABNER

5-15 MINUTE  
 PROGRAMS WEEKLY  
**Program Distributors**

410 South Main  
 Jonesboro, Arkansas 72401  
 Phone: 501-972-5884

## For Sale Stations

### 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

- Fulltimer in Northeast Alabama. Only fulltimer in market. Includes real estate. \$360,000. 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.
- 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.
- N.C. Daytimer. Real estate. Growing market. \$400,000. Terms.
- FM in Central Pa. \$225,000. Very liberal 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**  
 815-756-7635 24 HOURS

## For Sale Stations Continued



### CHAPMAN ASSOCIATES®

media brokerage service

#### STATIONS

Plains Small	AM	\$140K	29%
MW Small	AM	\$175K	\$51K
S Small	Fulltime	\$250K	Terms
MW Small	Fulltime	\$175K	Cash
S Medium	AM	\$500K	\$110K

#### CONTACT

David Kelly	(414) 499-4933
Jim Mackin	(312) 354-3340
Bill Chapman	(404) 458-9226
David Kelly	(414) 499-4933
Bill Whitley	(214) 387-2303

To receive offerings of stations within the areas of your interest, write Chapman Company, Inc., 1835 Savoy Dr., N.E., Atlanta, Ga. 30341

### LARSON/WALKER & COMPANY

Brokers, Consultants & Appraisers

213/926-0395  
 Suite 214  
 11881 San  
 Vicente Blvd.  
 Los Angeles, CA. 90049

202/223-1553  
 Suite 417  
 1730 Rhode  
 Island Ave. N.W.  
 Washington, D.C. 20036

### SUNBELT AM

Our group is in the process of purchasing a Sunbelt AM, 100000 watt FM Combo. Stations have unlimited future potential. We have room for one more qualified investor, either sales oriented or silent. Box N-116.

### "Successful Overseas Broadcast Property"

Dominant facility in major population center under stable government

... For Sophisticated Buyer Only ...

Holl Corp. Box 111, Bethlehem, Pa 18016. 215/865-3775

### MEDIA BROKERS APPRAISERS

RICHARD A. SHAHEEN INC.  
 435 NORTH MICHIGAN • CHICAGO 60811  
 312-467-0040



THE  
 KEITH W. HORTON  
 COMPANY

P.O. Box 948  
 Elmira, N.Y.  
 14902  
 (607) 733-7138

BROKERS AND  
 CONSULTANTS  
 TO THE  
 COMMUNICATIONS  
 INDUSTRY

### HOLT CORPORATION

BROKERAGE — APPRAISALS — CONSULTATION  
 OVER A DECADE OF SERVICE  
 TO BROADCASTERS

The Holt Corporation  
 Box 111  
 Bethlehem, PA 18016  
 215-865-3775

Holt Corporation West  
 Box 8205  
 Dallas, TX 75205  
 214-526-8081

### Big Coverage Station Pair

5 KW Non-directional AM with Class C  
 Circular Polarized Stereo FM.

Good Market and Excellent Potential  
 — PREFER CASH —

No real estate—excellent studios & lease. Station enjoys good audience and PR. but only has had two salespeople for years. Great opportunity for growth! No competitors in rural 50,000 population market. Don't inquire unless you have resources to buy

No Brokers.  
 Inquire Box N-80.

### BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or money order only. (Billing charge to stations and firms: \$1.00).

Deadline is Monday for the following Monday's issue. Orders and/or cancellations must be submitted in writing. (No telephone orders and/or cancellations will be accepted).

Replies to ads with *Blind Box* numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using *Blind Box* numbers cannot request audio tapes, video tapes, transcriptions, films or VTR's to be forwarded to BROADCASTING *Blind Box* numbers. Audio tapes, video tapes, transcriptions, films and VTR's are not forwardable, and are returned to the sender.

Rates: Classified listings (non-display) Help Wanted: 70c per word. \$10.00 weekly minimum. Situations Wanted: (personal ads) 40c per word. \$5.00 weekly minimum. All other classifications: 80c per word. \$10.00 weekly minimum. *Blind Box* numbers: \$2.00 per issue.

Rates: Classified display: Situations Wanted: (personal ads) \$30.00 per inch. All other classifications: \$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.







# Profile

## Charles D. Ferris: a mystery still wrapped in enigma

Charles D. Ferris, for 14 years a top staff aide to men of power in Congress, is rounding out his first year as a man of some power in his own right, as chairman of the FCC. He's "delighted" with the change in role. Whether everyone in the industries the FCC regulates is equally delighted is another matter. But the year has been one in which the job has defined the man, and the emerging image is that of a man of more than customary complexity.

Chairman Ferris has spoken out in favor of deregulation of the broadcasting industry, in speeches and in testimony on the House Communications Subcommittee's rewrite of the Communications Act. And he has advised broadcasters that, the "seven dirty words" decision notwithstanding, the commission is more concerned that provocative programming be aired than it is about the occasional broadcast of a four-letter word.

Yet he opposes proposals to eliminate the public interest as a standard to which broadcasters should be held, and he does not seem to regard the First Amendment as a barrier to commission regulations encouraging the broadcast of programming designed to promote diversity of views, or to meet certain needs—of children, for instance.

And while he was part of the three-member FCC minority that argued vigorously, in June, for the denial of WPIX(TV) New York and the grant of the competing application of Forum Communications Inc., he has not seized on the appeals court decision in the WESH-TV Daytona Beach, Fla., case as the means to restructure the industry by knocking off multiple owners facing challenges at renewal time. Rather, he said the other day, he sees it as offering the commission the opportunity to focus on the job of developing "fair, responsible and objective standards in the comparative renewal process which will give some certainty to the industry, as well as to the commission and the courts."

The record is not an easy one on which to hang a label. Some broadcasting representatives see it as cause for alarm, and continue to express concern about the staff that Chairman Ferris has assembled—particularly Frank Lloyd, his legal assistant, a former director of the Citizens Communications Center. (Nor is the concern limited to industry representatives; Commissioner James H. Quello has said he feels the chairman's staff selections are too "consumer-oriented.") On the other



Charles Daniel Ferris—chairman, FCC; b. April 9, 1933, Boston; AB, physics, Boston College, 1954; JD, Boston College Law School, 1961; Harvard University, Graduate School of Business, Advanced Management Program, 1971; research physicist, Sperry Gyroscope, Great Neck, N.Y., 1954-1955; chief engineer, U.S.S. Brinkley Bass, 1955-1960; assistant professor, naval science-marine engineering, Harvard University, 1958-1960; Civil Division, Department of Justice (attorney general's honors program), 1961-1963; associate general counsel, Democratic Policy Committee, 1963-1964; chief counsel to Senate majority leader, general counsel to Democratic Policy Committee and chief counsel for Senate majority, 1964-1977; general counsel to Speaker, U.S. House of Representatives, January 1977-October 1977; present post since Oct. 17, 1977; m. Patricia C. Brennan, Jan. 14, 1961; children, Caroline, 17, and Sabrina, 15.

hand, some industry members regard the chairman as "able" and "fair-minded," and not "antibroadcasting." Said one lawyer, "broadcasters who do a good job have nothing to fear."

But if no consensus on Mr. Ferris has formed among members of the regulated industries, neither has one evolved among the opposition citizen-group types. Charles Firestone, a University of California Law School professor who is a former Citizens lawyer, says of the chairman, "He's going slow, but in the right direction." Pluria Marshall, of the National Black Media Coalition, counts himself among those who have "no clear picture" of the chairman. He does, however, feel the commission has fallen behind as far as blacks are concerned, particularly in its failure to move black staff members into positions of responsibility.

Perhaps the ambiguous nature of the record should not be surprising. When he was about to take office last year, Mr. Fer-

ris said his lack of experience in communications was not a handicap, since it meant he would take no preconceptions into office with him. What's more, it seemed a matter of pride with him that he had no "ideology." An ideology, he suggested, was a crutch for those too lazy to think. He would, he said, be open-minded.

That's one approach to understanding Chairman Ferris. There are others.

For instance, those close to him at the commission say the chairman appears to have no particular constituency among those who follow the FCC's actions most closely. Where former Chairman Richard E. Wiley seemed to regard broadcasters as among his constituents, and former Commissioner Nicholas Johnson appeared to count citizen groups among his, Chairman Ferris, while cordial to and respectful of both, is said to court neither.

If Mr. Ferris has a bias, it would appear to be for opening up the commission and its processes. Not only do commission meetings provide the forum for discussions among commissioners and staff that are not merely lengthy but, at times, interminable, but there seems to be a positive effort on the part of the commission to involve the public in its proceedings, as witness the series of workshops the Consumer Assistance Office is holding in cities around the country.

Then, too, there is the experience on Capitol Hill that can be said to have formed Mr. Ferris. For 13 years, until January 1977, he was top assistant to former Senator Mike Mansfield (D-Mont.)—when the latter was Senate majority leader—and general counsel to the Democratic Policy Committee. In his last year on the Hill, he was general counsel to House Speaker Thomas P. (Tip) O'Neill Jr. So, as colleague Michael Pertschuk, now chairman of the Federal Trade Commission, said of Mr. Ferris at the time of his appointment, "He's used to dealing with power; he's accustomed to issues of national significance."

And he has demonstrated a detachment, even a toughness, and a readiness to take the kind of actions previous chairmen have not taken—his position in the WPIX case, for instance, or his action in leading the commission to its decision to impose a short-term renewal on a CBS-owned station. But in both cases, supporters say the chairman was not lashing out at the establishment; he was attempting to make the system work better.

So if the image of the Ferris administration is not yet entirely clear after a year, actions like those and the tone he has set generally appear to bear out another of Mr. Pertschuk's comments regarding Mr. Ferris: "He won't be in anybody's pocket."

## Penalties of indecision

In its handling of the selection of a successor to FCC Commissioner Margita White, the Carter administration has been clumsier than Gerald Rafshoon wants it to look.

By procrastinating in its choice until too late for Senate confirmation this year, the White House put its nominee on hold and officially proclaimed the lame-duck status of the incumbent. That did nothing to pump up morale anywhere.

The procrastination was the more awkward in light of the well publicized knowledge that Anne Jones, the appointee, had been a leading candidate for at least five months, since her endorsement by FCC Chairman Charles D. Ferris. Miss Jones must now contend with Washington gossip that she was chosen only when the search for a St. Joan failed. It would have been enough for her to contend with the widely held assumption that Mr. Ferris would not have advanced her candidacy if he had felt uncomfortable about the way she would vote.

Miss Jones's record suggests she deserves better. As reported in BROADCASTING a week ago, her claims to independence of thought and action are corroborated by her present and former bosses. No one questions her professional qualifications as a lawyer. Her political attitudes—"between the middle of the road and the right," as her current boss describes them—are certainly at odds with those of Mr. Ferris's other recruits to FCC duty at the staff level. Still, her independence will be watched with interest once she takes her seat.

Meanwhile, Mrs. White stays on as a political casualty. A loyal Republican, she was appointed by President Gerald Ford to the two-year unexpired portion of her predecessor's term at the same time that Joseph Fogarty, a loyal Democrat, was appointed to a seven-year term. If Mr. Ford had been re-elected, Mrs. White would presumably have been renominated when her term was up last June. She also lost to Jimmy Carter.

And her record suggests that she, too, deserves better.

## Still flying blind

Given the circumstances, the television code review board probably went as far as it might reasonably be expected to go in attempting to curtail TV "clutter."

The Association of National Advertisers and the American Association of Advertising Agencies, which want 51 minutes of "pure" programming per prime time hour, are not likely to applaud the recommendation for, in effect, 50½, especially since it contains a loophole through which the total could be cut to 50. But even the most ardent ANA or AAAA purist should applaud the sizable cutbacks that would be made in time devoted to program promos—cutbacks that could, in fact, take much of the sting out of the board's failure to cut prime time nonprogram material to a flat nine minutes per hour.

In its proposals to restrict the use of promos as fillers when movies and other long-form programs run short, the board moved against one of the most flagrant causes of complaint by clutter foes. And in getting the definitions and exclusions all spelled out, it not only seems to have tightened loopholes but also to have reduced if not eliminated the likelihood that the standards would be interpreted differently by different broadcasters. That element of consistency just might be one of the most significant parts of the package.

This much is certain now: Whatever has or will be done is not in response to any public outcry against clutter and certainly not

against promos, for there has been no public outcry. It is in response to the fears of advertisers and agencies, forcefully expressed, that the effectiveness of their commercials is being hurt by clutter. That is a valid concern for them, but their definition of clutter is not necessarily shared by everyone. Promotion people, for example, presumably would be the last to characterize promos as clutter.

These differences are understandable, but they undoubtedly complicated the code board's work. By all accounts its sessions were frequently marked by strong disagreements over what tacks to take. That the members finally reached a consensus is a tribute to their patience and their determination to come up with a plan. It would have been much easier if—as we have said before—there were some way to know what the viewer considers to be clutter.

## Muddled market

With the announcement of General Electric's proposed acquisition of Cox Broadcasting Corp. (BROADCASTING, Oct. 9), the effects of the FCC's crossownership policies become more evident. At the commission's instigation, massive trading in broadcast properties has begun. When the trading settles down, the contents of station portfolios may have undergone enormous change, but the portfolios will be as large or larger.

Cox officials made it clear that a principal reason for their decision to merge into GE was the FCC's growing pressures on co-located crossownerships of newspapers, radio and television. To protect Cox principals' newspaper holdings, it was prudent to transfer the principals' broadcast equities into a corporation so large that individual holdings would be lost in crossownership counts.

There have been other examples of the FCC policy at work: the *Washington Post's* and *Detroit News's* swap of home-town television stations, Oklahoma Publishing's sale of WKY-TV Oklahoma City to the *Detroit News*, to name but two. The list will grow as the government continues to harass owners who have done nothing worse than to build profitable newspaper and broadcast properties in the same communities.

In the process, there will be spin-offs to third parties, but in most cases, if the record to date provides any guide, the third parties will themselves be substantial broadcast owners. How the public is to gain by all this shuffling remains obscure. The certain beneficiaries are brokers, lending institutions and lawyers. Sometimes the FCC gets in over its head.



Drawn for BROADCASTING by Jack Schmidt

"Glass fiber."



## Summertime... when the learning is easy.

When June busts out all over, kids do too, and it's three months till classes start up again. So to protect children from summertime mental cobwebs, the Kalamazoo, Michigan, School Board distributes free books filled with learning games to help vacationing students retain what they learned during the past year. The books have the memorable titles of Frackle Shackle and Sunshine '78. Now in its fifth successful year, the book give-away program has proven that participating students need far less reviewing in the fall semester before moving ahead to acquire new knowledge and skills.

The Fetzer radio and television stations, WKZO and WKZO-TV, in Kalamazoo, have been actively supporting the program since its inception both on the air and by providing colorful tote bags for the books. The bags are bright reminders that reading is fun. And they're handy little carry-alls for summertime souvenirs.

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<b>WWTV</b> Cadillac	<b>WWUP-TV</b> Sault Ste. Marie	<b>WJFM</b> Grand Rapids	<b>WKJF(FM)</b> Cadillac
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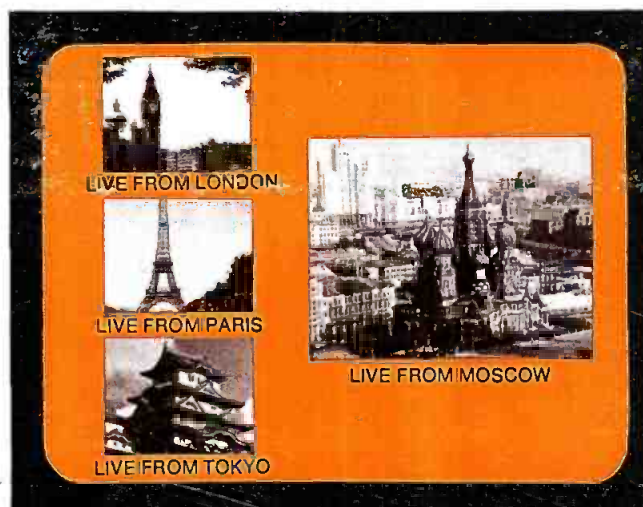
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