

Cable and the NCTA:  
Gearing up for quantum leaps

# Broadcasting May 21

The newsweekly of broadcasting and allied arts

Our 48th Year 1979

## OUR NEW CONSUMER REPORTS ARE GETTING A LOT OF COMPLAINTS.



Our reports are hitting viewers pretty close to home.

They're learning how to handle broken water mains, bureaucratic red tape, shoddy products, and all kinds of frauds.

No wonder so many folks are watching Cindy Martin's consumer stories on the Mid-day Report and Six O'Clock News.

She's keeping a lot of people honest.

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

**2**  
**KPRCTV HOUSTON**  
Petry Television, Inc., National Representatives, NBC Affiliate

51250 89258 MUA NOV/79  
KDCR RADIO  
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SIoux CENTER IA 51250

# The all-new, "Match"

**Now in  
production  
for Fall '79 and  
sold to:**

**WCBS-TV** New York  
**KDKA-TV** Pittsburgh  
**KPIX** San Francisco  
**KXTV** Sacramento  
**KTVN-TV** Reno  
**KXLY** Spokane  
**KVOS-TV** Bellingham  
**KSTP-TV** Minneapolis  
**KTVK-TV** Phoenix  
**KSBW-TV** Salinas  
**WXII** Winston-Salem  
**WYTV** Youngstown  
**WSYR-TV** Syracuse  
**KPTV** Portland, Or.  
**KLAS-TV** Las Vegas  
**KTVI** St. Louis  
**WJZ-TV** Baltimore  
**WANE-TV** Ft. Wayne

**You've wanted it  
for years. You can  
buy it today!**

Goodson-Todman's winner is back with all-new production for first-run syndication.

Markets are closing fast! So don't dawdle. Act now if you hope to play "Match Game" on your station in the Fall.

This is the strip that moved into first place among all daytime shows within 6 months after starting on CBS in 1973.

During 4 seasons at 3:00 and 3:30 on CBS, "Match Game" ranked as the Number One daytime show for 3 years! The Number One daytime game show for 4 years! And the Number One CBS daytime show for 3 years! When "Match Game" wasn't Number One, it was Number Two.

You can't score much higher than that!

Source: NTI, I Oct.-II Feb. avgs., 1973-77.  
Audience estimates are subject to limitations of the rating service.

# first-run "Match Game" strip!

**Same great  
show! Same great  
producers!**

"Match Game" is still the "Match Game" you know and covet. Starring host Gene Rayburn. Regular panelists Charles Nelson Reilly, Brett Somers. And other



nimble witted celebrities who round out an unmatched panel of fun lovers each week.

Goodson-Todman are still the producers you know as masters of the game show. Always adding new wrinkles and new twists each year to sustain peak audience appeal.

**More  
flexibility!  
More profit!**

In syndication you won't have to play the "Match Game" strip when a network feeds it to you.

You can play "Match Game" wherever you need it most.\* In fringe time, access time, daytime, prime time or late night periods.

And pocket all the spot dollars for yourself!

Consider the rewards. Then call today for one of television's all-time winning strips.

\*Subject to protection of the once-a-week "Match Game PM" in markets where it has been licensed.

**GOODSON-TODMAN'S**

# "Match Game"

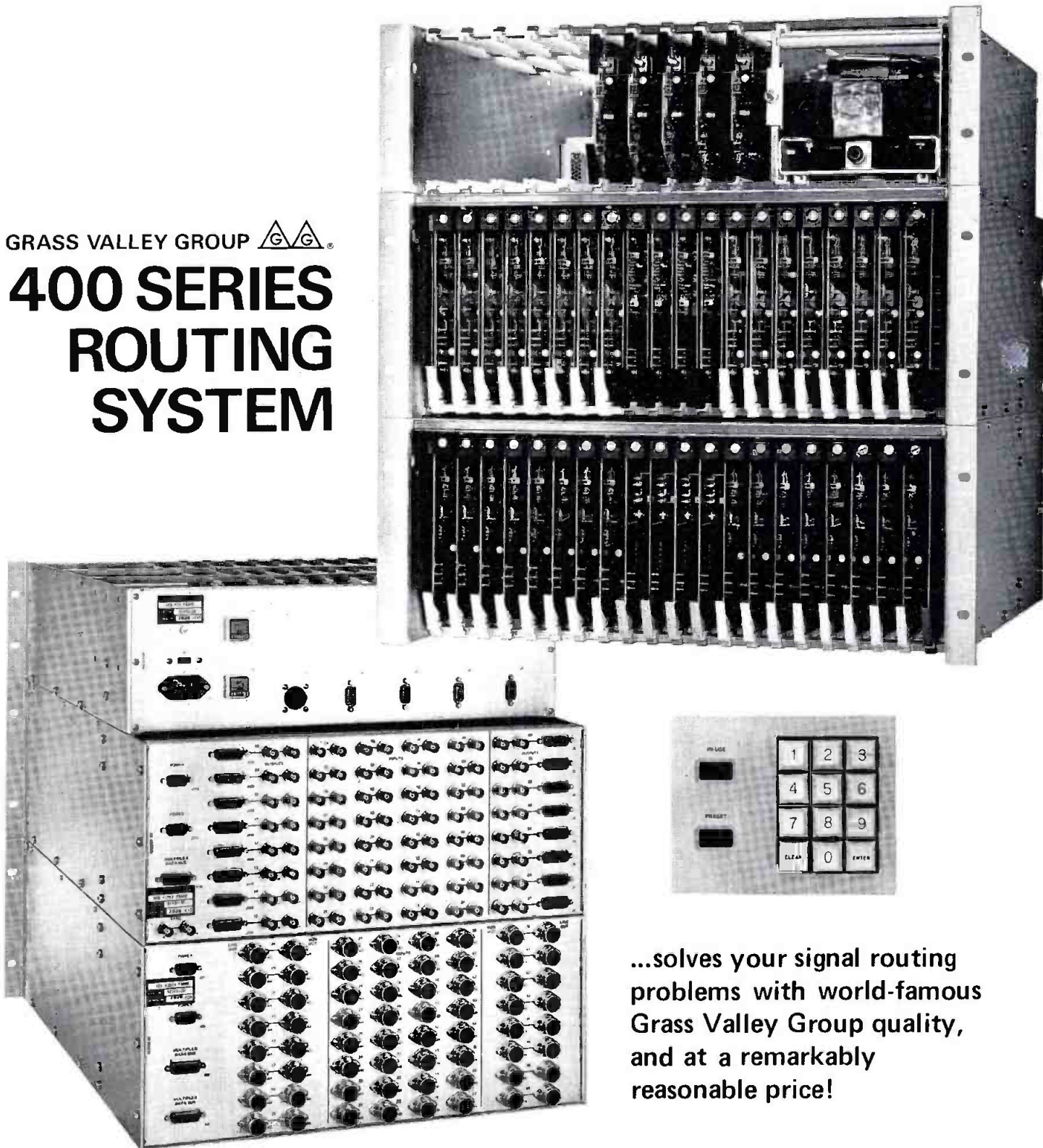
## **Victory Television**

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may add to your basic system as needs arise, even adding as little as *one output at a time!* The cost is low, and the quality the highest; Grass Valley Group quality in the new 400 Routing System.

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# The Week in Brief

**THE JAWBONING BEGINS** □ The first week of broadcast and cable hearings on the Van Deerlin's Rewrite II begin with no consensus between witnesses and retransmission consent and fees provide points of contention. **PAGE 32.** Van Deerlin tells broadcasters they had better cooperate or the broadcast parts, including deregulation, will be **opped** from the bill. **PAGE 33.**

**THE WORD FROM THE TOP** □ Silverman tells his affiliates that NBC is going to build a number-one network on the foundation of its successful past and an uncompromising commitment to news. He also stresses there will be more comedy and variety shows in the future. **PAGE 36.**

**STORM WARNINGS** □ At a Washington Journalism Center conference, First Amendment lawyer Prettyman warns of eroding lack of freedom for reporters in the wake of the Herbert decision. **PAGE 38.**

**WHAT'S AHEAD** □ NCTA President Bob Schmidt, in a pre-convention interview with BROADCASTING, talks about the



future of his industry and of the many factors—regulatory and competitive—that affect it. **PAGE 42.** This week's convention agenda begins on **PAGE 50.**

**INTRODUCING HERSELF** □ Jane Pfeiffer touches a

number of bases in her first speech to the NBC affiliates in Los Angeles, including the network's interest in a satellite distribution system and criticism of the Rewrite's spectrum-fee proposal. Mulholland has some good news about a new music licensing deal that will send some \$6 million to the local stations. **PAGE 56.**

**CBS HANDS OFF** □ It decides it doesn't want to go it alone in its push for extended TV ratings periods and accepts ARF's offer to study the matter. **PAGE 68.**

**RETIRING** □ Washington appeals court judge, David Bazelon, retires after 30 years. He's ruled on many broadcast matters over the years and lately has been in favor of more first Amendment rights for broadcasters and increased deregulation for radio. **PAGE 72.**

**FALL PREVIEW** □ NBC affiliates get the lowdown on next September's schedule from entertainment chief Weinblatt. The seven hours of new shows and 16 hours of returning ones leave the affiliates pretty impressed. **PAGE 77.**

**NITTY-GRITTY TIME** □ The future structure of PBS may begin to emerge this week from the executive committee's meeting at which it will study a reorganization proposal. Its recommendation will be presented to the PBS board and then go before the stations at the June membership meeting. **PAGE 80.**

**LOOKING UP** □ NBC asks RCA, Western Union and AT&T for proposals to develop a satellite distribution network and says it hopes to have one in place by 1983. **PAGE 84.**

**HAVING SOME FUN** □ Outgoing NCTA Chairman Bob Hughes has seen cable through the tough times to the current boom and built his company, CPI, into the country's eighth largest MSO. Now he's starting over with a new cable system and his own island and enjoying himself more than ever. **PAGE 105.**

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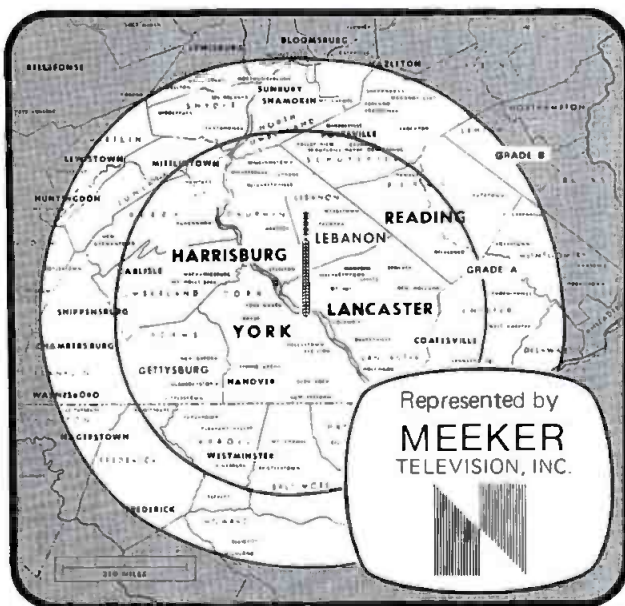
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CHAMBERSBURG-17  
**CASHTOWN**  
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# WGAL-TV is right on the money in **CASHTOWN**



Which is to say the Channel 8 station enjoys enviable acceptance by the viewers in this thriving Adams County community. And the same happy, sales-responsive situation prevails in hundreds of other Pennsylvania towns and cities in this prosperous 9-county DMA of 1,200,000 persons. The reasons: excellent programs and solid, consistent coverage which WGAL-TV provides every day throughout the year. In your media buying, contrast WGAL-TV depth and reach with the partial coverage provided by other stations in the market. WGAL-TV is your obvious choice for outstanding superiority in area-wide coverage and sales.

Source: Nielsen 1979 County Coverage Report

## WGAL-TV 8

STEINMAN TV STATION

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

# Closed Circuit®

Insider report: behind the scene, before the fact

## Hedging bets

Fred Silverman's emphasis on NBC News development at that network's TV affiliates meeting last week (see page 36) was prompted, in part, by his realization that in entertainment networks are destined for stiffer nonnetwork competition. Home Box Office, pay-cable firm, Silverman told BROADCASTING last week, "might well be able to outbid us for movies in five years."

Gerald Levin, president of Time Inc.'s HBO, didn't quite go along with that, however. "We have no interest in buying a movie and keeping it off network television," he said. "I can't imagine what economic theory Silverman is using." Network numbers versus pay-cable's "are just too far apart." For Levin, future lies in "sequential distribution" of product—HBO first, networks second.

## Jogged about journalism

Although NBC-TV affiliates seemed far happier with their network last week than had been expected and were generally pleased with course company president Fred Silverman is charting, they were not so happy with standing of NBC News now. In private conversations with network executives, station people expressed serious concerns about ABC-TV's assault on NBC News—especially competition between former's *World News Tonight* and *NBC Nightly News*.

"ABC is on the make in news," one delegate said to Les Crystal, president of NBC News. Another asked why NBC couldn't do more lively stories like its competition. Crystal's reply was that ABC was going after "sensational" stories during rating sweeps. He admitted, however, that NBC News was "not promoting enough."

## First hurdle cleared

Gannett Co.'s proposed acquisition of Combined Communications Corp. in merger deal valued at \$370 million, will be on FCC's agenda at June 7 meeting, and indications are that staff is recommending approval. Merger will result in company with 79 newspapers, an almost full portfolio of broadcast properties and large outdoor advertising firm. But it will also result in breakup of number of co-located media crossownerships and spin-off of Gannett's WHEC-TV Rochester, N.Y., to black group. Still to be heard from is Justice Department's antitrust division, which hopes to decide by June 7 whether to sue to block merger.

Commission will have another major acquisition on June 7 agenda—Shamrock

Broadcasting Inc.'s proposed takeover of Starr Broadcasting Co. and its 12 AM, FM and TV stations for \$21.6 million. Staff is recommending grant, in wake of Starr principals' settlement of Securities and Exchange Commission's complaint against them (BROADCASTING, Feb. 12, et seq.) Shamrock was formed by Roy E. Disney family for purpose of acquiring Starr.

## Space spots

Test still has few weeks to run, but Blair Television executives are enthusiastic about satellite delivery of TV commercials to stations. "It'll revolutionize the rep business," in words of one high executive, by putting spot TV on virtually same basis as network in speed of delivery and apparently at about same cost as present mail and air-freight.

Since March, Blair has been using satellite in three-month test to deliver General Foods commercials (through Ogilvy & Mather) to all TV stations in Kansas City, Mo., Sacramento, Calif., and Seattle (BROADCASTING, March 26).

## Customers on call

If all else fails in cable industry's efforts to head off retransmission consent, National Cable Television Association is prepared to play trump card: 15 million customers already connected to basic cable service. Although association officials say they haven't yet turned to that constituency for help, they note: "We communicate with them every month"—in sending out monthly statements. NCTA believes public interest is on its side in issue, and it will rely on that avenue—not economic muscle—if push comes to shove.

## Picking up tab

NBC-TV apparently is about to absorb big chunk of music-license costs it's been passing along to stations. President Bob Mulholland told affiliates that under terms of music-license agreements, they would get back \$6 million over 27-month period (story page 56). Hearers assumed this had been made possible by new NBC agreements with American Society of Composers, Authors and Publishers and Broadcast Music Inc. But no one could be reached at either ASCAP or BMI who knew of any new deal, and BMI source said flatly there had been no new one there.

Presumably NBC acted as part of effort to keep affiliates happy—or to keep them, period—but whatever its reason, affiliates of CBS-TV and ABC-TV may be expected to want same sort of treatment.

## First foremost?

One question drawing speculation from Capitol Hill watchers during these days of hearings on Communications Act revision bills is whether House or Senate will make first move on bill. Logic would indicate Representative Lionel Van Deerlin (D-Calif.), who began whole process, would continue to carry lead, but many think it more likely Senate Committee will act first. Under Senate procedure, legislation bypasses subcommittee and goes straight to full committee for mark-up, thus avoiding step that will probably occupy House side longest.

Many believe house that acts first will have greater influence on final outcome; its bill will be used as yardstick against which other's will be matched during mark-up. Speculation may be premature, however. Hearings so far don't indicate either house will have easy time reaching consensus among own members (see "Top of the Week"). Hearings on broadcasting and cable provisions, continuing this week in House, are scheduled weeks of June 4, 11 and 18 in Senate.

## Windfall

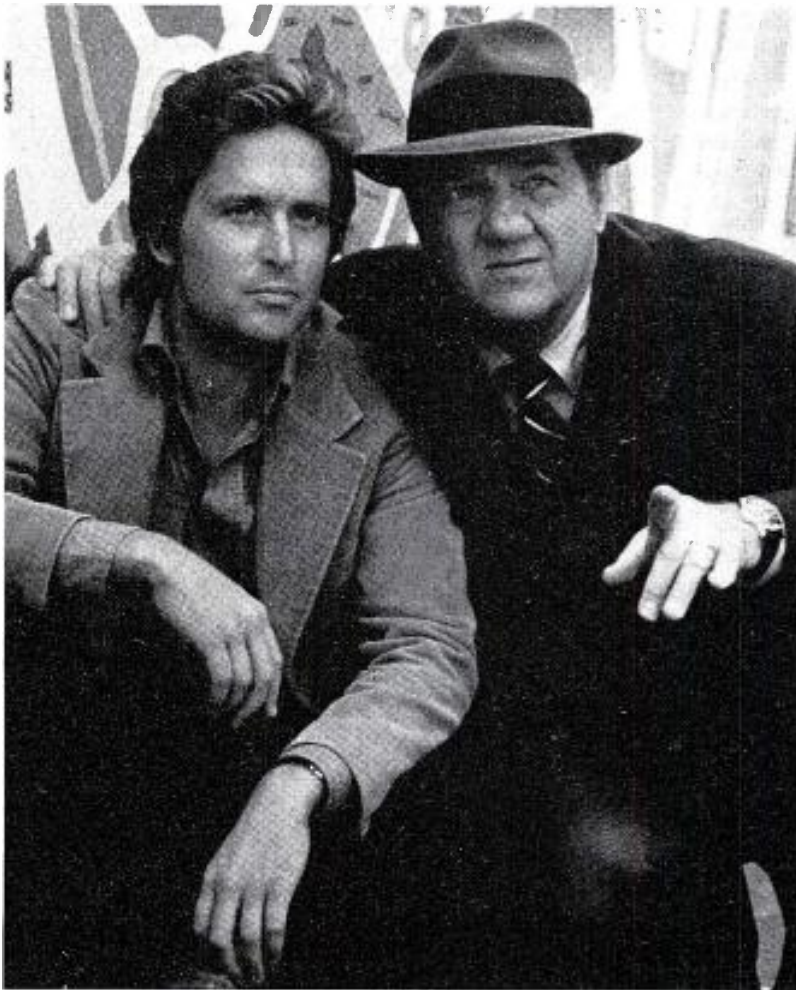
Though Metromedia Radio and Katz Radio aren't talking, reports are that Katz will get bulk of Metromedia-owned stations now that group owner is shutting down house rep (BROADCASTING, April 16). Katz is understood to have signed nine AM and FM stations in New York, Philadelphia, San Francisco, Washington, Dallas and Baltimore, leaving four outlets in Los Angeles, Chicago and Detroit up for grabs. Metro's decision has set up ripple effect whereby as many as 30 radio stations may be involved in trade-offs among various reps.

## Cool

Representative Al Ullman's (D-Ore.) assertion of jurisdictional rights over fee provision in Communications Act rewrite (BROADCASTING, May 7) does not seem to worry Representative Lionel Van Deerlin (D-Calif.), principal backer of measure (H.R. 3333). Last week, said he sees "no problem" arising from Ullman's letter to House Speaker stating that rewrite and other bills containing revenue-producing provisions should be referred to Ullman's Ways and Means Committee. Ullman aide says nothing has happened since letter was written; proposed meeting between Van Deerlin and Ullman has yet to take place. However, Van Deerlin aide says issue will not be joined until bill, with fee provision, is reported by Commerce Committee but adds that he expects no confrontation.

# Crowded

**"Streets" superstars Karl Malden and Michael Douglas are drawing bigger-than-ever crowds! And better-than-ever crowds: women 18-49 and men 18-49! In fringe, early evening and late night time periods.**



Source: NSI, 2/79 and 2/78.  
Audience estimates are subject to limitations of the rating service.

## **FRINGE CROWDS**

**Boston** (WNAC-TV, 4:30pm, M-F): No. 2 in 6-station market. Doubles lead-in rating and share. Households up 124%, women 18-49 up 100% and men 18-49 up 225% over lead-in.

**Cincinnati** (WLWT, 5:00pm, M-F): Households up 27%, women 18-49 up 29% and men 18-49 up 67% over year-ago programming in time period. Same demos up 38%, 35% and 67% over lead-in.

**Fresno** (KJEO-TV, 5:00pm, M-F): Station moves from 4th to 2nd place in rating and share with 50% and 100% increases over year-ago programming. And from 4th to 1st place in women 18-49 and men 18-49 with 78% and 120% increases. More big increases over lead-in.

**Miami** (WPLG-TV, 5:00pm, M-F): Up from No. 5 to No. 1 in women 18-49 with 173% increase over year-ago programming. Up from No. 4 to No. 2 in men 18-49 with 286% increase. Other impressive increases in rating, share and all key demos.

**Milwaukee** (WITI-TV, 4:30pm, M-F): No. 1 in women 18-49 with increase of 12% over year-ago; 71% over lead-in. No. 1 in men 18-49 with increase of 15% over year-ago; 188% over lead-in. Households up 16% over year-ago; 68% over lead-in.



# "Streets"

**Minneapolis** (KMSP-TV, 4:00pm, M-F):  
No. 2 in time period. Women 18-49 up 27% over year-ago; 8% over lead-in. Men 18-49 up 50% over year-ago; 100% over lead-in.

## **EVENING CROWDS**

**Atlanta** (WANX, 7:00pm, M-F):  
A 33% share increase over year-ago programming in time period. 100% more women 18-49 and 200% more men 18-49 than lead-in.

**Los Angeles** (KCOP, 6:00pm, M-F):  
Rating up 50% over year-ago; 100% over lead-in. Households up 75% over year-ago; 113% over lead-in. Women 18-49 up 58% over year-ago; 481% over lead-in. Men 18-49 up 52% over year-ago; 228% over lead-in.

**Sacramento** (KTXL, 7:00pm, M-F):  
Rating up 25%, share up 20%, households up 34%, women 18-49 up 8% and men 18-49 up 59% over year-ago programming.

## **LATE CROWDS**

**Birmingham** (WAPI-TV, 10:30pm, M-F):  
Rating and share up 17% and 19% over year-ago programming. Women 18-49 up 7%. Men 18-49 up 10%. 24% share increase over lead-in.

**Champaign, Ill.** (WCIA, 10:30pm, Su.-Thu.):  
No. 1 in time period. 23% more women 18-49 and 30% more men 18-49 than year-ago levels. Share up 12% and households up 19% over year-ago.

**Kansas City** (KCMO-TV, 10:30pm, M-Thu.):  
No. 2 in time period with 7% share increase and 16% households increase over year-ago programming. Women 18-49 up 14% and men 18-49 up 39% over same period.

**Las Vegas** (KVVU, 11:30pm, M-F):  
100% increase in households and 67% increase in share over year-ago. Women 18-49 up 50% and men 18-49 up 200%. Share up 47% over lead-in.

**Peoria** (WMBD-TV, 10:30pm, M-F):  
Strong No. 2 with 50% rating increase, 35% share increase and 47% households increase over year-ago. 125% more women 18-49 and 75% more men 18-49. Share up 15% over lead-in.

**San Antonio** (KSAT-TV, 11:00pm, M-F):  
No. 1 in women 18-49 with 14% increase over year-ago programming. Men 18-49 up 22%, households up 11% and share up 8% over year-ago. 23% share increase over lead-in.

**Quinn Martin's**

# "The Streets of San Francisco"

**Victory Television**

45 East 45 Street, New York 10017

New York (212) 687-1516,

Chicago (312) 329-0825,

San Francisco (415) 435-9113.

# Business Briefly

## TV only

**General Foods** □ Spot and network TV advertising will run through end of this year in support of Cool Whip non-dairy whipped topping. Commercials for first



time stress use of product as pie ingredient, instead of only as a topping. Initial set of spots on networks and in 100 markets will run in various week flights until early fall when new group will be unveiled. Agency: Benton & Bowles, New

York. Target: women, 18 and older.

**Buick** □ Eight-week campaign by Chicago area Buick dealers starts in early June in late fringe time in Chicago area. Agency: Post Keyes Gardner. Target: adults, over 25.

**Subaru** □ Seven-week campaign for various car models starts later this month in early and late fringe and some prime time in 26 markets. Agency: Levine, Huntley, Plapler & Beaver, New York. Target: adults, over 25.

**General Telephone** □ Two-week campaign begins in early June and four-week schedule starts in early July in about eight markets in fringe time. Agency: Doyle Dane Bernbach, New York. Target: total adults.

**Tender Corp.** □ Two-week campaign for After Bite insect sting preparation starts in late May during all time periods in 60 markets. Agency: A. Eicoff & Co., Chicago. Targets: adults, 18-49.

**New one.** Diane McMeekin, former account executive with Bolton Broadcasting in San Francisco, has opened her own firm there. MCM Spot Sales is a regional rep for TV and radio with headquarters at 66 Broadway, San Francisco; (415) 391-2272.

**Another new one.** KFOG(FM) San Francisco has changed its rep to Selcom Inc. from Katz Radio.

**Pollinex** □ One-week campaign for shower massage will begin on June 9 in 65 markets in daytime and fringe slots. Agency: McCann-Erickson, Chicago. Target: adults, 18-49; women, 18-49.

**Bic** □ Two-month campaign will begin in June for Bic Lady Shaver, part of \$2 million effort that will include network television and print. Agency: Wells, Rich, Greene, New York. Target: working women.

## Radio-TV

## Radio only

# MASLA MEANS BUSINESS

Ask Herb Dolgoff  
WCMQ AM/FM, Miami

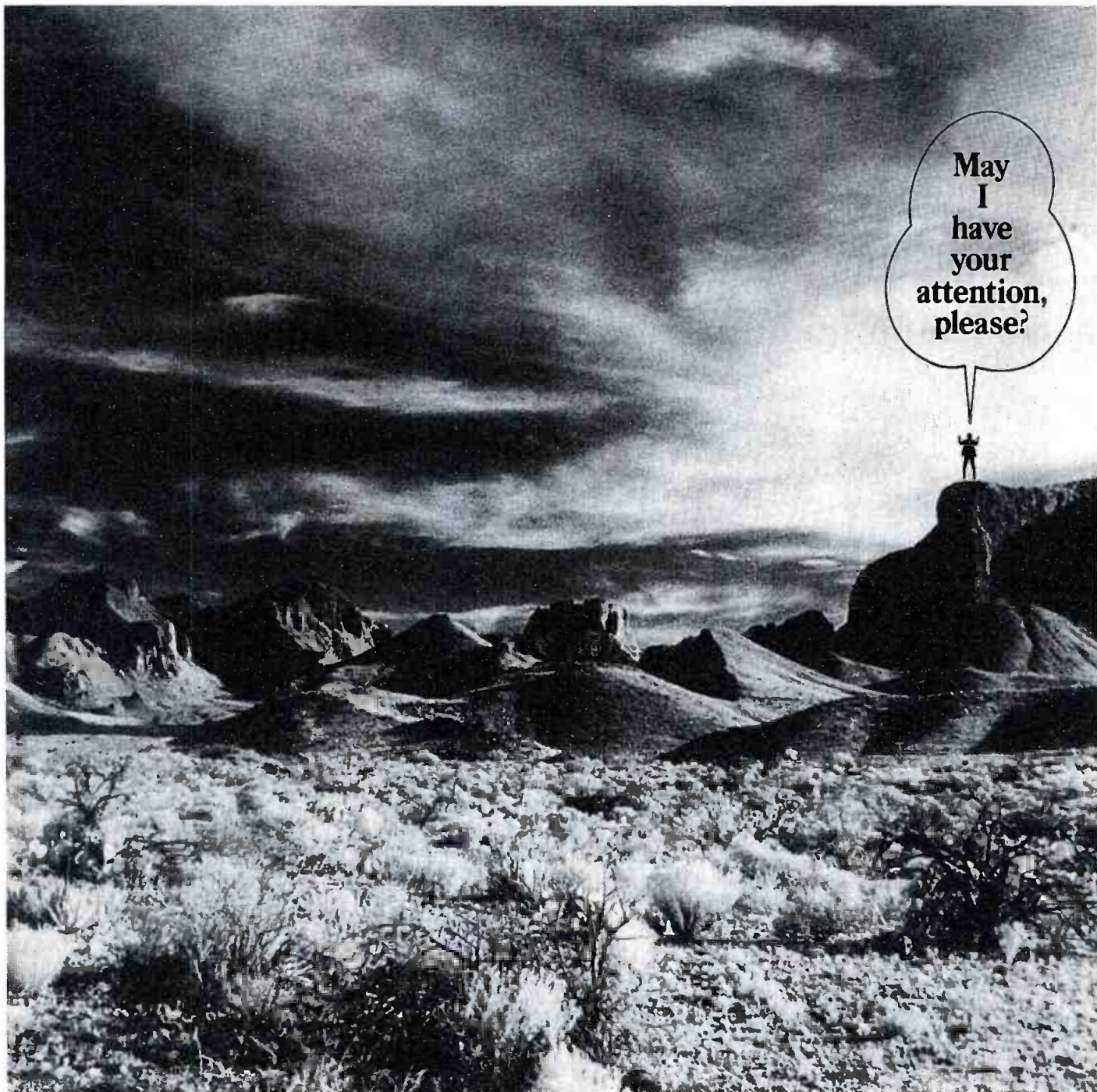
**JACK MASLA & COMPANY, INC.**  
MAJOR STATIONS IN KEY NATIONAL AND REGIONAL MARKETS

New York, Chicago, Detroit, St. Louis, Atlanta, Dallas, Los Angeles, San Francisco

**C & C Cola.** □ Four-week campaign launches company's beverage line on West Coast, with campaign continuing until September, with two-week respite between flights. Seven TV markets and two radio markets—Los Angeles and San Diego—are being used as part of move toward national roll-out of C & C. Ten-second spots used for TV cite low price and compare C & C favorably with Coca-Cola and Pepsi-Cola. Agency: Catalano & Gornick, New York. Target: women, 18-49.

**International House of Pancakes** □ Four-to seven-week campaign begins in mid-June for restaurant chain in 21 radio markets and TV spots in fringe, news and prime times in Chicago, Madison, St.

**Kaiser's soap box.** Kaiser Aluminum & Chemical Co., Oakland, Calif., is scheduling group of radio commercials to run on about 50 stations in 17 markets in campaign of several weeks duration, starting in about two weeks. Spot radio effort will be an issue advertising campaign dealing with inflation, free enterprise and government overregulation. TV networks have turned down similar spots on grounds they are controversial. Subject to approval of its attorneys, Kaiser will run print campaign apprising public of TV networks' stand and urging readers to write to their congressmen. Agency: Allen & Dorward, San Francisco.



## FREE SPEECH NEEDS AN AUDIENCE.

Our Constitution guarantees free speech.

But what it doesn't guarantee is an audience.

And that's where we come in.

We're the five NBC Owned Television Stations.

And in our markets, people—whether they belong to a minority or

the so-called "silent" majority—have an opportunity to be heard.

Our listeners' views and opinions, no matter how strong or controversial, are being expressed on such regularly scheduled programs as "Soap Box," "It's Your Turn," "Speak Out," "Editorial Rebuttals," "Three Speech," etc.

And these are in addition to our many interview programs, documentaries and special appearances during 69 hours of local news each week.

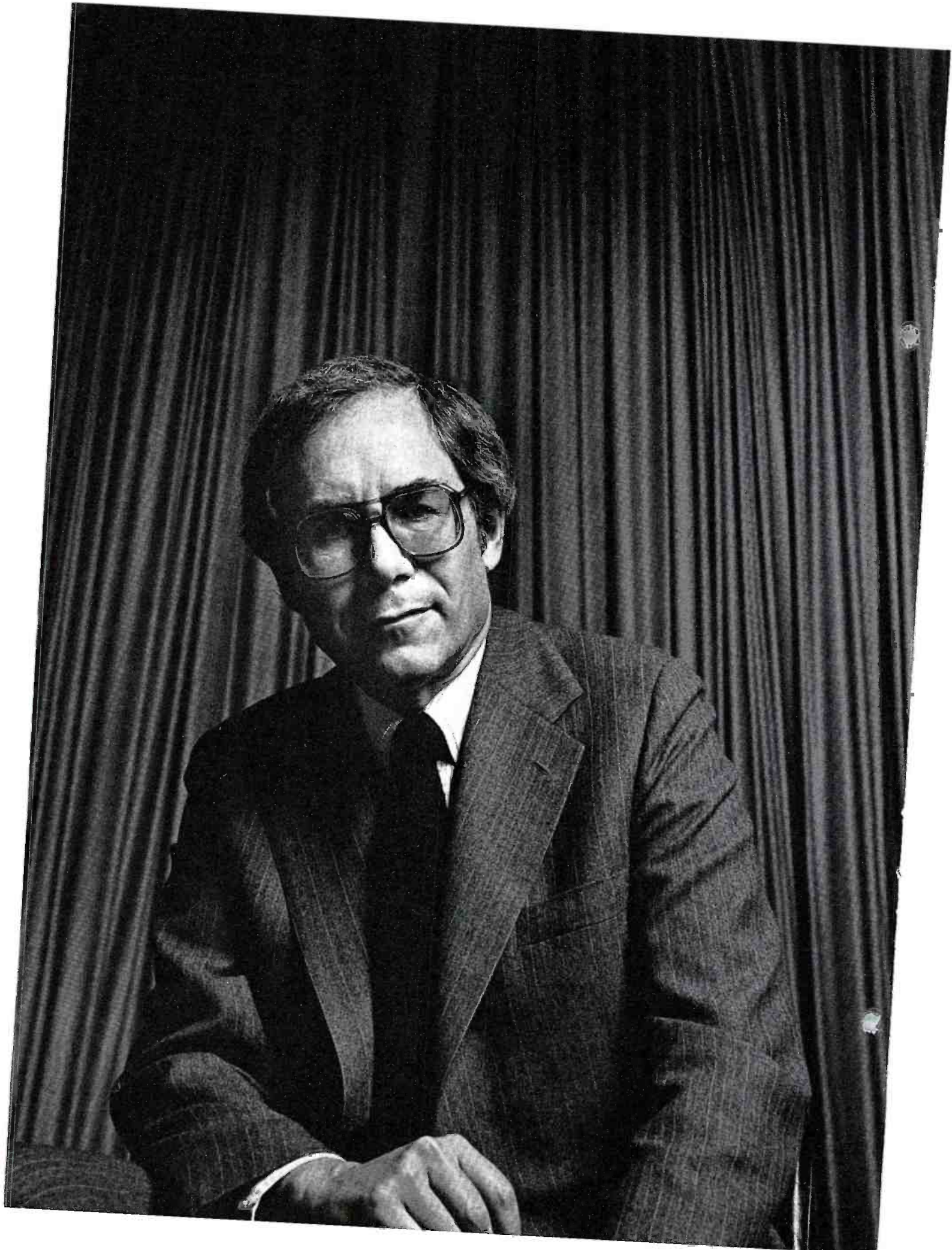
We are pleased that last year over 70,000 people had access to an audience.

Free access.

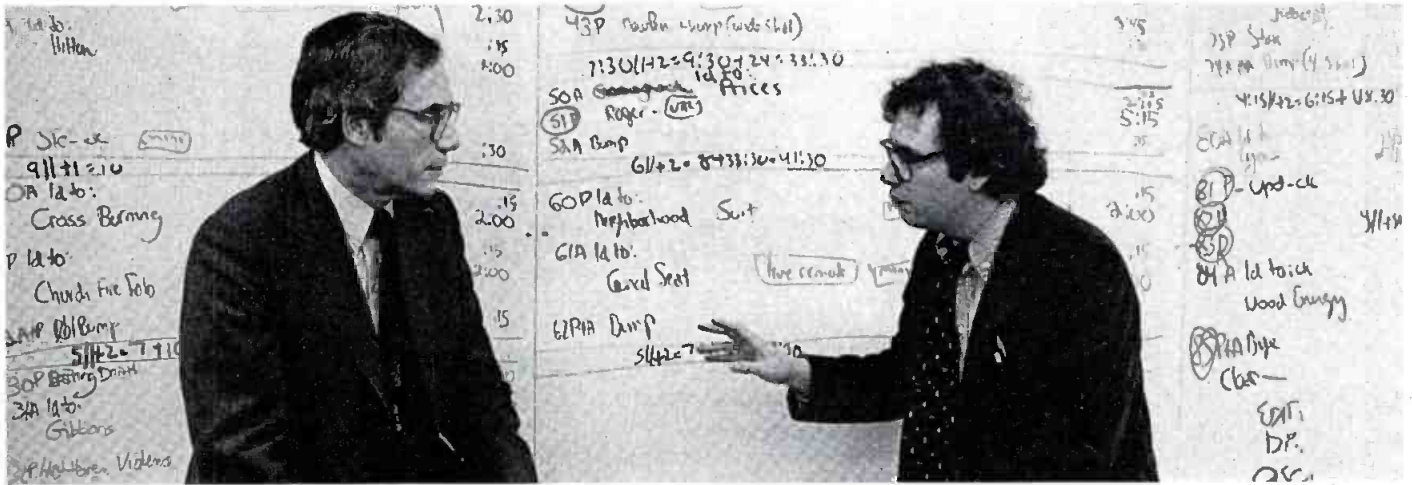
**We do more than entertain you.  
Much more.**

**NBC Owned  
Television  
Stations**

WNBC-TV New York / WRC-TV Washington, D.C. / WKYC-TV Cleveland / WMAQ-TV Chicago / KNBC Los Angeles



# CHASEMAN



*"We're part of the action."*

Joel Chaseman, President of the Post-Newsweek Stations, Inc., describes "Nobody Ever Asked Me," a successful experiment in community programming.

"We all see around us people who live in their own circles and don't move very far out of them. They don't go downtown at night, they don't walk in the park, they don't rub shoulders the way people used to in a different society...in another America. So we have to reach for a way to get committed members of the communities we serve to trade opinions. We have to raise the question of community priorities.

"About two years ago, we started the 'Nobody Ever Asked Me' sessions. We put highly committed people together in the studio and let them argue it out for a night, during prime time, with the phones open. The general public could be in on the discussion to whatever extent they chose. In some cases we had 25% of the community watching. Television is more interesting the more realistic it becomes.

"The first programs were very tough, very explosive, very abrasive; because for many of these people, it was the first time their sense of priority was challenged.

But it produced very exciting television with genuine validity. Television wasn't just standing on the side allowing these people to exist in a vacuum or to defend their positions in a vacuum. We were part of the discussion. We were part of the action.

"A lot of programming has resulted from those sessions.

"Responsibility to the community naturally extends to children's programming. We believe that more should be done that's original, creative, innovative. Right now, we're engaged in selecting the best films produced for children that we can find anywhere...we've literally gone to the ends of the earth to find these films.

"I'm excited about this. Film has always given the filmmaker a kind of access, uniquely personal and individual. Film provides enormous creative flexibility, a means for the creative person to express subtleties with very interesting shades of meaning. In going through these short films, we are finding some very personal statements that we think will stimulate children's thinking. We will be putting them on during 1979 and 1980 in prime time.

"One of the reasons we're putting them into prime time is that the family unit is available to watch them. Kids get more out of television if there's an adult there to watch with them. And we're trying to encourage that.

"We've earmarked a lot of money every year to support young people in their first efforts to learn about broadcasting and to get into it. We offer a wide range of apprenticeships, internships, training programs and scholarships to aid young people and colleges in our broadcast cities.

"In return, we look for intelligent people who want to make good careers for themselves, honestly, and with integrity. People who are willing to work hard with us and for us. People who will reach for the unusual and not settle for the ordinary; who will be willing to take a risk to make it better than it was when they got here."

*In our publication, TELEK, broadcasters talk about their experience, and we tell you about our latest technical and product developments. If you would like to be on our mailing list, write: Eastman Kodak Company, Dept. 640, Rochester, NY 14650.*



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 ROCHESTER: 716/254-1300  
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 WASH., D.C.: 202/554-9300

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



## **The longest night.**

Late one night last summer, three tornadoes were sighted near Kalamazoo. Intense storms such as these are especially dangerous if people are caught unprepared. WKZO Radio, working with the weather bureau, plotted the path of potential destruction throughout the night.

When the crisis had passed, the Kalamazoo County Civil Defense Coordinator complimented the station's work saying, "WKZO did a great job of tracking the tornadoes for the people of Southwestern Michigan." One listener wrote, "I knew God would take care of me, but it was sure nice knowing you were there."

Providing the information people need to protect their lives and property is all part of the Fetzer tradition of total community involvement.



### *The Fetzer Stations*

<b>WKZO</b> Kalamazoo	<b>WKZO-TV</b> Kalamazoo	<b>KOLN-TV</b> Lincoln	<b>KGIN-TV</b> Grand Island
<b>WJFM</b> Grand Rapids	<b>WKJF(FM)</b> Cadillac	<b>WWAM</b> Cadillac	<b>KMEG-TV</b> Sioux City



**Utility winners.** The Television Bureau of Advertising presented awards to winners of the Public Utilities Communicators Association's Better Communications Competition at the PUCA national convention in Washington last week. Dick O'Donnell (far right), vice president, TVB Detroit Sales, presented first prize awards for TV advertising campaigns by companies in three categories based on the number of customers served. Dick Thorsen (third from left), accepted first prize in the 500,000-plus customers category for Commonwealth Edison Co., Chicago. Lanny Tanning (fourth from left), accepted first prize in the under 250,000 customers category for Public Service Co. of New Mexico. Not represented at the ceremony was Wisconsin Power & Light, Madison, Wis., which won first prize in the 250,000-500,000 customers category. Chip Fox (far left), of WAKR-TV Akron, Ohio, presented Frank Derry (second from left), vice president of Ohio Edison Co., with a special award for his 25 years of outstanding work in broadcast advertising in the northern Ohio area.

Louis and Milwaukee. Agency: Brooks Advertising, Oak Lawn, Ill. Target: Adults, 25-49.

Ewald, Detroit) and General Motors Continuous Protection Plan (Gordon & Shortt Inc.), New York. Target: men, 21-54.

### Radio only

**San Giorgio.** □ Eight-week campaign for macaroni products begins in early June in six markets. Agency: Creamer Inc., New York. Target: women, 25-49.

**General Motors Corp.** □ Major participation in CBS Radio Network's coverage of 36 National Football League regular and post-season games from early September through January 1980 will be in support of Buick division (McCann-Erickson, Detroit), General Motors Acceptance Corp. (Campbell-

**Worth Perfume** □ Five-week campaign for bonus offer for Je Revions perfume starts in late August in New York, Chicago, Los Angeles, Miami/Ft. Lauderdale, San Francisco and Washington. Agency: Firestone & Associates, New York. Target: women, 25-49.

## BAR reports television-network sales as of April 29

ABC \$527,185,200 (36.2%) □ CBS \$476,050,500 (32.6%) □ NBC \$454,767,500 (31.2%)

Day parts	Total minutes week ended April 29	Total dollars week ended April 29	1979 total minutes	1979 total dollars year to date	1978 total dollars year to date	% change from 1978
Monday-Friday Sign-on-10 a.m.	165	\$ 1,423,000	2,691	\$ 20,045,600	\$ 17,541,800	+14.2
Monday-Friday 10 a.m.-6 p.m.	1,042	18,939,200	16,999	301,543,900	278,684,500	+8.2
Saturday-Sunday Sign-on-6 p.m.	367	10,283,600	5,961	174,134,000	153,395,100	+13.5
Monday-Saturday 6 p.m.-7:30 p.m.	97	4,990,400	1,671	83,963,400	73,894,300	+13.6
Sunday 6 p.m.-7:30 p.m.	20	1,157,100	404	27,659,100	23,177,300	+19.3
Monday-Sunday 7:30 p.m.-11 p.m.	414	48,418,100	6,995	756,648,700	659,627,300	+14.7
Monday-Sunday 11 p.m.-Sign-off	238	6,281,400	3,962	94,008,500	77,252,400	+21.6
<b>Total</b>	<b>2,343</b>	<b>\$91,492,800</b>	<b>38,683</b>	<b>\$1,458,003,200</b>	<b>\$1,283,572,700</b>	<b>+13.5</b>

Source: Broadcast Advertisers Reports

# When you slip, it hurts

And when you fall, it's a disaster. That's why so many of our clients who are Number One in their markets retain us year after year—they want to keep from slipping. It's easy to get a little bored or a little careless when the ratings look good. Even when the ratings drop a few points, somehow it can be rationalized; then suddenly, the station is in trouble. When you finally realize it, the reaction is often panic, and hasty changes accelerate the decline.

When we study your audience in-depth every year, we know just what is going on, and we harass you to make sure you don't get careless, so that the corrective action you take will be productive.

For other clients who are second, third or even fourth in their markets and heading for Number One, their ability to move constructively, with a sound knowledge of the strengths and weaknesses of their station and every other station in town, makes the difference. Our use of social scientists for gathering basic information about your own market keeps decisions out of the personal opinion area.

It also helps that the number one station in town usually sleeps while it slips. It's not just a game, but a deadly serious business, and mistakes can be worth millions. If you want to find out more about getting to be Number One or about staying there, please call us for a no-obligation presentation.

## M&H

McHUGH AND HOFFMAN, INC.

THE FIRST IN  
COMMUNICATIONS CONSULTING

3970 Chain Bridge Road  
Fairfax, Virginia 22030  
(703) 691-0700

# Monday Memo<sup>®</sup>

A broadcast advertising commentary from Dr. Theodore Dunn, senior VP-director of research services, Benton & Bowles, New York.

## How to get the most from copy research

I don't think I have to go into an elaborate historical perspective to demonstrate that there is much confusion about TV copy research. In my opinion, the confusion arises from three sources.

First, we seldom make clear statements of the objectives of specific commercials. We therefore end up looking for global, all-encompassing copy research that can pass or fail a commercial.

Second, we are not clear whether we want to use copy research to evaluate a commercial, to make a go-no-go decision or to diagnose it to find out why it's working well or poorly. When the numbers come back, we don't know which to accept or what to make of the whole thing.

Finally, there are so many TV commercial copy research systems for hire (35 by last count), promising all sorts of answers to poorly or unformulated questions, it's no wonder brand management demands consistency in copy research with little regard to what the output of the research really means.

The other week Allen Rosenshine, executive vice president and creative head of BBD&O, in a talk to the Copy Research Council, said something to the effect (but decidedly more eloquently) that he appreciates the need to do copy research; he even appreciates that a day-after recall score may tell him something of the intrusiveness or memorability of a TV commercial. But, he says, we all know that there is more to how advertising works than memorability. What about comprehension? Do they understand us? What about persuasion? Do they believe us? Why do we have to work so slavishly against that particular score?

To a large extent, the misuse of copy research which so frustrates creativity in advertising is a direct result of the confusion that surrounds it. Fortunately, we can do a lot to eliminate this confusion by cleaning up its three sources. Let's set up some principles that we will always follow before we do copy research.

■ Decide on the purpose of a TV commercial. It is never so vague as simply to help sell the product. Actually the objectives of a particular TV commercial (or for that matter a radio commercial or print advertisement) could be many or just one.

It could be simply to gain awareness as when the objective of the commercial is to increase the salience of a particular brand or service in consumer minds—say, to increase awareness of a new branch of a savings institution.

Often, the purpose is to communicate a new fact, as exemplified by the Exxon name change or as in the recent rash of



Dr. Theodore Dunn, senior vice president and director of research services at Benton & Bowles Inc., is responsible for all consumer, market and advertising research conducted at B&B. He is also a member of the agency's board of directors and serves on B&B's strategy review board. Dunn was vice president, director of research and a member of the board of directors at Kenyon & Eckhardt before joining B&B in 1969. He has also worked at Ted Bates as vice president and director of communication research.

TV advertising designed to acquaint customers with new kinds of savings accounts.

More often we want to change beliefs about the advertised product or service, sometimes as part of a larger purpose but often as an end in itself, as when a corporation seeks to establish or sustain the image of a company producing quality products or one interested in social betterment.

Most TV commercials are ultimately designed to *contribute* to increased purchase interest and/or consideration of brands or of services, thereby having impact on sales.

It's clear that if we are to copy research television commercials having one or more of these different objectives, we would not necessarily wish to measure the same things about each of them.

■ Decide on the objectives of copy research. Is it to help develop copy—that is, to provide input to the creative staff as a commercial is being evolved, sort of a diagnostic function? Or is it to decide whether or not to use the commercial—to evaluate it and make a go-no-go decision about airing it? Or is it both—to diagnose and evaluate?

What we measure in copy research and obviously how it is used are very dependent on the answers to these questions.

If the purpose of copy research is to help develop a TV commercial, all of the hierarchical effects up to the primary objective of the commercial need to be measured. For example, if the objective is only to communicate a specific fact, comprehension and intrusiveness below it must both be measured. If it is to influence beliefs, then impact on beliefs, comprehension and intrusiveness should all be studied to provide an understanding of why the advertising is working or not working.

On the other hand, when conducting copy research for a go-no-go decision, only the net effect of the commercial on the desired objective need be evaluated. Of course, if a company in addition to making a go-no-go decision wishes to understand the reasons behind the acceptability of the advertising, the other effects below the objective could be measured. In fact, all things considered, it always seems advisable to try to understand why a commercial is working or not working. I would, therefore, recommend that net effect type copy research never be done.

■ Understand exactly what the copy research method you are using attempts to measure, and how it will measure what it says it will measure. Don't expect a day-after recall test to tell you how persuasive a particular TV commercial is or a forced-exposure persuasion test to tell you how intrusive or memorable your advertising is.

You may feel that all of these problems should be attended to by agency or company researchers. I think not, for in the final analysis, if the confusion is to be eliminated and if the true value of copy research is to be realized, the user of copy research must be intimately involved in deciding what the objectives of commercials are, what the objectives of the copy research are and whether the copy research techniques being used are up to what is required. Having this kind of involvement assures that the correct copy research techniques will be used against measuring the specific objectives of commercials. But as important, it will permit the users of TV copy research to better judge how to apply the findings of the research in a beneficial, nonrestrictive way.



**People who stay on top**, who are winners year after year, have one thing in common. A winning attitude.

They know that complacency breeds mediocrity. So they always give 100%. Always are the best they can be. And never spend time thinking about what they've done, because it steals time from what they've yet to do.

This attitude is why A.J. Foyt has won Indy not just once – but four times. The USAC

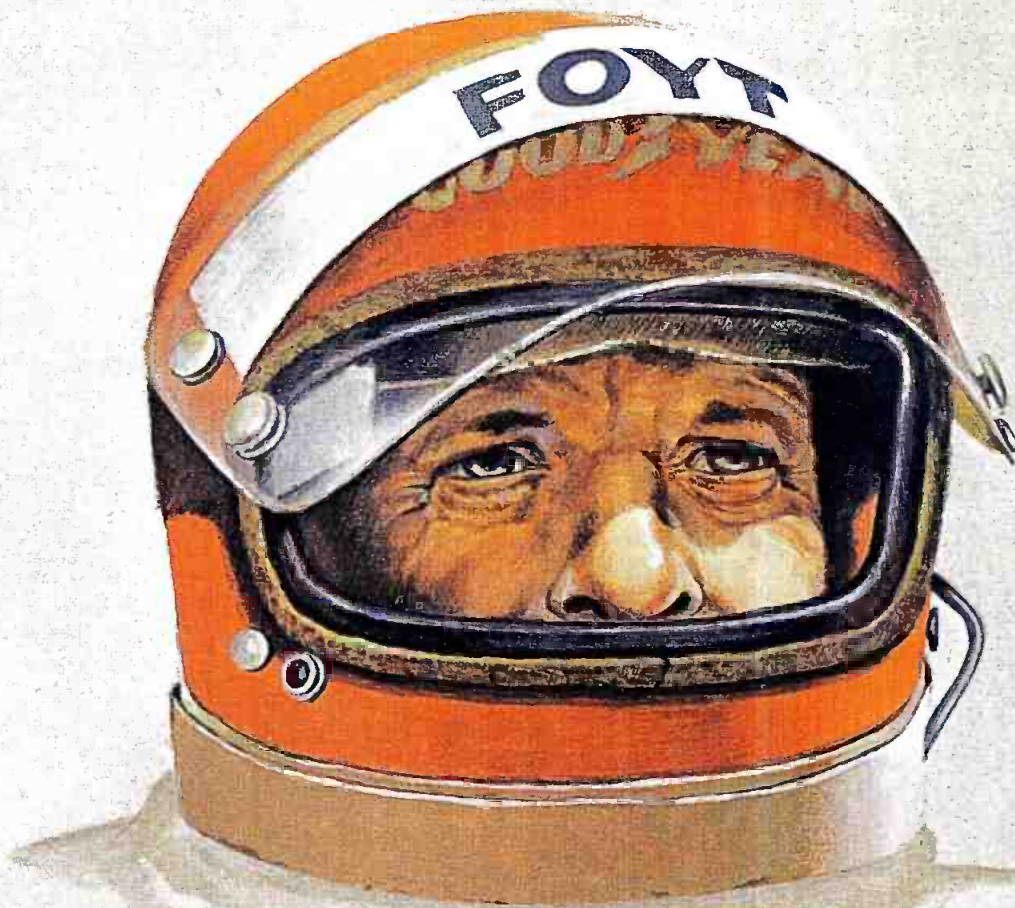
National Championship a record six times. Plus the Daytona 500, The 24 Hours of Le Mans, and The 1978 USAC National Stock Car Championship.

A winning attitude. It's meant success to the Gilmore/Foyt Racing Team. And it's shared by all the stations within Gilmore Broadcasting Corporation. **Gilmore/Foyt Racing Team**



# Winning Attitude

## We're in The Race Everyday



**the gilmore group**

Represented by HR Television, PRO/Meeker (P/M)

WEHT-TV  
Evansville (HR)

WQPO  
Harrisonburg (P/M)

WREX-TV  
Rockford (HR)

KODE  
Joplin (P/M)

KODE-TV  
Joplin (HR)

WSVA  
Harrisonburg (P/M)

# The Professional

## Shelby Whitfield Has the Winning Numbers

Shelby Whitfield, AP Radio's Sports Director, has the best sports directory in broadcasting.

As the voice of the Washington Senators, and through international assignments at Le Mans, Wimbledon, the British Open and the Olympics, Shelby has developed an impressive "little black book."

But his writing isn't confined to names and numbers. *Kiss It Goodbye* and *The Courtship of Moses Malone* are two real books based on his contacts and experiences. We like that. We're like Shelby Whitfield.

Professional.

# AP Radio

Associated Press  
Radio Network



# Datebook

■ indicates new or revised listing

## This week

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

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

**May 21**—Hearings throughout week on broadcast and cable sections of Communications Act rewrite, before *House Communications Subcommittee*. Rayburn House Office building, Washington.

**May 21-24**—*National Public Radio* annual conference. Hyatt Regency, Washington.

**May 22-23**—*Telecommunications technology symposium* co-sponsored by National Telecommunications and Information Administration and National Academy of Sciences. Dealing with telecommunications technology and how it is evolving to meet current and future needs, National Academy of Sciences auditorium, Washington. Information: S. P. Propher, (201) 234-4971.

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

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

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

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

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

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

## Also in May

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

**May 30**—*International Radio and Television Society* annual meeting (luncheon). Broadcaster of Year Award will be presented to Bob Keeshan of CBS-TV's *Captain Kangaroo*, Waldorf-Astoria, New York.

**May 30-31**—*American Research Foundation* fifth annual midyear conference. Detroit Plaza hotel, Detroit.

**May 31-June 2**—*Iowa Broadcasters Association* convention. Julien Motor Inn, Dubuque, Iowa.

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

## June

**June 1**—*National Association of Broadcasters* license renewal workshop. Julien Motor Inn, Dubuque, Iowa.

**June 1**—Deadline for entries *National Commission on Working Women* broadcast awards program. Sub-

missions for programming about working women must have aired between May 1, 1978, and April 30, 1979. NCWW, 1211 Connecticut Avenue, N.W., suite 400, Washington 20036.

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

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

■ **June 3-6**—*International Summer Consumer Electronics Show*, sponsored by Electronic Industries Association/Consumer Electronics Group, McCormick Place, McCormick Inn and Pick-Congress hotel, Chicago.

**June 4-5**—20th annual spring conference on consumer electronics, sponsored by *Institute of Electrical and Electronics Engineers*, with special session on consumer text display systems. Arlington Park Hilton, Arlington Heights, Ill.

**June 4-8**—*National Religious Broadcasters* "Practicum in Religious Broadcasting." Former FCC Chairman Richard Wiley and pollster George Gallup will speak. Nyack College, Nyack, N.Y.

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

**June 5-7**—Canadian satellite earth station symposium sponsored by *Scientific-Atlanta* and *LeBlanc & Royle*. Toronto Airport Holiday Inn. Information: Danny Cornett (416) 677-6555 or Jim Wilson (416) 844-1242.

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

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

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

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

**June 7**—Second annual Frank E. Gannett memorial lecture, under auspices of *Washington Journalism Center*. Julian Goodman, who retires from NBC May 31, will speak on "The First Amendment as an Absolute." Dinner: State room, Mayflower hotel, Washington.

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

**June 7-8**—*National Association of Broadcasters* license renewal workshop. Rock Land Lodge, Table Rock, Mo.

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

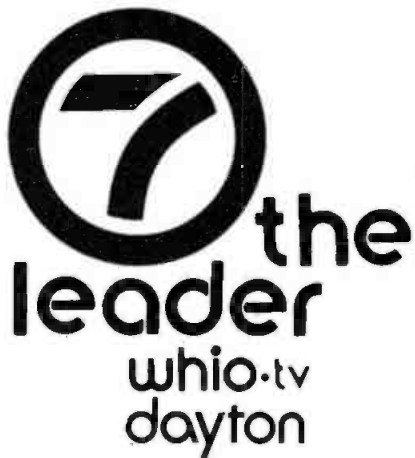
**June 7-9**—Upper Midwest Communications Conference, sponsored by the *Brown Institute*. Radisson Inn Plymouth, Minneapolis. Information: Dick Hansen, (612) 720-2481.

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

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

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

**June 7-9**—*Arizona Broadcasters Association* spring



# WHIO-TV: #1 top 50 in news

In the top 50 markets, WHIO-TV is

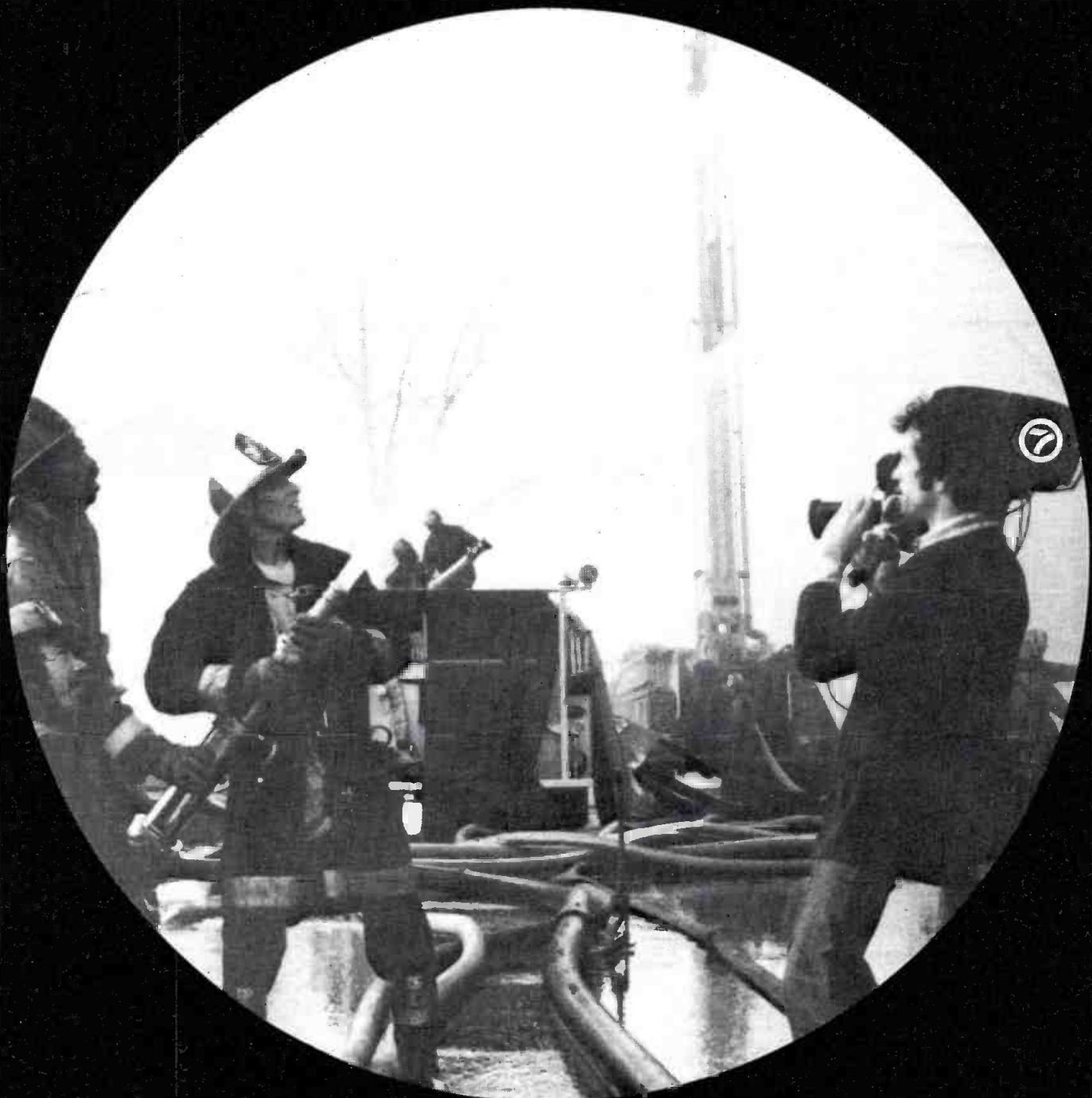
- #1 among CBS affiliates, 6:00 news
- #1 among all network affiliates, 6:00 news\*
- #1 among CBS affiliates, late news

Thanks to all our news personnel, "We're Coming On!" at WHIO-TV, the news leader.

Ranked by DMA share (Nielsen) and ADI share (Arbitron). Sources: Feb 1979 Nielsen survey, program average section, and Feb 1979 Arbitron survey, program audience section.

\*Nielsen only

represented by TeleRep

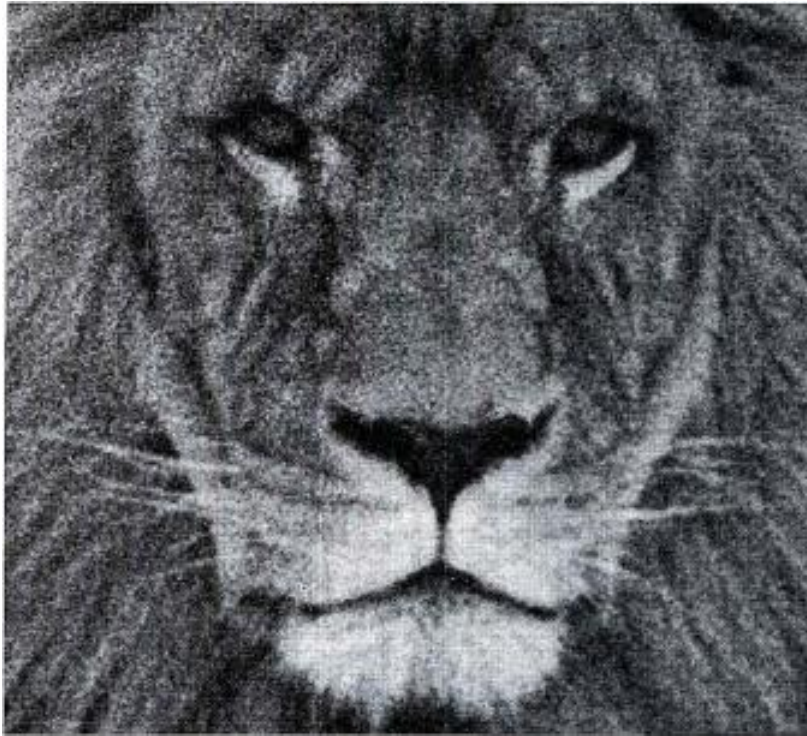


WSB TV-AM-FM Atlanta	WHIO TV-AM-FM Dayton	WSOC TV-AM-FM Charlotte	WIC-TV Pittsburgh	KTVU-TV San Francisco: Oakland	WIOD, WAIA-FM Miami	KFI, KOST-FM Los Angeles	WLIF-FM Baltimore	WWSH-FM Philadelphia
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**Do it big. Do it with class.**

**DO IT**



©1979 MGM Inc.

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**WITH MGM**

BEN HUR  
CATLOW  
DIRTY DINGUS MAGEE  
GET CARTER  
GOING HOME  
GREEN SLIME

THE GYPSY MOTHS  
ICE STATION ZEBRA  
KANSAS CITY BOMBER  
KELLY'S HEROES  
LIVE A LITTLE  
LOVE A LITTLE  
LOLLY MADONNA WAR

THE MAN WHO LOVED  
CAT DANCING  
THE MOONSHINE WAR  
MORE THAN A MIRACLE  
PAT GARRETT AND  
BILLY THE KID  
PLEASE DON'T EAT  
THE DAISIES

RYAN'S DAUGHTER  
SHAFT  
SLITHER  
SOYLENT GREEN  
SPINOUT  
THE SUBJECT WAS ROSES

THE SUNSHINE BOYS  
TRADER HORN  
WESTWORLD  
WHERE EAGLES DARE  
THE WIND AND THE LION  
THE WRATH OF GOD  
ZIG ZAG





**Nobody's got the stars like MGM.**



Distributed By  
**UA-TV**  
United Artists  
A Transamerica Company



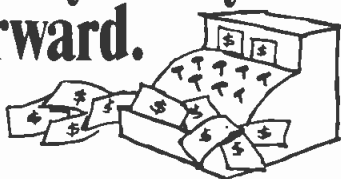
## in Madison.

The combination of state government and a Big Ten university has built Madison, WI into a prosperous DMA. Madison ranks 21st in the country in total retail sales per household (slightly ahead of 1977 levels).

We've built WMTV, a Forward station, into a communication powerhouse. In fact, we accomplished the unheard of: We built a UHF station into a leader in a market once dominated by VHF.

With our attractive CPM's, you'll find a schedule in Madison is indeed a capital expenditure.

## You're ahead when you buy Forward.



**WMTV**  
MADISON, WISCONSIN  
Represented by Meeker

MEMBER... FORWARD GROUP



WTRF-TV Wheeling  
KOSA-TV Odessa-Midland  
KCAU-TV Sioux City  
WRAU-TV Peoria  
WMTV Madison  
WSAU-TV Wausau

convention. Westward Look, Tucson, Ariz.

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

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

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

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

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

**June 10-13**—*Western States Advertising Agencies Association* 29th annual conference. Doubletree Inn in Fisherman's Wharf, Monterey, Calif.

**June 11**—*National Association of Broadcasters* legal workshop. Airport Hilton, Indianapolis.

**June 14-15**—*Oregon Association of Broadcasters* spring meeting. Bowman's Resort, Wemme, Ore.

**June 14-15**—*Broadcast Financial Management Association/BCA* board of directors meeting. Sir Francis Drake hotel, San Francisco.

**June 14-16**—Annual convention, *International Broadcasters Idea Bank*. Airport Hilton Inn, Memphis.

**June 14-16**—*South Dakota Association of Broadcasters* annual meeting. Sylvan Lake in Black Hills, S.D.

**June 14-17**—*Mississippi Broadcasters Association* annual convention. Sheraton-Biloxi Motor Inn, Biloxi, Miss.

**June 15-16**—*North Dakota Broadcasters Associ-*

*ation* spring convention. Lake Metigoshe, Turtle Mountain Lodge, Bottineau, N.D.

**June 15-16**—*Radio Television News Directors Association* board meeting. New York.

**June 15-17**—Meeting of *Radio Television News Directors Association of the Carolinas*. Max Robinson, ABC News, will speak. Santee, S.C.

**June 17**—*Television Critics Association* seminar, Century Plaza hotel, Los Angeles.

**June 17-19**—*New Jersey Broadcasters Association* 33d annual convention. Playboy Resort and Country Club, Great Gorge, N.J.

**June 17-23**—Eighth sales manager seminar of *National Association of Broadcasters*. Harvard Business School, Boston.

**June 18-19**—*Society of Cable Television Engineers* regional technical meeting. Radisson South, Minneapolis.

**June 19-20**—*American Association of Advertising Agencies* media seminar. Billmore hotel, New York.

**June 19-20**—*Southern Cable Television Association* financial seminar. Host hotel, Tampa International Airport. Information: Ed Frazier, (813) 877-1144.

**June 19-21**—*Armed Forces Communications and Electronics Association* 33d annual convention. Sheraton Park hotel, Washington.

**June 19-22**—Annual convention of *National Broadcast Editorial Association*. Richard Salant, vice chairman of NBC, will receive association's Madison Award. Menger hotel, San Antonio, Tex.

**June 20-22**—*Maryland/District of Columbia Delaware Broadcasters Association* annual convention. Sheraton Fontainebleau, Ocean City, Md.

**June 21**—*Federal Communications Bar Association* luncheon. Robert Bruce, FCC general counsel, will

## Major Meetings

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

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

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

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

**June 6-9**—*Broadcast Promotion Association* 24th annual seminar. Nashville. Future seminars: June 1980, Montreal; June 1981, New York; June 1982, San Francisco; June 1983, New Orleans.

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

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

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

**June 25-29**—*National Association of Broadcasters* joint board meeting. NAB headquarters, Washington.

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

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

**Sept. 16-19**—*Broadcasting Financial Manage-*

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

**Sept. 24-Nov. 30**—Start of World Administrative Radio Conference for U.S. and 153 other member nations of *International Telecommunication Union*. Geneva International Conference Centre and ITU headquarters, Geneva.

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

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

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

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

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

**Feb. 16-21, 1980**—*National Association of Television Program Executives* conference. San Francisco Hilton. Future conference: March 13-18, 1981, New York Hilton (Previously set for Feb. 13-18, New Orleans).

**April 13-16, 1980**—*National Association of Broadcasters* annual convention. Las Vegas. Future conventions: Las Vegas, April 12-15, 1981; Dallas, April 4-7, 1982; Las Vegas, April 10-13, 1983; Atlanta, March 18-21, 1984; Las Vegas, April 7-10, 1985; Kansas City, Mo., April 13-16, 1986; Atlanta, April 5-8, 1987; Las Vegas, April 10-13, 1988.

# THE FULLY-AUTOMATIC STUDIO CAMERA. IT CAN AUTOMATICALLY SAVE YOU SET-UP TIME.

Think about the time it takes to set up studio cameras.

Think about standby time for talent and production crews waiting for your technicians to get the best picture quality.

Think about the savings if that time could be reduced from hours to minutes—or seconds.

## **The TK-47. The world's first fully-automatic camera.**

The TK-47 studio camera performs sequential set-up functions automatically—at the touch of a button.

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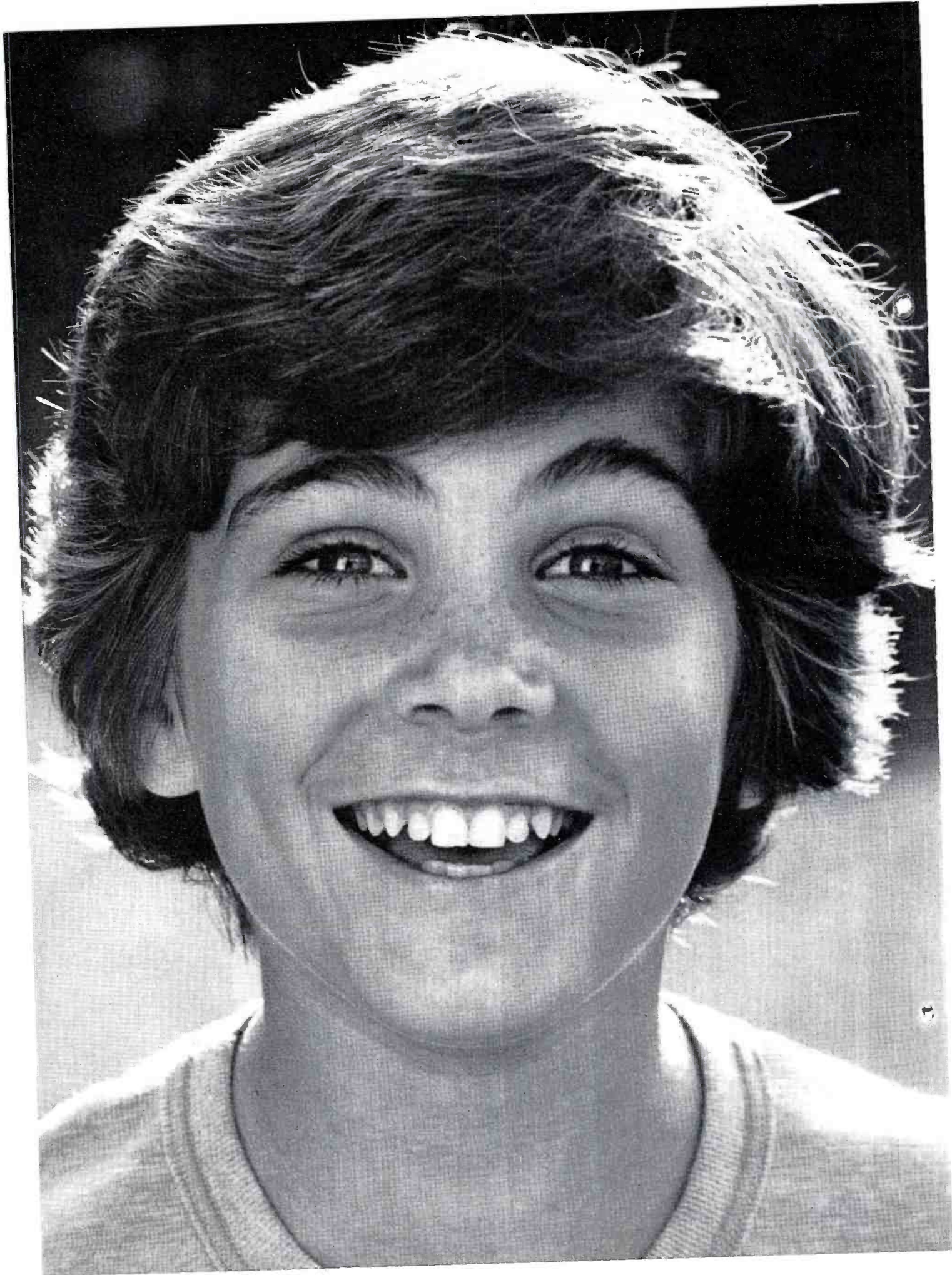
By the last four weeks of the season, CBS was the leading network in four of the five major broadcast day-parts, and in the fifth, we had cut the lead of Network Y to less than a single rating point.

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**CBS TELEVISION NETWORK**

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Alas. How often do you see a good student, or student athlete the headline story on the evening news?

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"Champion Teens" is taped on location by WITI-TV's Live Camera 6. And it gives high school athletes, stars and second stringers alike, an opportunity to compete on television.

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# STORER

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## Time to get serious

EDITOR: I'm confused.

In the May 7 issue of BROADCASTING, you urged broadcasters to get behind the Goldwater bill because it would take a lesser whack out of our industry via fees.

In the same issue you presented a flattering and almost elegant, if deserving, portrait of Lionel Van Deerlin which was headlined "Making a Difference".

I'm not nearly as close to the Washington scene as your editors and writers. But it's my gut feeling that although Senator Goldwater's proposals may be gentle to our purses, his bill has little chance of prevailing in Congress.

Lionel Van Deerlin is and will remain the man we should deal with.

I, like my fellow NAB directors, am nervous about Van Deerlin's revocation provision which lacks clear grounds. I don't like his apparent desire to establish more stations. I'm less than thrilled about his spectrum fee. And I question the desirability of letting public stations carry commercials. Nor do I approve of his reimbursement of citizen groups for participation in rulemaking.

But all of this aside, it is clearly time now for our industry to treat seriously with this well-intentioned man and in a thoughtful, fair way. Although mine is a minority view on the NAB board. I feel we have held back and deliberated quite long enough. NAB's staff negotiators should go in and cut a deal, remembering that we are the enlightened, pro bono industry we're always saying we are. — *William O'Shaughnessy, president, WVOX(AM) New Rochelle, N.Y.*

## Antideregulation for cable

EDITOR: It is difficult to understand the reasoning behind the FCC's proposed cable deregulation of distant signals. Let me relate a perfect example of why distant cable is a stagnating setback for local UHF development.

A small local broadcaster is contemplating the feasibility of an independent U in a small county of 50,000, now receiving only out-of-state V signals. The picture certainly is in keeping with commission policy to promote service to communities now without TV service.

The problem occurs as a U independent tries to buy programming, the single most expensive operational cost factor in television today. Well, the little U contacts the state's major league sports teams and cuts a deal for a daily baseball game pick-up not seen now in the local area. Games are bartered for carrying source sponsors the first half of each inning, and the local U gets the other half inning for its sales. This is

an excellent competitive source for inexpensive programming to the UHF broadcaster. Best of all, little cash outlay.

The local cable service has just commenced offering the same baseball games, via distant signal, as projected by the proposed new U station. Cable has just arrested one of the best programming sources which could be available to a new or low-budgeted start-up UHF. In fact, it is a decisive factor which may scrap the entire proposed construction.

This practice is not consistent with the principle of offering at least one video source to local communities. The commission endorsement of distant signals just buried UHF growth to the smaller communities and solidified the grip of big money on the broadcasting industry.

One hears the commission policy on one hand promoting dissemination and with the other, restricting it. No wonder the public is disillusioned with governmental bureaucracy. Perhaps the FCC should follow its guidelines and conduct its own community surveys to determine the problems, needs and interests of specific communities. — *Name Withheld.*

## Soured on Sears

EDITOR: A couple of years ago WBLM(FM) and several other Maine radio and TV stations took it on the chin when the now defunct Cohen-Kelly agency—representing Sears Northeast Zone—went bankrupt. Not a cent was made good by Sears, but we figured it was a contractual fluke and ate the bad debt feeling sadder but wiser.

Along comes Goldman & Walter & Tillman in 1977 for Sears Northeast. Great! A chance to get some revenue from one of the country's largest radio advertisers and take the sting out of an old bad debt. Orders come, spots run, bills don't get paid. In March of this year a letter arrives from the agency suggesting we settle for one-third of the Sears bill, or in their opinion "receive nothing at all." Lacking time or legal resources to collect, we settle for pennies on the dollar.

Now we learn of the bankrupt agency for the Sears mid-Atlantic zone. We agree with Peter M. Bardach ("Open Mike," Feb. 26) that Sears has done little to help innocent stations. And we'll go a step further. In our opinion, Sears business practices and controls are questionable. The giant retailer seems to have a knack for choosing agencies who burn small broadcasters. We've made the mistake of trusting Sears and their advertising representatives, and we've paid. Guess we're dumb to have made the same mistake twice, but we won't be fooled again. — *Peter J. Kern, general manager, WBLM(FM) Lewiston, Me.*

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# Broadcasting TELEVISION

The newsweekly of broadcasting and allied arts

Executive and publication headquarters  
Broadcasting-Teletesting building  
1735 DeSales Street, N.W., Washington, D.C. 20036.  
Phone: 202-638-1022.

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Founded in 1931 as *Broadcasting*—The News Magazine of the Fifth Estate. □ Broadcast Advertising\* was acquired in 1932. *Broadcast Reporter*\* in 1933. *Teletest*\* in 1953 and *Television*\* in 1961. *Broadcasting—Teletesting* was introduced in 1946. □ Microfilms of *Broadcasting* are available under University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106. Microfiche of *Broadcasting*, is available from Bell & Howell, Micro Photo Div., Old Mansfield Rd., Wooster, Ohio 44691 □ \*Reg. U.S. Patent Office. □ Copyright 1979 by Broadcasting Publications Inc.

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TOP OF THE WEEK

## Rewrite II: The jawboning begins in earnest

**House begins hearings on Communications Act rewrite, with Van Deerlin conceding it's not a perfect bill; program consent in spotlight**

It's still a long way to consensus on Rewrite II, either among the broadcast and cable industries or among members of the House Communications Subcommittee concerned with updating the Communications Act. That much was clear after four days of hearings on broadcasting and cable last week—hearings that continue this week.

Toward the conclusion of the week's testimony, principal rewrite author Lionel Van Deerlin (D-Calif.), deflected a question from a reporter about what changes may have to be made in his bill. It's too soon to begin negotiating now, he said. But with a nod toward the witness table, where disagreements over the measure had often been sharp during the week, he said it is clear to him that "H.R. 3333 is not a perfect bill."

The sessions opened Monday on one of the new rewrite's most controversial provisions, the "program consent" requirement that would force cablecasters to obtain permission from either broadcasters or program owners before carrying broadcast programs on distant signals.

Henry Geller, the head of the National Telecommunications and Information Administration, who is credited with reviving the proposal that has been incorporated in the rewrite, defended it to the hilt. Conventional cable, like pay cable, should have to buy its programming in the marketplace, he said. And if it fails to stay in the black? "It's a pity, but that is the answer the marketplace gave."

Geller said he does not believe that cable will suffer, however. He said the industry's fears about being frozen out by broadcasters and program sellers are unfounded, and predicted that a new class of cable program packager will sprout that will be able to obtain broadcast programs to sell to cable systems at rates they can afford.

Not surprisingly, Geller was



Chairman Van Deerlin (and staff member Karen Possner)

enthusiastically seconded by Jack Valenti, president of the Motion Picture Association of America, who argued that cable is a big business now, and doesn't need the help of a compulsory license. "Why should Congress want to subsidize large corporations like Teleprompter, the *Los Angeles Times* and Warner," he said. Valenti shared Geller's prediction about program packagers springing up and said program supply—"a limitless, boundless sea of programing"—will not be short. Contrary to what cable operators think, Valenti said, his association "wants to nourish cable, because it is the mother of pay."

But Ralph Baruch, chairman and chief executive of Viacom International, representing the National Cable Television Association, voiced the industry's worst fear that retransmission consent will put cable television "out of business." It isn't surprising that broadcasters support retransmission consent, he said, "because they know they will refuse to give it." UA-Columbia Cablevision's Robert Rosencrans also opposed the concept.

Speaking for the Association of Independent Television Stations, President Herman Land argued that cable systems should be treated the same as independent television stations, many of which operate close to the margin yet still must buy their own programming. Preston Padden, assistant general counsel for Metromedia, said cable is a competitor that is fighting independent television with its own programming. "It is fundamentally unfair," he said.

Also for program consent were the heads of the professional baseball, basketball and hockey leagues—in order, Bowie

Kuhn, Lawrence O'Brien and John Ziegler—all arguing that distant sports events imported by cable often hurt local ticket sales. They threatened to take their games off local television if cable isn't stopped. Another for the provision was television producer Norman Lear (also a cable system owner), who said distant signal importation was making it impossible to sell his *All in the Family* in some broadcast markets.

Speaking against the proposal was Ted Turner, owner of superstation WTCG(TV) Atlanta, who argued it will "stop cable dead." His station's nationwide satellite distribution has made it possible for him to afford programs he couldn't have gotten as a purely local station, he said. He contended that with retransmission consent, some of those would no longer be available to him because of the syndicators' exclusivity contracts with other stations.

Also against program consent was William T. Johnson, president of KBLE Ohio, the only operating black cable company in the country. Johnson argued that he cannot afford program consent now, and that if it had been in force when he was forming his company last year, he could never have gotten a bank loan.

Stephen Effros, representing the Community Antenna Television Association, said the paperwork alone attached to retransmission consent would force small cable systems under.

There were indications that subcommittee members may oppose the proposal as well. Representative Timothy Wirth (D-Colo.), questioned the wisdom of eliminating the public interest standard and trying to place cable under mar-

ketplace regulation. "We really don't have a marketplace," either in cable or broadcasting, he said.

### Broadcasters take the pro, interest groups the con in radio deregulation debate

Debate over the rewrite's provisions to deregulate radio pitted two camps against each other, radio operators supporting deregulation, and interest groups opposing it. A sample of testimony finds these comments:

Dutch Doelitzsch, WDDD(FM) Marion, Ill.: "The marketplace is a far better regulator than reams and reams of rules ... Trust the public to choose what it wants."

James Gabbert, president of the National Radio Broadcasters Association: "Radio stations will do public affairs programming without government regulation. 'There are so many radio stations on the air, we all sound alike,' he said. 'We do it to create an identity ... it's good business.'"

Nelson G. Lavergne, WADO(AM) New York: "We have had enough [experience] to allow the emancipation of broadcasters from archaic rules and regulations that sometimes even prevent additional services from being provided to the public."

The broadcasters agreed there doesn't have to be a public trusteeship obligation for the radio licensee. Charles R. Sanford of Guy Gannett Broadcasting Services, Portland, Me., arguing for instance that

broadcasters are now carrying more public affairs programming than the FCC requires and fewer commercials than the FCC allows.

But the citizen group witnesses saw matters differently. Kristin Booth Glen, a professor at Hofstra Law School and counsel to the WNCN Listeners' Guild, a group that fought the attempt of WNCN(FM) New York to change its classical music program format to rock music in 1974, argued for the retention of regulatory tools to make sure that classical, jazz, and big band music and other cultural fare that doesn't lead to "maximum profits" can still get on the air.

Nicholas Johnson, former FCC commissioner, representing the National Citizens Communications Lobby, argued against the rewrite's replacement of radio regulation with marketplace forces. He said there are entertainment interests that are currently underserved by the marketplace—those of the elderly, young children, the poor, the handicapped. "If the marketplace is flawed in delivering entertainment programming, it certainly is flawed in providing news, public affairs, public service announcements, locally originated programming and other types of service the FCC has found it necessary to require over the years," he said.

Johnson received a sympathetic hearing from Representative Marc Marks (R-Pa.), who indicated he opposes setting broadcasters loose from the public interest standard. "There are some of us on this subcommittee who ... are going to see that

this point of view you've just taken is well represented," he told Johnson.

Representative Allan Swift (D-Wash.), a former broadcast news director, probed for ways to reduce paperwork regulation but retain public interest requirements, perhaps in the form of quantitative program guidelines. If broadcasters are going to continue to do public affairs programming, as witnesses testified Thursday, he said, "why not leave the legal responsibility there?"

Broadcaster Arnold Lerner of WLLH(AM)-WSSH(FM) Lowell, Mass., a member of the National Association of Broadcasters board, testifying on other subjects, said he fears the rewrite's procedures for license revocation could be abused by outside petitioners and create instability for radio licensees. But subcommittee counsel Edwina Dowell replied that radio licenses would be subject to revocation under the bill only for violations for technical rules.

Paul Davis, president of the Radio Television News Directors Association, supported the removal of fairness doctrine and equal-time regulation from radio, and opposed continued enforcement of the fairness doctrine for television. He said the bill's proposal for fairness enforcement only at renewal time can make renewal matters only more complicated for TV. He offered an RTNDA counterproposal to have the fairness doctrine enforced like the libel law. Penalties would be assessed only on a showing of a pattern of "actual malice" by the station.

## Van Deerlin to broadcasters: get on board or be left behind

He said it softly, but Representative Lionel Van Deerlin (D-Calif.) made it clear last week that if broadcasters prove uncooperative in his efforts to steer the communications Act rewrite (H.R. 3333) through the House, he has a big stick to use against them—one that would knock the broadcasting provisions, with their sweeping deregulation of radio and the commitment to deregulate television in 10 years, out of the measure.

The congressman, chairman of the House Communications Subcommittee, had indicated previously he was prepared to consider that strategy (BROADCASTING, May 7). But he did not seem to be focusing on it. Last week, he did. Indeed, in remarks to a Washington Journalism Center conference, he made the point several times.

"We may have to divide up the issues and include common carrier in this bill and put off for another Congress the broadcasting portions of the bill," he said. Whether such a separation is made, he added, is up to the broadcasters.

If the spectrum-use fee in the measure is unacceptable to the broadcasters, if the retransmission consent provision does not "totally" satisfy them, and if they are not willing to accept more competition as "the price of deregulation," then the broadcast-

ing portion would have to be shelved, he said. "I hope this is not the case," he added. "It won't be easier with the passage of time."

Later, his concern seemed to center on opposition to the spectrum-use fee, which would generate an estimated \$150 million annually, far more than fee proposals in two other pending rewrite measures. "If the spectrum-use fee weren't in there, there wouldn't be the broadcaster opposition we have now," he said. But "there won't be legislation without a spectrum-use fee," he said.

The congressman also suggested that the broadcasters might not be in as strong a bargaining position as the industry would like by noting that they were not the only factor in the political equation he confronts. He noted that "there are a dozen citizen groups looking at the bill" and, he did not have to add, criticizing the deregulation features. (Representatives of some of those groups expressed their opposition in testimony before the Van Deerlin panel last week; see above.)

The congressman's remarks dismayed industry representatives. Donald Zeifang, the NAB's senior vice president for government relations, said he and lobbyist David Markey had visited nine members of Van Deerlin's subcommittee two weeks

ago to explain NAB's support of the retransmission consent proposal and that in those meetings made it clear NAB "does not want to be left at the altar." For NAB to acquiesce in broadcasting being split off from other provisions of the bill, he said, would be tantamount to saying that "we don't want any changes in the law, and we can't say that."

But Zeifang was simply describing one horn of a dilemma. The other is that NAB has not decided to support the rewrite measure; it would prefer only an amendment to existing law. "But we've got to deal with what's there, and what's there is the rewrite," said Zeifang.

The author of that rewrite was anxious for broadcasters to make a choice. "The industry must make up its mind about how seriously it wants deregulation," he said in concluding his remarks. "Some broadcasters are happy. Their licenses are protected by the present system. They should do a lot of soul searching before leaving themselves in a strait jacket."

There is one provision in H.R. 3333 the congressman evidently does not intend to defend very strongly, however—the one that would permit public broadcasting to carry a limited amount of advertising. "Nobody seems to like it," Van Deerlin said. "It will be given short shrift."



## Westinghouse pays record \$20 million for U

Ted Turner has scored again. The flamboyant Atlanta broadcaster sold his WRET-TV Charlotte, N.C., to Westinghouse Broadcasting Co. last week for a reported \$20 million—the highest price ever paid for a single UHF.

The sale culminates what may be one of the better investments of the decade. Turner acquired the station in 1970 from a receiver through assumption of \$1,225,000 in liabilities (BROADCASTING, Aug. 3, 1970). And Robert L. Schuessler, general manager of WRET-TV, admitted that although Turner has made "significant capital expenditures" to improve the station during his nine years of ownership,

the deal is as good as it looks.

At the same time, Schuessler thought Westinghouse was buying a station that, with the right moves, could take a 20% to 25% share of the market in a few years and be "worth far more than what they paid for it."

"There is no question" the \$20 million price tag is more than the operational figures would currently justify, he said, but it is "worth it" based on its potential as a network affiliate in a growing market, he said. The station, he said, has experienced a "tremendous growth in billings" and has shown an operating profit since 1974.

Schuessler downplayed the impact the

## Minnie Pearl for the defense

WSM (AM) Nashville, whose massive lobbying efforts have raised the FCC's clear channel proceeding to the level of a national controversy, scored its biggest public relations coup last week when it sent Mrs. Henry Cannon to talk to Congress.

That is the way her name appeared on the witness list of the House Communications Subcommittee's rewrite hearing Thursday. To fans of country music and the *Grand Ole Opry*, and indeed to most others, Mrs. Cannon is better known as Minnie Pearl.

Subcommittee member Albert Gore (R-Tenn.), who represents a district adjacent to Nashville, was presiding, an infrequent appearance at the hearings for him. Representative William H. Boner, Democrat of Nashville, after testifying on his bill to protect the current clear channel allocations, took a seat in the audience, listening

to Representative Paul Findley (R-Ill.), author of the daytimer-backed bill.

While most witnesses go to the witness table from seats in the audience when their turns come, Minnie Pearl entered from the hallway outside, on cue. After two quick stories, she had the audience roaring with laughter.

The red lights on two television cameras lit up and a pack of still photographers



Boner, Minnie Pearl, Gore

clicked away from kneeling positions on the floor in front of her as she told Gore she may not fully understand "what's cookin'" but "there are many of my concerned friends who are very much interested in our keeping our clear channel station."

Representative Gore thanked her for a "great" statement, then suspended the hearing while he posed for a picture, standing with his arm around her, Representative Boner on the other side. At Gore's urging, she bellowed "How-dee!" as Minnie Pearl does on stage, then she left the hearing, surrounded by an entourage from WSM and pursued by the photographers and roughly a third of the audience. Subcommittee Chairman Lionel Van Deerlin (D-Calif.), who had been absent during her testimony, met her moments later outside the hearing room, where he, too, had his picture taken with his arm around her. After he complimented her, she told him, "You're very kind and a very handsome man."

## In Brief

**Television networks reported pre-tax profits of \$373.5 million in 1978**, drop of 7.9% from 1977, according to figures released by FCC last week. Profits were on advertising sales of \$3.7 billion, increase of 14.8% from 1977, and **net revenues of \$3 billion**, increase of 7.9%. Over-all, ABC, CBS and NBC, and their 15 owned and operated television stations reported total net broadcast revenues of \$3.5 billion, up 15.1% and pre-tax profits of \$560 million, increase of 1%. Figures show that 15 stations produced net revenues of \$585 million, up 16.1%. Station profits before taxes increased almost 25%, to \$186.3 million. Networks increased spending on news and public affairs operations by 28% last year—to \$265 million compared to \$207 million in 1977.

**In radio, profits were down**, both over-all and for network operations alone, FCC reported. Eight networks—CBS, two MBS networks, NBC and ABC's four networks—and their 36 stations had **pre-tax profits of \$43.7 million**, drop of 6% from 1977. Total net revenues were up 11.1%, however, to \$236.3 million from \$212.7 million. Eight networks alone had profits of \$15.4 million on net revenues of \$89.9 million, compared to \$25.3 million on net revenues of \$84.5 million in previous year. Network-owned stations made strong showing, increasing profits 33.8%, to \$28.4 million. Stations' net revenues increased 14.2%, from \$128.2 million in 1977 to \$146.5 million last year.

**Corinthian Broadcasting**, Dun & Bradstreet subsidiary, has signed letter of intent to **purchase wvec-TV Hampton** (Norfolk), Va., ABC affiliate on ch. 13, principally owned by Thomas Chisman (23%) and his brother, J. W. Chisman (21.5%). Neither buyer nor seller would disclose price, but source close to both companies put price in \$30 million range.

**Outlet Co. has purchased wors-FM Detroit** from Fine Arts Broadcasters Inc. for \$2 million.

ABC News's **Tim O'Brien appears to have broken U.S. Supreme Court security again** with report of decision that judges may bar media and public from pre-trial hearings. He said on *ABC World News Tonight* Friday (May 18), that court will announce "in next few weeks" that it has affirmed decision of New York State's highest court that closing pre-trial proceedings does not violate constitutional guarantee of free press or defendant's right to public trial.

House Communications Subcommittee chief counsel **Harry M. (Chip) Shooshan charged** last week, that **ABC's corporate heads put pressure on ABC News to do story** about House Communications Act rewrite that ran on nightly news Monday. He was suspicious of story's conclusion—that "betting is" that communications in 1980's will still be regulated for most part by '34 Act. In interview he initiated, Shooshan said ABC, "primarily Everett Erlick," ABC senior vice president and general counsel, "is out to kill this bill." He said "they rammed [the corporate position] down the throats of the affiliates... I'm concerned that they've



station's signing on as an NBC affiliate last July may have had on its worth in the marketplace. He said that although it was a factor, it was "a smaller factor" when seen in the light of the station's billings over the last several years.

WRET-TV had its chance to affiliate with NBC when ABC dropped the market's other commercial UHF, WCCB, in favor of Cox Broadcasting's WSOC-TV (ch. 9), which gave up NBC. The NBC affiliation then became the prize of a two-way contest between WCCB and WRET-TV. WRET-TV won.

At a news conference in Washington three weeks ago, Turner said proceeds from the sale of WRET-TV would be used to help finance a 24-hour Cable News Network. Schuessler said that's still the plan.

## Volatile media environment is AAAA's focus

**Stroetzel, Weinberger, Donnelly, Graham, Jackson among speakers**

Mobil Oil, leading advocate of advocacy advertising, hasn't given up on its quest to buy time on networks as it does on the printed page. Donald S. Stroetzel, manager of communications programs for Mobil Oil Corp., told the American Association of Advertising Agencies in White Sulphur Springs last Thursday that his company does not agree with ABC and CBS that the fairness doctrine precludes their "op-ed" type of advertising. The company, he said, spends about \$5 million a year in all media in this area.

Stroetzel, pinchhitting for Herbert Schmetz, Mobil's vice president for

public affairs, stands virtually alone in its crusade. But he ventured it has dividends in public acceptance as well as in goodwill and merchandising. Admitting the high risks involved, he said that people like a fight, particularly "when we stand up for what we believe." Mobil's top management has given this type of advocacy advertising "top priority" despite what some characterize as a maverick approach.

Casper Weinberger, vice president and general counsel, Bechtel Corp., San Francisco, former secretary of Health, Education & Welfare after serving as budget director and chairman of FTC during the Nixon administration, called for a constitutional convention as perhaps the only means of making government face up to budget balancing. In a speech titled "The Carter Administration: The Gap Between Rhetoric and Performance," Weinberger characterized deregulation as virtually a myth which fell into the category of rhetoric. Regulatory excesses, he told the AAAA's, may run in excess of \$100 billion a year.

An enthralled AAAA breakfast audience heard William Donnelly, vice president, group supervisor of Young & Rubicam, expound on new electronic media as opportunities for agency clients. On the theme that what the people want they will get, he said that cable inevitably plays a significant part in what he called the "emerging video environment." He said the all inclusive "CRT" (cathode ray tube) would be used for conventional TV, 36 channels of CATV, pay TV, video disks, video games and finally, broadband, encompassing computer services, shopping guides, telephone offshoots and other exotic ways. Growth, he said, dominates the TV set—by his reckoning 40% underused.

Katharine Graham, chairman of the Washington Post Co., told the AAAA her

principal national concern was over the issue of trust. "Democracy, to function well, needs several elements of a sound marketplace," she said. Among them, and "above all else," is the need for "a residual, mutual trust among those who deal with each other." She found such trust "in short supply in Washington," a situation that has led to the proliferation of regulation as one segment of society seeks to protect itself from others. And while Congress is supposed to resolve policy arguments, "it can't make all the technical judgments and won't make most of the tough political ones," she said. "So the real decisions get bucked to the agencies, with Congress reserving the right to heckle and second-guess, and everyone else reserving the right to go to court."

The way out, Graham said, was in "better communications"—getting the facts before the public so that it can take informed consumer action. "I do persist in believing that the spirit is still strong," she said, "and that even in this complex society, ordinary people, when informed, have the wit to decide for themselves when they've been taken and who the scoundrels are."

Gene Jackson, president of the National Black Network, urged agencies to drop what he described as the adversary role and, with proper analysis, allocate budgets realistically for the black market. He said there are enough "numbers" available to justify prudent buying but conceded there's need for further research. With 60 radio stations (plus two TV's) owned by blacks, he praised the FCC for seeking ways of increasing black ownerships. He foresaw perhaps 150 radio stations and 50 TV stations under eventual black ownership.

*For other AAAA coverage see page 62.*

rammed it down the throat of ABC News." The charge drew flat denial from Roone Arledge, president of ABC News and Sports. "It's not only absurd, but really insulting to ABC News," he said. Arledge said part of motivation behind rewrite piece was criticism that news department was avoiding story because it affected ABC. He mentioned letter network had received in April from National Citizens Committee for Broadcasting urging coverage of rewrite. But decision was news department's, he said. "I don't know what the network position is, to tell you the truth."

**John Blair & Co., New York, will split its common stock three-for-two,** increasing its outstanding shares from about 2,476,000 to about 3,714,000 shares, effective June 22 to holders of record on June 1.

**Associated Press signed for Western Union Westar satellite delivery** of its APRadio service to 37 cities initially, under its plan for conversion from terrestrial to essentially satellite service (BROADCASTING, April 9). Satellite cost said to be \$145,000 to \$150,000 annually, as against about \$1 million now paid to AT&T for land lines. AP said its application for FCC licensing would be filed about June 1 and it hoped to have approval in time to commence satellite service by fall.

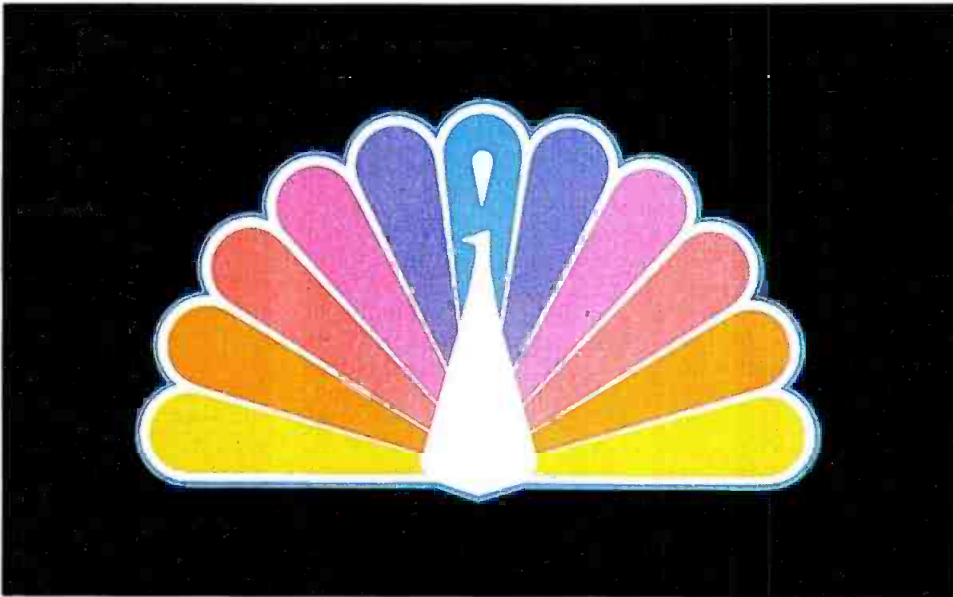
Stockholders of **Reeves Telecom Corp.** last week voted to **liquidate company,** hopefully within year. J. Drayton Hastie, president and chief executive officer, has said he thinks each share will bring \$5-7; there are 2,395,378 outstanding. Reeves said letter of intent to sell WITH-AM-FM Baltimore to Hefel Broadcasting of Hawaii for \$4 million has been withdrawn by Hefel and stations are back in marketplace. Reeves is awaiting FCC approval on sale of WKKE-AM-FM Huntington, W.Va., to Capitol

Broadcasting for \$1.9 million. Reeves also owns land development properties in North Carolina.

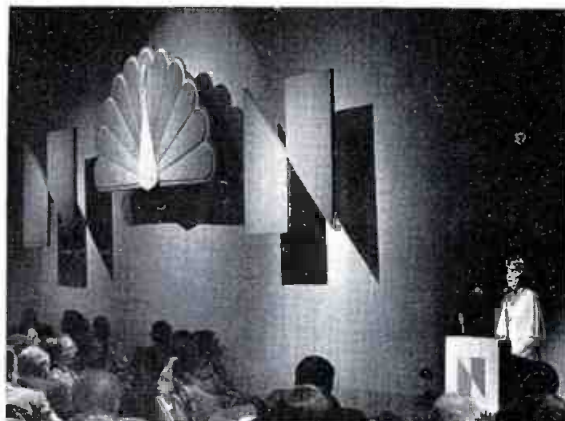
**Brandon Stoddard,** senior VP dramatic programs, motion pictures and novels for television, ABC Entertainment, Los Angeles, continues those responsibilities except for prime-time dramatic programs and **becomes president of new unit, ABC Motion Pictures,** that will develop and produce feature films for theatrical distribution as well as made-for-television pictures, ABC Theatre presentations and all ABC novels for television. **Marcia Carsey,** senior VP, comedy and variety programs, has been named to new post of senior VP, prime time series, with responsibilities to include creation, development and supervision of all prime time series.

**Michael Ogiens,** VP, daytime programs, CBS Entertainment, Los Angeles, named to new post of VP, daytime and children's programs, and **Faith Frenz Heckman,** director of children's programs, named VP, children's programs, reporting to Ogiens. Changes result from resignation of Jerry Golod as VP, children's programs to join NBC Entertainment as VP and national program director (BROADCASTING, April 30).

**Roger W. Clipp,** 75, who retired as vice president in charge of Trianglé Publications' major station group in 1968 before it was sold off to others, **died Friday** (May 18) in his sleep at home in Ardmore, Pa. He was also owner of WAYK(AM)-WSWF(FM) Lehigh Acres, Fla., but sold stations last year. Survivors include one son and daughter.



Silverman



Pfeiffer

**A muster of peacocks.** NBC-TV has revived its famous peacock as the centerpiece of its "Proud as a Peacock" theme for the 1979-80 season. First unveiled at last week's affiliates meeting, the new bird will appear in broadcast as well as print advertisements heralding the new season. The modernized version of the logo (which first appeared in 1956) was designed by the NBC Advertising and Creative Services department. Although peacocks will be appearing all over NBC this fall, network officials said the bird would not be replacing the company's newer "N" logo introduced three years ago.

dent said. "News, let's all remember, is the one commodity you and we provide that no one else can duplicate. Whatever wonders the new technologies may bring, they're not going to compete with an NBC News organization which has 23 bureaus all over the world, 1,000 people and an annual budget of more than \$100 million," Silverman said.

"Our philosophy on airtime is simple," he said elsewhere. "When NBC News says they need it, they'll get it."

And although the thrust of Silverman's speech was directed toward the news department, he did not slight the weaknesses in NBC's entertainment programming. Commenting, for example, on the relatively few changes made in the primetime schedule (see story, page 77), Silverman said, "Our first priority was to establish the program base NBC has been lacking for years." The network's plan, he said, was "for steady progress, and our new schedule should be regarded as a step in that direction, certainly not as the Promised Land. We have a way to go yet."

"Another key step in our long-range plan for NBC is the development of a stable of stars," he said, claiming that the network has "set aside millions of dollars to seek out and develop new performing talent." He then reeled off a list of stars that included Dolly Parton, Cher and others. He called one of his own discoveries, Susan Anton, "the Dinah Shore of the 1980's."

And he also promised more comedy and variety for NBC. "Historically, the network that has the most comedy and variety hits has had the most successful prime-time schedule," Silverman added that it was his "hope" that within a year "you'll see twice as much comedy and variety on our schedule."

The affiliates seemed pleased, giving their network's president a standing ovation. Afterward, Ancil Payne, the outgoing president of the affiliates board, said his associates had "a feeling of confidence in Silverman" and that "everything is pulling together." He commented on Silverman's "approachable" way of handling the meeting. He even volunteered that he felt better about being an NBC affiliate than he had in "three solid years."

Other delegates appreciated the candor expressed by most of the network execu-

## NBC: hoping to learn from the past

**Company president stresses total commitment to news and development of new talent to make it No. 1 in the 80's**

NBC-TV, almost a year now under the leadership of Fred Silverman, is harking back to its roots, its tradition that spans the entire history of television and, indeed, virtually the history of broadcasting. In an effort to move the network out of the decline it has experienced over the past four or five years and into a position of competitiveness—if not dominance—Silverman laid out a cautious plan for reconstruction last week.

It was the NBC affiliates meeting at Los Angeles's Century Plaza hotel where more than 700 broadcasters, executives and spouses gathered to hear Silverman and other NBC executives explain just what would be in store for the next season and the 1980's. The network's rhetoric was subdued, thankfully so, according to some of the delegates. Silverman and his troop avoided the pep rally slogans that can dominate such affairs and spoke, instead, of "stability," "solidity," "tradition" and "precise plans." Even Johnny Carson, perhaps NBC's biggest star, picked up on

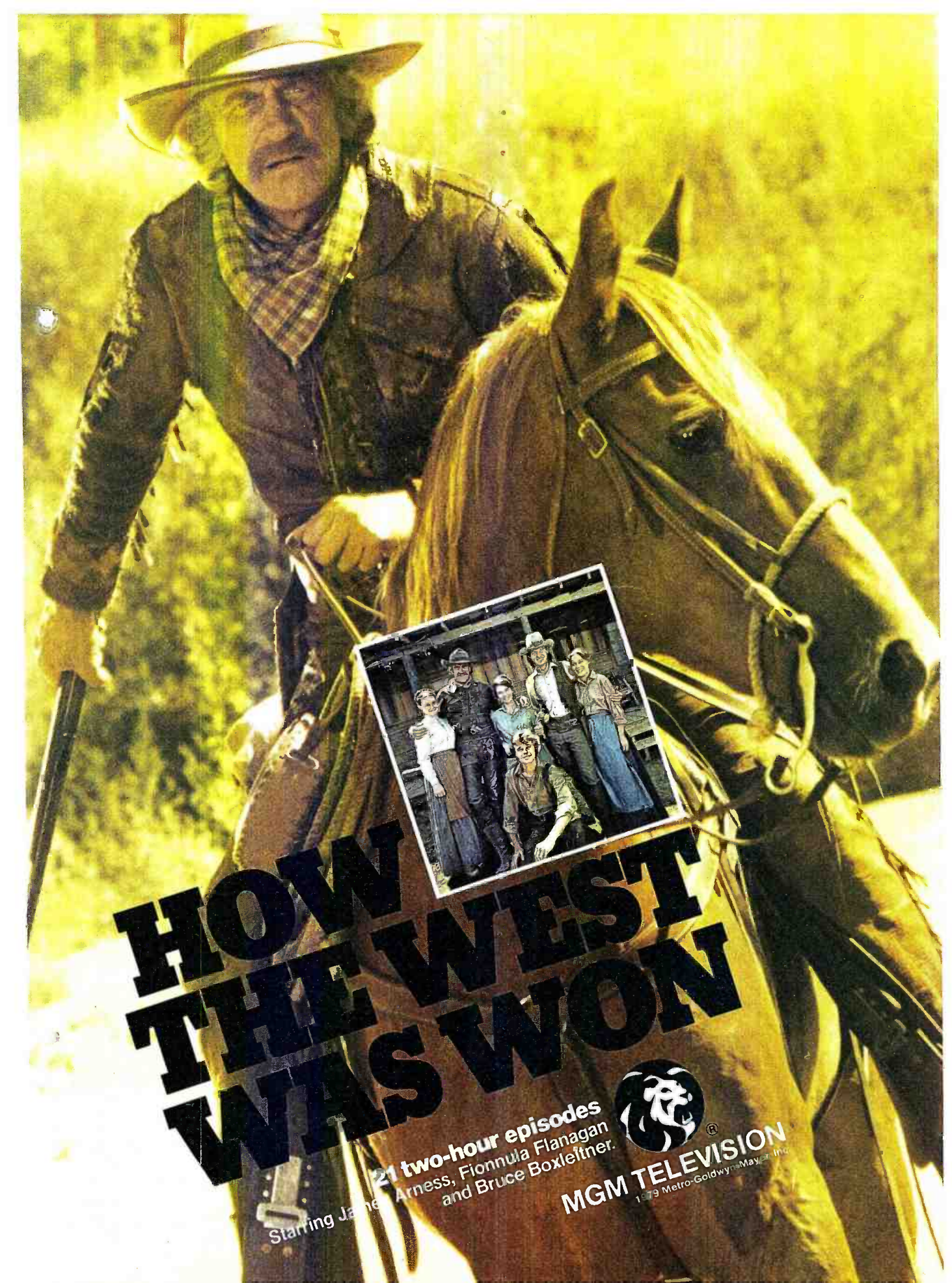
the theme and during a Tuesday night appearance welcomed the delegates to the "year of stability."

That was the message the network attempted to get across last week. And certainly symbolic of that was the resurrection of the famous NBC peacock, the hallmark of this fall's "Proud as a Peacock" campaign. Promotional spots shown the delegates last week relied heavily on the bird as well as shots of the network's stars of the past.

Indeed, Silverman's own Tuesday luncheon speech included phrases such as "the legacy of David Sarnoff, the tradition of Toscanini and the NBC Symphony" and a commitment to rebuilding NBC News's dominance.

In fact, the news department "is going to play an ever-bigger part in the NBC of the 1980's," Silverman said, outlining a new emphasis on journalism that recalled NBC's halcyon days of the mid-1960's when, faced with strong entertainment competition from CBS-TV, it poured so much of its resources into news that *The Huntley-Brinkley Report* consistently outdrew even Walter Cronkite.

The "N" in NBC "will more and more be a symbol for news," the company presi-



# HOW THE WEST WAS WON

21 two-hour episodes  
Starring James Arness, Fionnula Flanagan  
and Bruce Boxleitner.



MGM TELEVISION  
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tives, who steadfastly refused to gloss over the NBC problems and chose, instead, to show what they were doing to correct them. One affiliate, for example, said previous NBC administrations "would never admit there was a problem" and they "would hear us but never listen to us."

Silverman and NBC are looking toward the 1980's. They expect the network's performance to improve next fall and to build momentum in the spring, leading into the 1980 Olympics and the presidential election season in the summer. Programs of the 1980-81 season are already being discussed and developed, and a stable of back-up programs to supplement next fall's is in the works. "It isn't Camelot yet," Silverman told the affiliates, "but by the time we all meet again, you can be sure there will be real progress—in every area of our schedule."

For other NBC affiliates coverage see pages 56, 77 and 81.

## Dark clouds on journalists' horizons

**Attorney Prettyman, in speech at Washington Journalism Center, is concerned that decision in 'Herbert' case will influence judges to allow more erosion of First Amendment freedoms**

A gathering of journalists, who live by, with and for the First Amendment, was given a grim medical advisory last week: "The First Amendment is alive, but sick." And the nation's courts, specifically including the Supreme Court, were pictured as less than sympathetic and sensitive physicians.

The report was delivered to the Washington Journalism Center's conference on the role of television and newspapers in American life by one of the country's leading First Amendment lawyers, E. Barrett Prettyman Jr. He not only expressed concern about recent decisions of the Supreme Court but also warned that courts throughout the country are presided over by judges who, if not hostile, have no sensitivity to the role of the press in American life.

And the consequences of such an attitude for the country could be serious. "Anyone with the foggiest notion of history knows that restrictions on the press are the first step to totalitarian government," he said.

Like many in the media, Prettyman regards the Supreme Court decision in *Herbert v. Lando* as a restriction on the press. The decision permits public officials or figures who are plaintiffs in libel suits to probe the thought process of the journalists they are suing.

Combining that right with what amounts to a right of pretrial discovery

"that is completely out of hand," he said, would permit anyone involved in corruption to bring suit, engage in years of discovery, "probing everything," including journalists' confidential sources, and then dismiss the suit. It is a technique, he noted, that would have been useful to Watergate defendants interested in the sources on whom the press was relying. "I see Herbert as a real threat," he said.

A decision he is awaiting from the Supreme Court with some trepidation involves the constitutionality of judges conducting pretrial proceedings behind closed doors. At issue is a decision by New York's highest court that a trial judge may close a pretrial proceeding if it is believed publicity would prejudice the rights of the defendant. The ruling is being challenged by Gannett newspapers.

Prettyman fears that if the New York court is affirmed, in a decision not sufficiently precise in its terms, "it could lead to a revolution in the judiciary system in this country." He saw the possibility of criminal trials being closed to journalists and public, as defendants request closed trials and prosecutors, with little to lose, agree.

Nor does he seem to have much hope for the future. Prettyman said many judges agree with those who believe the press is made up of companies that are biased, arrogant and too powerful. And with the increase in the number of judges, he said, "we see people on the bench who don't have a concept of the role of the press in this country," of its nature and of the manner in which it operates.

Prettyman also had a word of caution for reporters who argue they prefer standing on the First Amendment to legislation to protect their rights (and themselves from jail sentences, if it comes to that). "The First Amendment," he said, "is what the Supreme Court says it is."

### Monroe is upset over the lack of commentary and opinion

NBC's Bill Monroe, long a vigorous advocate of full First Amendment rights for broadcasters, feels one area in which broadcast journalism has fallen short is in its failure to "overcome the restrictions of government" and air opinion. Broadcasting does not compare with newspapers in that regard, he said. Indeed, he said, broadcasting has "regressed."

He noted that Eric Sevareid and Howard K. Smith, "the last of the prime-time commentators," are gone, and CBS and ABC have not replaced them. "It's also wrong for NBC not to provide commentary," he said.

Monroe, executive producer and moderator of *Meet the Press*, believes television news is improving—more time is being devoted to it, and specialists in various fields are being developed. But, he said, "the networks and stations need to do a better job with opinion."

"Guys who do commentary now are doing other things," he said, with the result that their product "is giving com-

mentary a bad name."

Although Monroe thinks broadcasting could produce more and better commentary now, he made it clear he regarded government regulation as frustration that should be swept aside. It was the climate created by government—with its fairness doctrine and equal-time regulations—that has inhibited broadcasters in airing opinion, he said.

### Journalism conference offers thesis that television programing has changed with the mood of the times; medium is relied on for news by most people and has weakened position of newspapers

The impact of television on the American people and the impact of television on rival media highlighted two separate discussions last week at a Washington conference for journalists.

Speaking Wednesday, Peter Hart of Peter Hart & Associates, Washington, declared that TV reflects the pulse of the nation. He said he asks political clients of his public-opinion analysis firm if they have seen *Laverne and Shirley*. "If they haven't, then I castigate them for not keeping in touch with America," Hart added.

In explanation, he cited three eras in which TV entertainment and programing have reflected the times. In the first era, 1955-1965, the country's desire for conformity, a clean-cut image and a desire to avoid problems was epitomized by TV shows such as *Father Knows Best* and *My Three Sons*, Hart said. He noted that TV news then "really was radio news brought to TV... and at times tended to be dull."

In the 1965-1975 era, skepticism had set into America with the emergence of anti-heroes and big moral issues that had to be dealt with, Hart said, observing "it was a time when parents started emulating their children." It also was a period when TV news became a participant as well as a reporter of the world happenings, as typified by Vietnam, he said. Successful entertainment shows then, such as *All in the Family*, *Phyllis* and *Sonny and Cher*, mirrored a differing set of values, according to Hart.

The public-opinion analyst called the third period, the late 1970's, a transition time in which Americans are seeking ways to cope with new-found problems and looking for more order. At times this includes frequent looks to the past for a sense of security, as demonstrated by 19th century appeal of *Little House on the Prairie* and *The Waltons* with its 1930's setting, he said. TV news in the late 1970's has continued to expand its scope with dramatic emphasis on investigative reporting.

Hart said that his polls show people rely more on TV for news than on newspapers, by a three-to-two ratio, and that TV's credibility ratio is three-to-one over newspapers. Respondents, he explained, often simply said they believe it [a news report] because "I saw it" and claimed they could

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PADUCAH, KENTUCKY,  
HARRISBURG, ILLINOIS  
IS PLEASED TO ANNOUNCE  
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AS OUR SALES AND MARKETING  
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personally relate to the person giving the TV news as opposed to the impersonal impact of the printed word.

What are the trends in local TV journalism? Hart expects a proliferation of the news magazine shows that are being slotted at 7:30 p.m.; there will be more regional or suburban bureaus set up to report happenings to people outside the main city; there will be more emphasis on news and information on practical living and tips to achieve that end.

At an earlier session during the four-day conference, sponsored by the Washington Journalism Center, the finger was pointed at television as one of the culprits responsible for declines in newspaper circulation. John Morton, vice president of John Muir & Co., member of the New York Stock Exchange, offered that analysis in his discussion of economic trends in the media, which focused mostly on the changing face of newspapers.

Dwelling on the "intrusion of TV" and other forms of communications that have contributed in part to the demise of some newspapers, Morton stressed that late afternoon programming and early evening news shows have compounded the problems of afternoon newspapers.

He also cited evidence that Americans are leaning more to a combination of TV and community newspapers to fulfill their needs rather than relying on large daily newspapers.

But in turn, Morton pointed out, emerging electronics technologies in communications will hurt over-the-air network television by fragmenting its audience. Cable will enjoy some benefits from technological advances, but it too will suffer some, he added.

### **Ferris champions diversity, thinks FCC actions can help**

FCC Chairman Charles D. Ferris, who has the commission moving forward on the deregulation front, indicated what may be on his mind regarding the promotion of competition within and among services. He is concerned with everything from AM-FM crossownerships to the development of competition for the networks.

The commission wants to know, for example, whether facts continue to warrant the exception to the one-to-a-market rule that permits parties to acquire or create AM-FM combinations. "I think from the data I've seen it's a question," he said. Furthermore, he said, "diversity is valid. That's what the First Amendment is all about."

The chairman two weeks ago presided over an FCC meeting at which the commission made clear it will issue a rulemaking aimed at deregulating radio on grounds that the marketplace appeared to be doing an adequate job of regulating broadcasters in the public interest (BROADCASTING, May 14). A week earlier, the commission initiated a rulemaking proposing the repeal of the distant signal and syndicated exclusivity rules now imposed on cable systems. And last week Ferris saw adop-

tion of that repealer as helping to create new "networks." For the superstations whose signals are carried by satellite to cable systems across the country "are networks," he said. And repeal of the rules would "remove the impediment" broadcasters and copyright owners now represent to such a development, he said.

The chairman also noted that RCA has offered to provide every television station in the country with an earth station for receiving satellite-distributed television signals. "It threatens to undermine broadcasters' dependence on the networks," including RCA's NBC, he said.

One of the conference participants offered Ferris an opportunity to express his wishes for what the Communications Act rewrite, now the subject of congressional hearings, should include. His response:

- A wider range of remedies for resolving contests for spectrum space. Ferris noted the proposals that have been made to squeeze space for up to 1,500 radio stations out of the spectrum, and said the commission would be holding comparative hearings "well into the 21st century" if it were to resolve contests in the manner it does now. He said the commission should be able to sort out applicants according to "basic qualifications," and then decide among them "on the basis of a lottery, or even an auction."

- The discretion not to regulate small common carriers. At present small carriers must be regulated in the same manner as the Bell system, Ferris said.

- The authority not to license citizen band radio operators.

The chairman, in response to a participant from Asbury Park, N.J., related some of the commission's plans for assuring VHF service to New Jersey. One plan that seems to intrigue him—"attenuating signals from New York and Philadelphia to provide room for a television station in New Jersey"—drew a cool reception. "That raises the question of whether the New Jersey public wants New York or New Jersey programming," said Thomas W. Jobson, managing editor of the *Asbury Park Press*.

### **Stein's pessimism over TV growing worse with time**

Ben Stein, author, columnist and sometime television writer, argued in his recent book that television views the world through the lens of a liberal bias (BROADCASTING, May 7). But it didn't seem to bother him excessively at the time he began the book; he said he didn't think anything bad would result from the distortion. But that was two years ago, and today he is concerned.

"I've changed my mind since writing 'The View from Hollywood Boulevard,'" he said. "I've seen more television, and I've worked as a writer on *Fernwood 2 Night* . . . I'm extremely discouraged; I am worried."

The last wasn't meant as a joke. His association with the show's producer, Nor-

man Lear, whom he regards as a friend—in fact, he said he finds most of the creative types in Hollywood friendly and good company—seemed to disturb him particularly.

Stein, weary of conservative types being made the butt of jokes, had suggested programs poking fun at an environmentalist or person favoring unilateral disarmament. Both ideas were turned down. An idea he had about a Russian, however, was turned over to a writer—who turned it into a program making a joke of Russian dissidents. Stein said that when he protested that the script was unfair to heroic Russian people who are risking their lives to criticize their government, Lear replied, "We can't censor; that would be like Russia." Stein had no answer.

### **Keep the focus local, Hoffman advises stations**

Peter S. Hoffman, president of McHugh and Hoffman Inc., the media consulting firm, did what he could to puncture a couple of assumptions regarding television service. Despite what appears to be a growing trend toward national distribution of television programs, stations would be well advised, in competitive terms, to make a special effort to serve and identify with their respective communities. And despite all the guff consultants have taken on the subject, "happy talk" and the "Ted Baxter approach" to television news are, and should be, on the way out.

Hoffman did not say that the programming provided by networks and Ted Turner-type superstations is a fading glory. But he did say audiences increasingly are looking to stations for news of personal concern. He said one study revealed that 66% of those surveyed "are interested in economic news—not financial-page-type news, but about the concerns people have—young people getting married and buying a house," for instance.

Hoffman also has noticed a similar phenomenon in connection with national news. Viewers are interested in how it relates to them—"how the nuclear accident at Three Mile Island or the upheaval in Iran affects their lives," he said. "People are saying, 'Give me entertainment or news, but tell me how it affects me.'"

Another manifestation of the interest in localism on the part of the public, Hoffman said, is the growing popularity of Westinghouse Broadcasting's evening magazine-type cooperative. By September, according to Group W, 46 stations, including Group W's five, will be carrying *P.M. Magazine* (called *Evening Magazine* on the Westinghouse stations), with their own locally produced entertainment and news feature inserts and local hosts, in access time.

Although media consultants have been denounced for allegedly foisting no-talent pretty boys and girl on television news audiences, Hoffman said, with apparent satisfaction, "Stations are going after people who have credentials." There are fewer "Ted Baxters," he said.

# A record breaking audience is waiting.

A 40 share! That was the average television audience for the Summer and Winter Olympic Games of the 1970's. And now there's a perfect way for your station to benefit from the worldwide excitement over next summer's Moscow Games.

It's "The Olympiad," a remarkable series that highlights the greatest Olympic athletes and events of all time through rare film footage and revealing interviews. The sheer joy of a Nadia Comaneci, set against the overpowering excellence of a triumphant Bruce Jenner in the latest Olympic Games. World chaos waiting in the wings, as Hitler snubs a victorious Jesse Owens

in Berlin, 1936. The agony, as Derondo Pietri collapses in the 1908 Marathon. An 80-year overview, with a fresh new perspective.

Already sold in many of the country's top markets, "The Olympiad" has a huge, blue chip audience waiting for you.



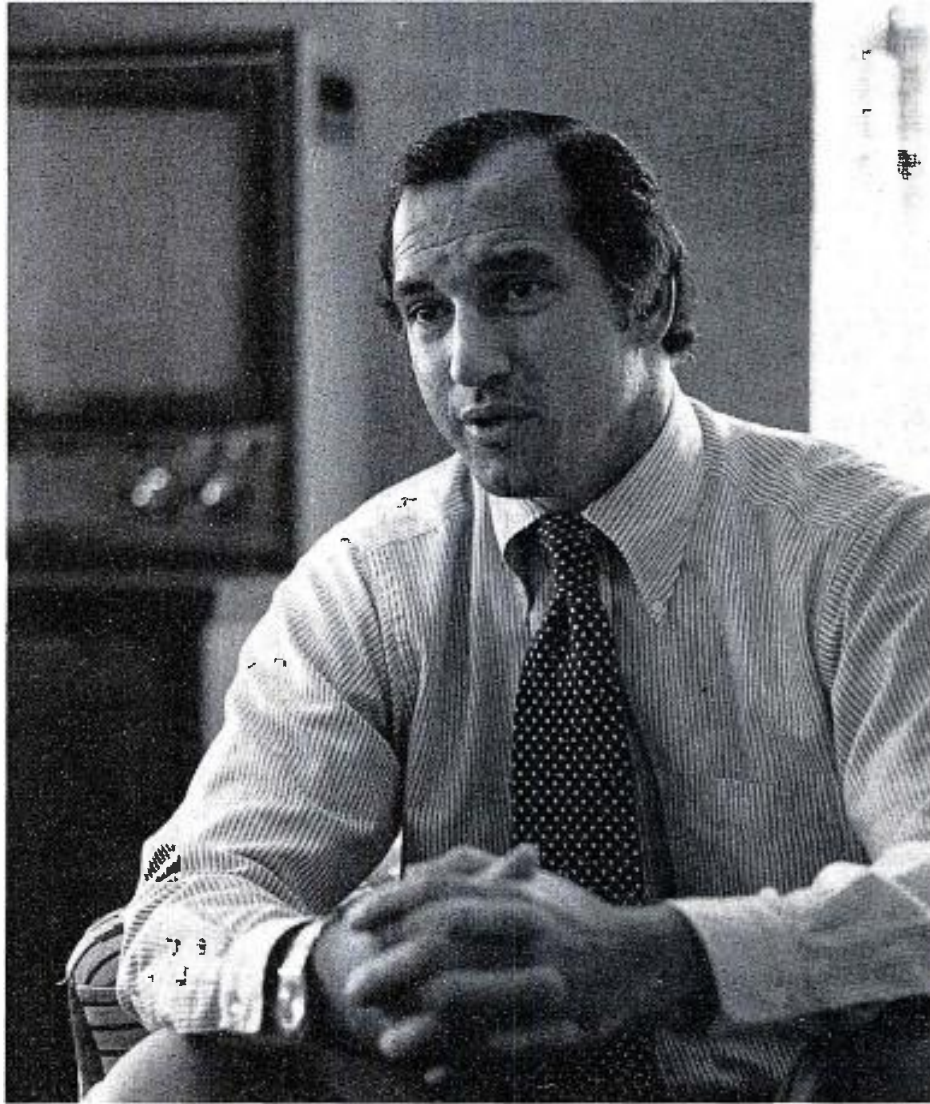
## THE OLYMPIAD

The Olympics at their greatest: 18 one-hour specials "The Olympiad"—written, directed and produced by Emmy winner Bud Greenspan.



Source: NTI 1972, 1976 Prime Time and Weekend. Estimates are subject to the qualifications of the ratings services.





NCTA's Schmidt

## Cable '79: On a winning roll

### CABLE

As the National Cable Television Association convenes for its annual convention this week in Las Vegas, the president of the association can report that his industry has never felt better. Subscriberhip is growing and the money is rolling in for nearly everyone. But when Robert Schmidt assessed the state of the industry in Washington last week he expressed only cautious optimism about the future.

The long-range future, that is. For the short range, the outlook is bright. Companies operating on the margin 18 months ago are now in the black, he says. "Churn is not nearly the factor that it was before," thanks largely to pay cable programming—HBO, Showtime, Madison Square Garden, Warner Cable's Star Channel and Nickelodeon, and UA-Columbia's Calliope, to name some.

Cable will reach 30% of television homes by the end of 1981, he predicts. And in the best of all worlds—wherein

there would be no retransmission consent requirement, no competition from telephone companies and deregulation of cable's distant signals—the process could be accelerated. Areas considering offering cable franchises would go ahead; those that had turned them down in the past would change their minds. In both of those hypothetical cases those areas would probably be population centers of some size. "The markets that have not been built tend to be the larger markets," he says. It all leads him to his most expansive prediction—that cable will reach 50% of all television viewers in 10 years.

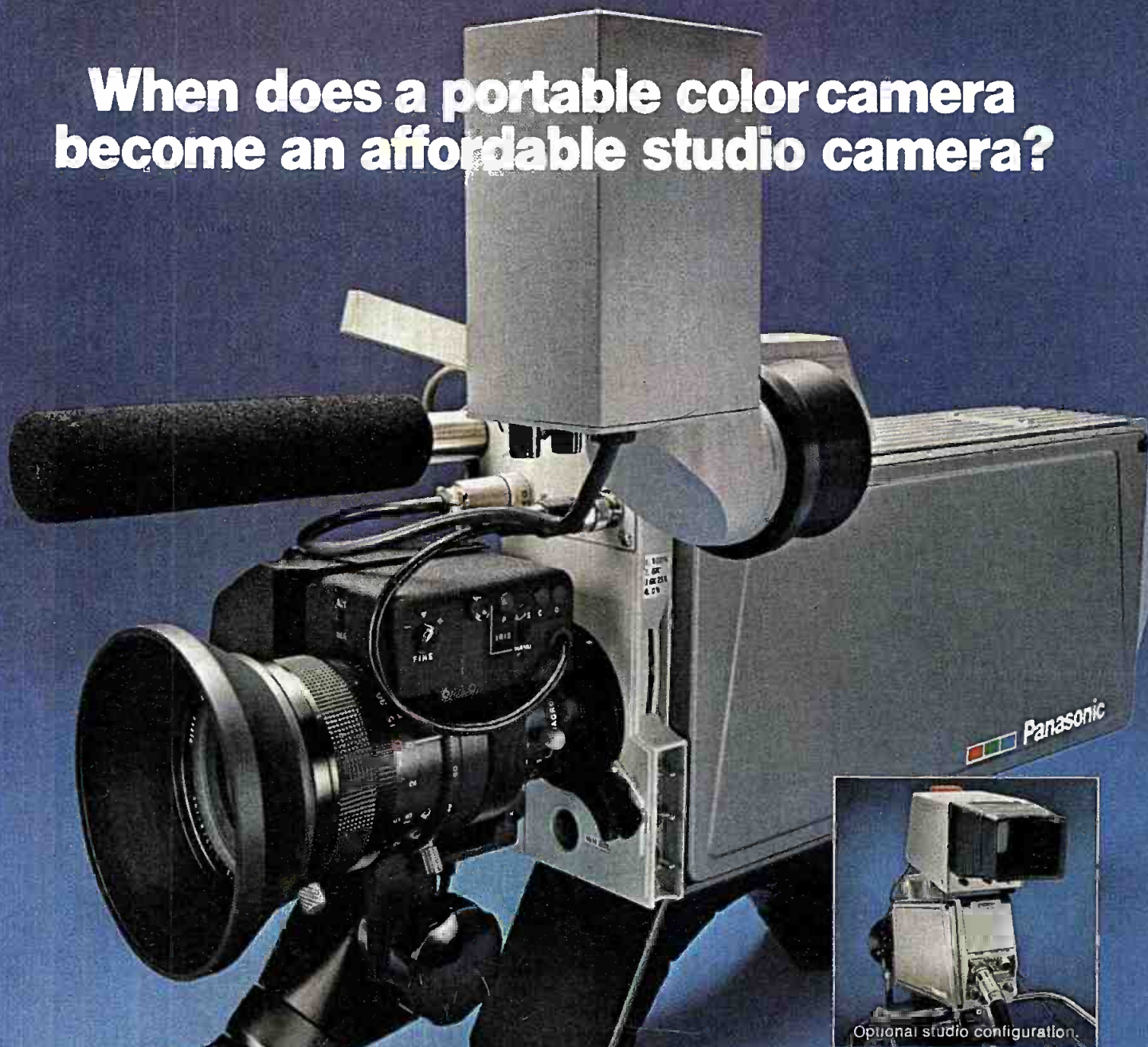
But that would be in the best of worlds, and Schmidt sees several factors that could delay, if not shatter, the dream. Behind them are old adversaries—motion picture producers, broadcasters and telephone companies. And the problems they pose are mainly two: the retransmission consent proposal that was revived in a petition to the FCC by the National Telecommunica-

tions and Information Administration and incorporated into Representative Lionel Van Deerlin's (D-Calif.) Communications Act rewrite, and the provisions in the House rewrite and Senator Ernest Hollings's (D-S.C.) Communications Act revision bill that would permit at least some competition from the telephone companies. If they were to be ranked on an enemies list, Mr. Schmidt would place the second, telephone competition, at the top. He says a match between cable and telephones would compare with that between a gnat and an elephant. But he doesn't minimize the threat from the television networks. "Both," he says laughingly of the telephone companies and the networks (he ranks the latter as the size of "gorillas") "can create mayhem and severe bodily harm."

The telephone problem, Schmidt says, is a "long-range problem of facilities." The competitive threat it poses is in some of the nonprogram areas with which cable



# When does a portable color camera become an affordable studio camera?



Optional studio configuration.

## When it's a Panasonic ENG/EFP camera.

Now you can stop admiring ENG/EFP color cameras, and start owning one! The surprisingly affordable Panasonic AK-750. Thanks to its impressive list of options, our three-tube Plumbicon® portable camera doubles as a studio camera.

In the field it's a fully self-contained portable camera that weighs only 20 lbs. (with our optional 12:1 zoom lens shown), so it's easy to handle. It's just as easy on the power, using only 23 watts. You can interface the AK-750 with any EFP system, because it can be externally synchronized with a single cable. Timing and phase adjustments are built right into the camera head. Or connect it to any studio system, simply by adding the optional Remote Control Unit and studio viewfinder.

Indoors or out, you can look forward to impressive performance: With an S/N ratio of 49 dB, and horizontal resolution of 500 lines center at the recommended illumination of 200 footcandles at  $f/4$ . There's even a +6 dB gain for a minimum illumination of just 15 footcandles at  $f/1.8$ .

Some impressive circuitry was built into the camera: Like a Y/I/Q encoder, an RS-170A sync generator with genlock for studio or EFP use, and a color bar generator.

It also features an optical black, and automatic white balance. And there's electronic color conversion, as well as a filter wheel behind the lens.

Horizontal and vertical blanking are both adjustable to meet a variety of recording or playback requirements. And your picture is always crisp and clear thanks to horizontal aperture correction and 1-line vertical aperture correction built right into the camera head.

Not only do you get a long list of standard features with the AK-750, there's also a long list of camera options available. Such as 2-line vertical aperture correction, a chroma key unit, and more.

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## NCTA's pre-conventional wisdom

*The following quotations were excerpted from remarks made by NCTA President Robert Schmidt in an interview with BROADCASTING editors last week:*

Pay cable and basic cable are integrated parts of one business. They're tiered services, but clearly if you're selling pay, you have to have a basic cable system on which to deliver that pay. ■ If you look at the amount of revenues that has been generated over the past two years, it's something on the order of \$100 million to the motion picture industry from the cable industry on top of the \$14 million in compulsory licensee fees. Our adversaries want to separate those two. They say they're all for pay cable but they're not so pleased with the compulsory license arrangement. And I'm saying that one feeds on the other. You can't have a pay cable industry without a cable industry. ■ A few years ago there was a chicken and egg proposition before us. The people in the programming business said: 'You get the viewers and then come see us and we'll work out something on the programming.' And the viewer out there said: 'I'm not going to take this service if I don't get some choice; you get the program before I sign up.' Now, all of a sudden, largely to the credit of Home Box Office and the Showtime people who stepped up and invested millions in programming, more and more program sources are going to come on to this satellite delivery service because the viewers are going to be there. ■ In this business we have a very close relationship with the audience because each month they either discontinue or re-up for the service. That's a very close indicator of how well you're delivering a product that the consumer wants. ■ We're moving past the entertainment development of this industry. In recent franchise competition more and more companies are coming forward with security, medical, fire detection, smoke detection systems and proposing them in their franchise as part of the competition. ■ The major long-term threat to cable is the telephone re-entry into the business. If that were to happen we could have all this deregulation within the scope of the FCC and still find ourselves out of business in short order. We could end up like the independent telephone companies, having a small, very defined, nonurban service. We just aren't in those urban markets. Economically, we are starting to get there. ■ Cable is not a utility. People still turn the television set off; you don't turn the telephone off; you don't turn the electricity and gas off. There is no justification for universal service, which is the basis for a monopoly, in the business we're in today or the

businesses we're talking about offering. If there were a demand for universal service in television, then television, as we know it today, wouldn't be delivered by over-the-air signals either. The telephone company can do that just as well as anybody can, and ABC, CBS and NBC would be leasing lines to deliver it through cable from the telephone company. And then the monopoly would control all communications. That, to me, is not in the best interests of our society. I don't think it helps the flow of democracy to have one entity controlling it all. ■ Superstations . . . are kind of a boogeyman. You go back to the economic inquiry and there isn't any harm. And the reason there isn't any harm is that the marketplace into which that distant signal is coming is built on a ratings system, and the advertisers who pay to make that system work are buying ratings, not share. And what is diminished by this intrusion is the share. The ratings are really minimally harmed. It's a lack of understanding, or a fear of the unknown that overrides the attitudes within a given market. ■ We're coming into a new era. You can no longer build econometric models and have people accept them. They're now putting diaries into homes and measuring; not just ourselves, it's Nielsen and Young & Rubicam and others who have a stake and don't operate on the theories that various parties in interest want to proffer for their own selfish reasons. And I think that those are very positive signs. ■ Under the current conditions, we're going to have 30% of the homes in this country by the end of 1981. Under a 'best case' system of no retransmission consent, no telephone re-entry and deregulation by the FCC, that process will be accelerated. The numbers will begin to jump on a quantum basis, because the markets that have not been built are the larger markets. ■ I think we're going to have 50% of the American viewers hooked up to cable within the next 10 years. And I think, in the course of that development, we're not going to destroy broadcast television as we know it today. I do think broadcast television will probably change during the development of cable, to respond to the increased competitive pressure, and instead of having the basic sameness of three national network formats, I think you're going to see increased development of network programming choices that will go back into a broadcast delivery service. There are all kinds of program developers out there who are thwarted by the present system, who cannot get on the networks, who will then seek other means of reaching viewers. And whether they're reaching cable viewers or whether they're going back in by a satellite feed to independent stations, I think that's good. That's choice. ■

has begun to experiment—including fire, burglary and medical alert services, data retrieval, facsimile and video text. It is in these types of services that some cable seers, including Schmidt, envision business blossoming in the future. And even though cable has the edge in those services—it already has broadband cable installed in 20% of homes, while the telephone company would have to replace its wires—the industry gets very agitated at the thought of AT&T entering its market.

Schmidt lists the reasons most often mentioned: The phone company is vastly bigger. Even if it were required to operate broadband facilities under separate subsidiaries, Schmidt says he is convinced there would be "co-mingling of funds." And the phone company controls access to the poles cable needs to string its wires. "There's too much vulnerability," Schmidt says.

The specter Schmidt and cable operators

raise repeatedly is that telephone companies will get control of everything if allowed to compete unchecked on cable's turf. Cable would be put out of business. The ultimate loser, Schmidt argues, would be the public. Competition among competing carriers, not universal service, he says, is in the public interest.

Last week on Capitol Hill cable was fighting a battle of more immediate import, that against the proposed "program consent" requirement in H.R. 3333 (see "Top of the Week"). The provision would require cablecasters to get the consent of the broadcaster or program owner before retransmitting broadcast programs long-distance. While the broadcasters support the concept, it is the program producers, specifically the Motion Picture Association of America, that Schmidt thinks are stirring up trouble for his industry. Program consent is a fight he thinks cable shouldn't have to fight at all. But it has to because

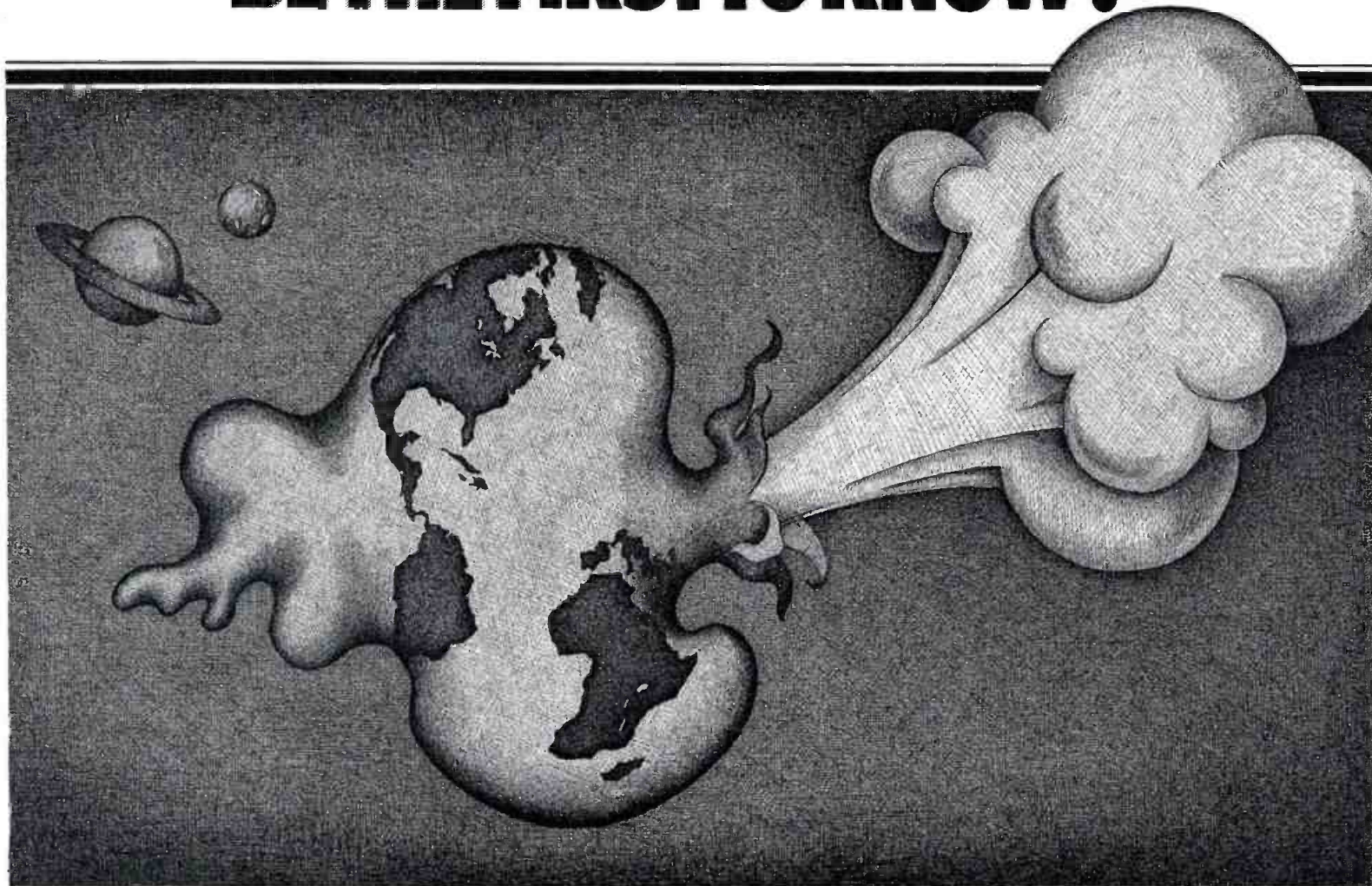
"the folks in Hollywood are greedy," he says. ("Cable pays program producers \$100 million a year now," he says.) They want more money, and they say they need it if they are to be able to create more and better programs, he says. But they are not putting profits back into production, he argues. "They're diversifying into products that have nothing to do with programming."

Broadcasters who back the program consent proposal, he says, see it as one "last chance to get at cable before it gets too big."

Schmidt disputes the arguments of program consent advocates that cable television is paying nothing, or at least not enough, for the programs it carries on distant signals. The money cable operators will pay this year under the copyright compulsory license (estimated at \$14 million) is larger than the framers of the copyright amendments of 1976 imagined, he says,

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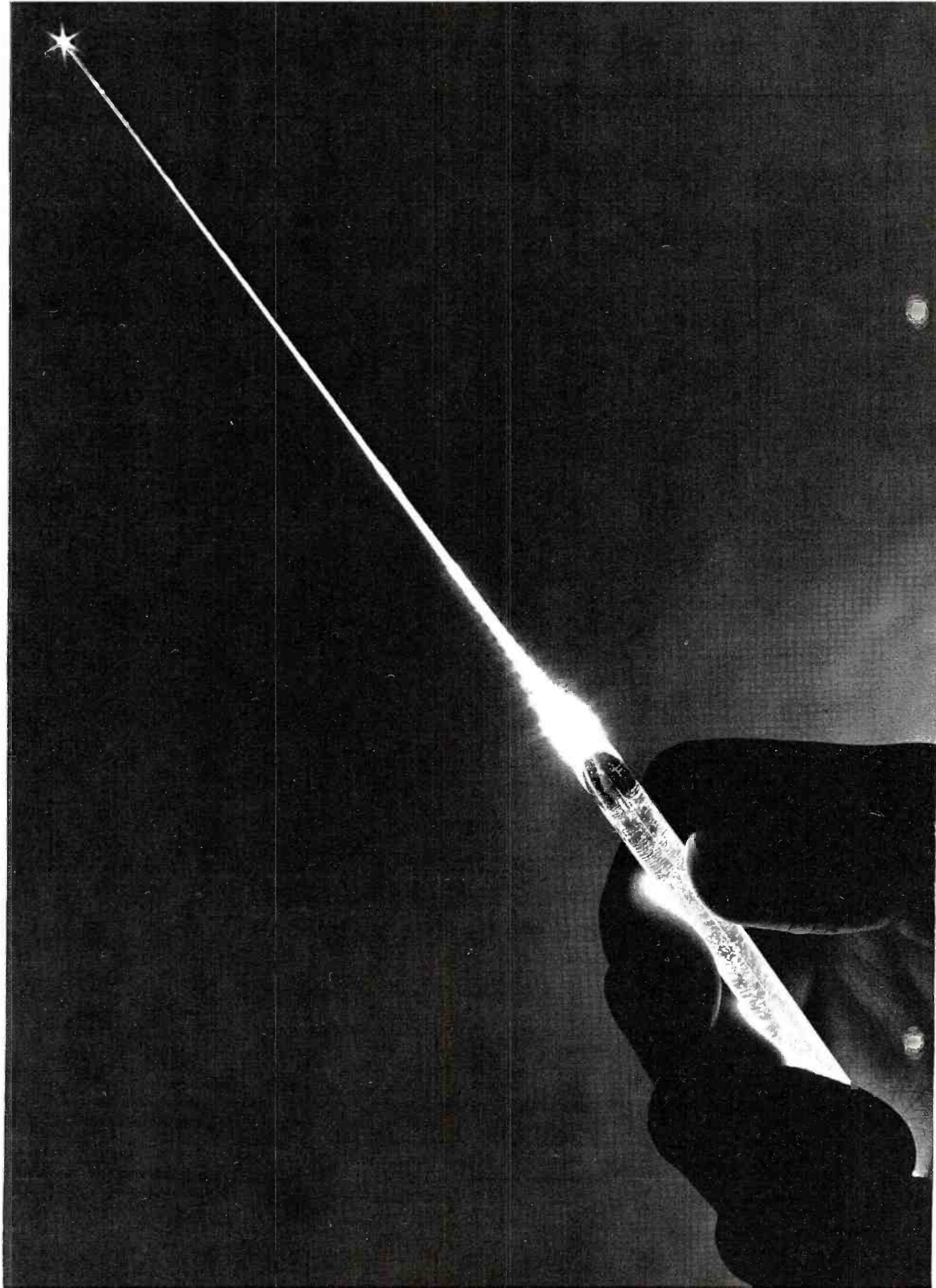
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**Schmidt's team.** The main members of the group watching after the National Cable Television Association's interests in Washington gathered for a portrait in association president Robert Schmidt's office last week. They are: (l to r) Philip Clapp, director of public affairs; David Reiser, assistant director, engineering; Schmidt; Thomas Wheeler, executive vice president; Ivan Johnson, vice president, operator services; Andy Litsky, director, government services; Chickie Goodier, director,

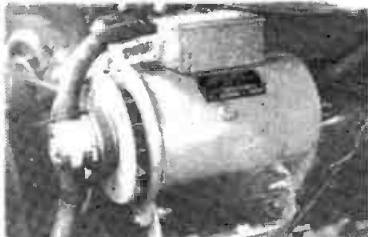
congressional affairs; Jadz Janucik, assistant director, operator services; Paul Schwedler, vice president and general counsel; Kathy Hilton, vice president, research and planning, and Michael Isaacs, assistant general counsel. Not present were Bob Johnson, vice president, government relations; Tom Hendrickson, assistant general counsel, and Bruce Collins, director, field operations.

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and will grow as cable grows.

The worst that can be said for the pres-

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ent compulsory license arrangement, in Schmidt's opinion, is that it is "imperfect." But if it were replaced, Schmidt is convinced cable operators would not be able to get consent from broadcasters and producers for the programs on distant signals. "There is not the economic incentive on the part of the seller to make it work," he says. "We'd have a freeze again."

In answer to the argument that the retransmission consent plan would not stop cable from carrying the kinds of fresh programming offered in increasing variety on pay cable, Schmidt paints a picture representing pay cable as a blossom on conventional cable's vine: Retransmission consent would cause the vine to wither, killing pay cable too. In sum, "we have to consider it a very serious threat to this industry," he says.

The NCTA president says that while the industry faces adversity on Capitol Hill, the scales are tipping in its favor at the FCC. The commission's economic inquiry concluded what cable has been saying all along, he says: that cable has minimal impact on broadcasting. "Cable is not going to destroy broadcasting," he says. But he predicts nonetheless that broadcasting will change—away from "sameness" in network programs and toward more diversity.

The possibility that cable, like broadcasting, may come to operate under a "public interest" standard was raised by Schmidt in responding to a question about a shift in the balance of power between those two industries. What has shifted, he said, is the burden of proving that cable poses an economic threat to broadcasting. The recently concluded FCC cable eco-

nomics inquiry demonstrated that there's no harm, he said. And should some cable-beset broadcast station go dark in the future—taking with it a community's sole TV news service, for example—cable would be prepared to step into the breach. "Cable has a responsibility, if the viewer is going to be harmed because the public services that broadcaster performed are going to be lost; I think cable has to step up and provide those services," Schmidt says. The same test should be applied to cable as to broadcasting, he said: Is the public interest served?

Bob Schmidt is a believer in the home video center others have posed as the future of electronic communications. He talks about large-screen television sets in the home, two-way cable connections and a stress on the educational uses of television that far outstrips today's uses.

But in the meantime, he says, "we have to plod along at the FCC, at the copyright royalty tribunal and in Congress." Schmidt evades the question of how much longer he is willing to plod along with the NCTA. He joined the association four years ago, and his current three-year contract is up at the end of this year. He says he doesn't know yet whether he will sign another. He doesn't conceal his distaste for the 200,000 miles a year he has been traveling, taking him away from his wife and six children. But he offers, "I'm liking what I'm doing... We're on the cutting edge of communications."

*Complete agenda  
of the NCTA convention  
begins on page 50*

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# Cable comes to Las Vegas with its best hand

**NCTA launches its largest-ever convention, with programing expected to be hot topic**

The National Cable Television Association convenes in Las Vegas this week for a convention that association president Robert Schmidt says is going to be "the biggest ever." So far the numbers bear him out: 6,500 to 7,000 cablecasters, exhibitors and guests are expected to make the trek to the gaming capital for a show that will include a 52,900-square-foot hardware exhibit. Total attendance and exhibitors (197 booths had been sold by last week at \$7 a square foot for members, \$9 for nonmembers)

**Registration.** The NCTA delegate registration desk will be located in the Meeting Room Foyer of the Las Vegas Convention Center. Registration hours are 10 a.m.-6 p.m. Sunday, May 20; 7:30 a.m.-6 p.m. Monday and Tuesday, and 7:30 a.m.-noon Wednesday.

**Exhibit hours.** Cable television equipment and services will be displayed in East Exhibit Halls B and C 2:30-5:30 p.m. Sunday; 10:30 a.m.-5:30 p.m. Monday and Tuesday, and 9 a.m.-1 p.m. Wednesday.

**Meetings.** Workshops and most general sessions are located in the Las Vegas Convention Center. The Monday and Tuesday luncheons, the Tuesday evening banquet and the Wednesday breakfast general session will be held in the Grand Ballroom of the Las Vegas Hilton, adjacent to the Convention Center.

## Sunday, May 20

**Opening general session.** 1-2:30 p.m. Welcome: Burt Harris, chairman, NCTA convention committee. Remarks: Senator Howard Cannon (D-Nev.), chairman, Commerce Committee, and member, Communications Subcommittee. Keynote address: Former President Gerald Ford.

## Monday, May 21

**Management session.** 9-10:30 a.m. Rooms A 1-6. Speaker: Senator Ernest Hollings (D-S.C.), chairman, Communications Subcommittee. Panel, "Fresh Visions—Washington." Moderator: Thomas E. Wheeler, NCTA executive vice president. Panelists: Senator Larry Pressler (R-S.D.), member, Communications Subcommittee; Representative Mickey Leland (D-Tex.), member, Commerce Committee; Representative John Murphy (D-N.Y.), member, Communications Subcommittee; Representative Charles Rose (D-N.C.), member, Speaker's Advisory Committee on Broadcasting; Representative Alan Swift (D-Wash.), member, Communications Subcommittee.

**Opening technical session.** 9-10:30 a.m. Rooms B 2 and 3. Welcome: Ken Gunter, UA-Columbia Cablevision, San Angelo, Tex. Special presentation, "Cable Signal Leakage and Potential Interference to Aeronautical Radio Services," by Robert Powers and Ralph Haller, FCC.

**Five concurrent management sessions.** 10:45 a.m.-12:15 p.m.

**Where To Regulate Cable and How.** Room E 1. Moderator: Monroe Rifkin, American TV & Communications, Englewood, Colo. Panelists: George Cincotta, chairman, New York State Cable Commission; Representative Thomas Luken (D-Ohio), member, Communications Subcommittee; James Quello, commissioner, FCC; Frank Scarpa, National Video Systems, Vineland, N.J.

**The Quest: Reaching New Markets.** Room D 2. Moderator: Henry Harris, head of joint cable venture with Newhouse Broadcasting. Panelists: Senator John Melcher (D-Mont.), member, Commerce Committee; Richard Loftus, Amvideo Corp., Wellesley Hills, Mass.; Gene Schneider, United Cable Television, Englewood, Colo.; Anna Marie Hutchinson, Eagle North Cable TV, Oakhurst, Calif.

**Signal Carriage and Copyright (Here We Go Again).** Rooms E 2-3. Moderator: Russell Karp, Teleprompter, New York. Panelists: May Lou Burg, commissioner, Copyright Royalty Tribunal; Henry Geller, assistant secretary of commerce and head of National Telecommunications and

would both be records.

So big has the national cable gathering become that NCTA for the first time has hired a firm specializing in producing conventions. While the workshops will still be run primarily by cablecasters, the banquet and big events will be professionally produced.

Government issues and management problems dominate the convention sessions, but Schmidt and outgoing NCTA chairman Robert Hughes, predict programing will be the talk of the convention. Hughes says he anticipates "some very dramatic announcements about new programs" this week.

Following is the program for the four days, hour by hour.

Information Administration; Alan Pearce, communications economist, Washington.

**Television and Telephones: Today and Tomorrow.** Rooms G 1-2. Moderator: Ralph Baruch, Viacom International, New York. Panelists: Representative Timothy Wirth (D-Colo.), member, Communications Subcommittee; Tyrone Brown, commissioner, FCC; James Napier, Continental Telephone, Atlanta; Frank Drendel, Comm/Scope, Catawba, N.C.

**Pay Cable: Visions of What's Ahead.** Room D 1. Moderator: Edward Allen, Western Communications, Walnut Creek, Calif. Panelists: Peter Kendrick, Home Theater Network, Portland, Me.; John Calvetti, Prism, Philadelphia; Jim Heyworth, Home Box Office, New York; Jeffrey Reiss, Showtime, New York; John Gwin, Oak Industries, Rancho Bernardo, Calif.; Arthur Lipper III, Microband Corp. of America.

**Two concurrent technical sessions.** 10:45 a.m.-12:15 p.m.

**Satellites.** Rooms B 2 and 3. Chairman: Nick Worth, Telecable Corp., Norfolk, Va. "Small Earth Station Protection of Service," R.H. Allen, Rockwell International, Dallas; "Satellite Crosspolarization," Robert C. Tenten, Manhattan Cable TV, New York; "EIRP of the Satcom Cable Television Spacecraft," J. Christopher and W. Braun, RCA, Piscataway, N.J.

**Education and Training.** Room B 1. Chairman: Oscar Reed, Atlantic Research Corp., Alexandria, Va. "When All Else Fails, Do It Yourself," Glenn Chambers, American Television & Communications Corp., Englewood, Colo.; "Development of a CATV Technical Practices Manual," Michael McKeown, Cox Cable Communications, Atlanta; "Education—the Means to an End," Thomas J. Polis, Magnavox CATV Systems, Manlius, N.Y.; "A Charm School for Installers and Techs? Who Needs It!" Sheldon B. Satin, Sheldon Satin Associates, New York.

**Luncheon.** 12:45-2:15 p.m. Grand Ballroom, Hilton. Moderator: Robert Hughes, NCTA chairman. Speaker: Representative Lionel Van Deerlin (D-Calif.), chairman, Communications Subcommittee.

**Membership meeting.** 2:30-4 p.m. Room B 1.

## Tuesday, May 22

**Five concurrent management sessions.** 9-10:30 a.m.

**Making Sense of New Ways to Make Dollars.** Rooms G 1 and 2. Moderator: Amos B. Hostletter, Continental Cablevision, Boston. Panelists: H.D. Graham Jr., Arthur Anderson & Co., Washington; Greg Liptak, Communications Properties Inc., Austin; Trygve Myhren, American Television & Communications Corp., Englewood, Colo.; Sheldon Satin, Sheldon Satin Associates, New York.

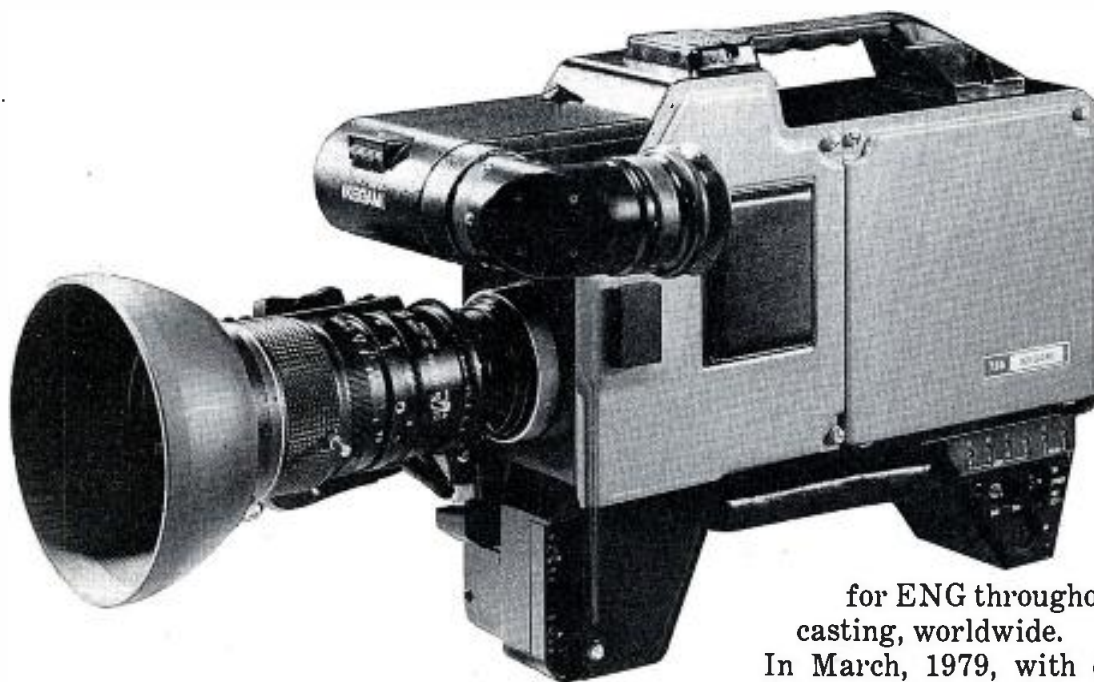
**Specialized Programing.** Room E 1. Moderator: William Strange, Sammons Communications, Dallas. Panelists: Mitsuru Kataoka, UCLA; Brian Lamb, Cable-Satellite Public Affairs Network, Washington; Harold E. Morse, Appalachian Education Satellite Program, Washington; Richard Neustadt, White House domestic policy staff; Earl Haydt, Burks-Suburban TV Cable Co., Reading, Pa.

**Financing—Beyond Dollars and Cents.** Room D 2. Moderator: John Malone, Telecommunications Inc., Denver. Panelists: Thomas Bubier, First National Bank of Boston; Louis Diamond, Danzansky & Dickey, Washington; William Egan, TA Associates, Boston.

**Taking Advantage of New Opportunities Through Tiered Services.** Rooms E 2 and 3. Moderator: Gustave Houser, Warner Cable Corp., New



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**Ikegami HL-79A**

York. Panelists: Lorne McFadden, Pine Ridge Cable TV, Oshawa, Ont.; Norman Rubin, NBFSA-New York; Robert Schultz, VideoProbeIndex, Bayside, N.Y.; Bill Rasmussen, Entertainment & Sports Programming Network Inc., Plainville, Conn.

**Cable and New Communications Technologies.** Room D 1. Moderator: Kenneth Gunter, UA-Columbia Cablevision Inc., San Angelo, Tex. Panelists: Jack Fox, Satellite Business Systems, McLean, Va.; Robert Quinn, Insac Viewdata, New York; Bernard J. Lechner, Video Systems Research, RCA Laboratories, Princeton, N.J.; Collin J. O'Brien, Jerrold Electronics Corp., Hatboro, Pa.

**Two concurrent technical sessions.** 9-10:30 a.m.

**Small System Problems.** Chairman: Robert D. Bolodeau, Suburban Cablevision, East Orange, N.J. "Calculation and Balance Techniques for a Smaller, Dedicated Return Line," Bert Henscheid, Theta-Com CATV, Phoenix; "Preventive Maintenance of Small Systems," Richard F. Roberts, Cobb-Cherokee Cable TV, Acworth, Ga.; "Small System Problems," Larry L. Searcy, Enterprise Cable Television Inc., Enterprise, Ala.; "Program Management in CATV Implementation," Ernest O. Tunman, Tele-Engineering Corp., Framingham, Mass.; "Power Supply Requirements and Voltage Calculations for Cable-Powered CATV Systems," James K. Waldo, Teleprompter Cable TV, El Paso, Tex.

**Advanced Techniques.** Room B 2. Chairman: Frank Bias, Viacom Communications, New York. "A Wide-Band Data Transmission Link Utilizing Existing CATV and Microwave Facilities," Ed Callahan, American TV & Communications Corp., Englewood, Colo., and William J. Deerhake, IBM, Triangle Park N.C.; "A Versatile, Low-Cost System for Implementing CATV Auxiliary Services," Robert V.C. Dickinson, E-Com Corp., Sterling, N.J.; "A Bidirectional Coaxial Cable Inter-City Transmission Network for Multipurpose Uses," William E. Evans and Jeffrey C. Rohne, Manitoba Telephone System, Winnipeg, Man.; "Pay Per View, Security and Energy Controls Via Cable: the Rippling Rivers Project," Clifford B. Schrock, C.B. Schrock & Associates, Aloha, Ore.; "Narrowband Video: the UPI Newstime Technology," Glen Southworth, Colorado Video Inc., Boulder.

**Exhibit time.** 10:30-noon.

**Luncheon.** 12:30-2 p.m. Grand Ballroom, Hilton. Moderator: Robert L. Schmidt, NCTA president. Presentation of ACE and National Awards.

**General session: "The Future in Communications."** 2:30-4 p.m. Rooms A 1-6. Moderator: Robert L. Schmidt, NCTA president. Panelists: Marshall McLuhan, futurist; Ralph Nader, consumer activist; Gerald Rafshoon, White House Assistant to the President for communications;

Ted Turner, president, Turner Communications, Atlanta; Ian Ross, president, Bell Laboratories.

**Two concurrent technical sessions.** 2:30-4 p.m.

**Fiber Optics.** Room D 2. Chairman: James W. Stilwell, Communications Properties Inc., Jenkintown, Pa. "Installation and Field Operation of an Eight KM Fiber Optic CATV Supertrunk System," Donald G. Monteith, Cablesystems Engineering, London, Ont.; "Installation and Performance of a Fiber-Optic Video System at Viacom," Paul J. Dobson and Tad Witkowitz, Valtec Corp., West Boylston, Mass., and Jerry Marnell, Suffolk County Cablevision, Long Island, N.Y.; "Design of Fiber-Optic Baseband Video Systems," Tad Witkowitz, Valtec; "A 12-Channel, Eight KM Fiber-Optic Supertrunk," Sol Yager, Times Fiber Communications Inc., Wallingford, Conn.

**Testing and Maintenance.** Room D 1. Chairman: Michael Jeffers, Jerrold Electronics Corp., Hatboro, Pa. "Reliability—a Total Approach," Douglas Dworkin, Ellery Litz, Peter Parikh and Harry Suri, Warner Cable Corp., New York; "Microprocessor Control for CATV Test Instruments," Syd Fluck and Marv Millholland, Wavetek Indiana Inc., Beech Grove; "Spectrum Analyzer as a Computerized Proof-of-Performance Machine," I. Switzer, I Switzer Engineering Services Ltd., Mississauga, Ont.; "Analysis and Measurement of CATV Drop-Cable RF Leakage," Kenneth L. Smith, Times Wire & Cable Co., Wallingford, Conn.; "The measure and Perceptibility of Composite Triple Beat," Dan Pike, Communications Properties Inc., Austin, Tex.

**Annual banquet.** 7-11 p.m. Grand Ballroom, Hilton.

## Wednesday, May 23

**Breakfast management session.** 8-9:30 p.m. Grand Ballroom, Hilton. Speaker: Charles Ferris, chairman, FCC; introduction by House Speaker Thomas P. (Tip) O'Neil (D-Mass.) via satellite.

**Technical session: "Computers."** 8-9:30 a.m. Room D 2. Chairman: Walter S. Wydro, Wydro Consultants, Pineville, Pa. "Master File Search," Phillip G. Tremper and Joseph V. Cesaitis, FCC; "Potential Use of Microprocessors by Technical Personnel," Ray Daly, Computer Cablevision Inc., Washington; "System Design and Operation with 'Basic,'" James B. Grabenstein, Potomac Valley Television, Cumberland, Md., "Computer-Aided CATV System Design," Richard Amell, Cox Cable Communications Inc., Atlanta.

**Management session.** 9:45-11:15 a.m. Rooms A 1-6. Speaker to be announced.

## One city's cable saga

**Or how Houston divvied up the city to five franchisees to wire 775,000 homes at a cost of over \$100 million**

When a town like Rowlett, Tex., population 4,000 or so, has seven competing applications for a cable television franchise, something's happening.

As Jerry Proctor, Storer Broadcasting's franchise development representative for Texas, explained: "You would not believe the intensity to which these franchise wars have built up."

The franchise plums, however, normally are somewhat larger than Rowlett. A franchise is expected to be granted shortly in Pittsburgh. Dallas-Fort Worth has accepted "letters of interest" from cable companies. New Orleans, Phoenix, Minneapolis and part of Chicago are said to be considering opening up for cable.

Among cities currently under construction are San Antonio, Tex.; Little Rock,

Ark.; Oklahoma City; Nashville, and Richmond, Va.

Then there's Houston which earlier this year gave not one, but five companies franchises: Gulf Coast Cable TV (expected to pass about 275,000 homes); Houston Cable TV (200,000 homes in the city and Harris county); Houston Community Cable TV (150,000 homes); Storer's MECA Corp. (125,000), and Westland Cable (25,000).

The cost of providing cable to some 775,000 homes and apartments? Those involved are saying \$100 million might not be too far off.

Houston, aside from the cable marketplace potential, again grew in significance earlier this month when Warner Cable Corp. put out the word that it would be joining in with its interactive Qube system—the first expansion outside its Columbus, Ohio, birthplace (BROADCASTING, May 14). Warner will become the majority stockholder in Houston Cable TV, led by Texas CATV operator Tolbert Foster.

The Warner/Houston Cable connection, however, may not be the only interplay among cable operators. While un-

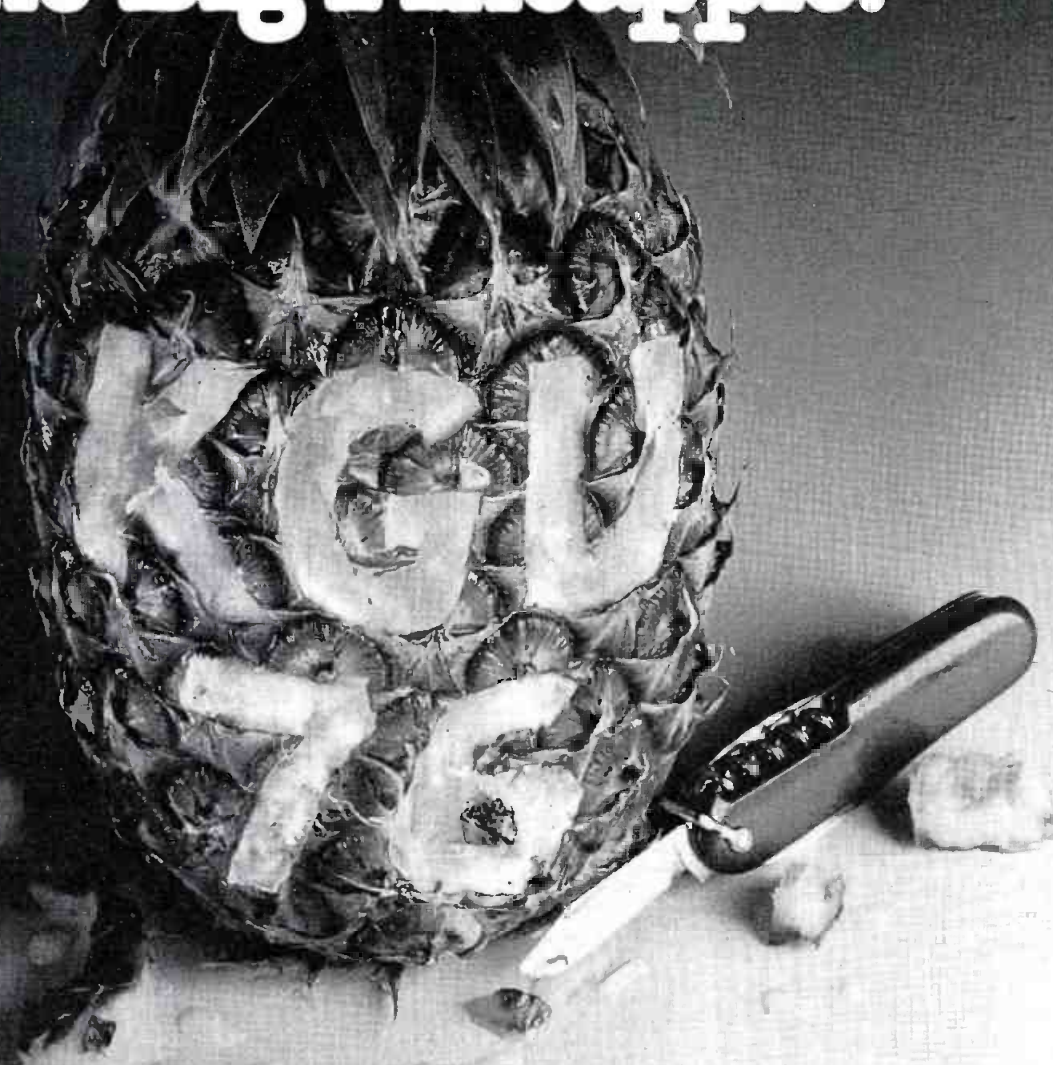
confirmed, there has been talk in Houston that Storer would be working with another franchisee, Houston Community Cable TV, a local black group.

Whatever the case, all five successful applicants have five years to complete construction on their systems. Each system must offer at least 36-channel capacity, at a basic subscriber cost of no more than \$8.50. Warner, for one, said Houston Cable TV probably will mean an investment of about \$25 million. Clive Runnels, a general partner in Gulf Coast, is anticipating a \$30 million cost.

Various reasons were cited for what makes Houston attractive. Gustave M. Hauser, Warner Cable chairman and chief executive officer, said Qube should be there since the city is "the nation's fastest growing and most progressive metropolitan area." Gulf Coast's Runnels claimed that not only is there a limited choice of TV outlets but that also there are "bad ghosting" problems due to the layout of the city.

Storer's Proctor added that large segments of the population work in petrochemical and other industries requiring shifts around the clock. He sees strong

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KGU Honolulu bills itself as the station that's "In Touch With Hawaii."  
And for good reason.

In this sun-drenched paradise of almost a million bronzed and beautiful people, KGU is first among Total Women 18+. Second among Total Adults.\* And getting stronger all the time.

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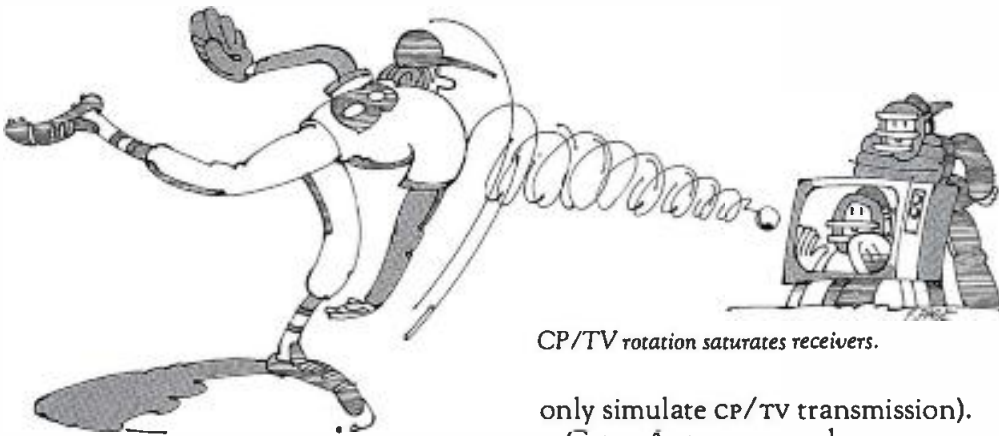
\*Source: Arbitron, Oct/Nov 1978. Estimated audiences are subject to limitations of the rating service.

# CP/TV AND THE SPIRAL ANTENNA: HOW WE TURN SECOND-BEST VIDEO RECEPTION INTO FIRST-BEST

**In television broadcasting, if your audience isn't getting the picture, you're not getting the business.**

By this time, just about everyone in TV broadcasting knows something about what circular polarization can do, even though not everyone knows how CP/TV does it.

It's a complex technology that doesn't lend itself to easy description in a few well-chosen words.



second- or third-rate TV picture. It's also important to the broadcaster who recognizes the competitive advantage in delivering the highest-quality video signal in his market.

Small wonder CP/TV is getting a great deal of attention these days.

**In circular polarization, nobody does it better**

Cetec Antennas makes The Spiral—the only pure CP/TV design approach yet developed (most other designs can

**Testing it live at KLOC-TV**

We learned enough to put the very first Spiral on-the-air in FCC-authorized tests in 1976 and 77. It was one of only two antennas tested—and the only UHF.

The tests in and around Modesto, California (with KLOC-TV, Channel 19), lasted more than a year, and the remarkable test data demonstrated the clear advantage of circular polarization over horizontal polarization and contributed to the FCC authorization of CP/TV transmission.

Cetec Antennas has the most CP/TV experience in design and manufacture. We've built and tested The Spiral for Channels 2, 7, 10, 19, and 68. We don't test scale-models; we build the complete antenna and test it on our 7000-foot test range.

**When it gets down to basics, our numbers give you the picture**

Cetec Antennas has the best "stats" in the business. Our patented Spiral has the lowest axial ratio (less than 2 dB) and best azimuth circularity (less than 1.5 dB). If you haven't got a low axial ratio, you've missed the whole point of CP, and you're not going to put the maximum signal into those randomly oriented receiving antennas.

Instead of sending out the signal in just one plane (horizontal), CP/TV provides signal in *both* planes (vertical and horizontal). It literally saturates receiving antennas with the signal.

That puts a clear and distortion-free picture in many places that have received a weak, ghostly, or snow-bound signal up to now—and a much better signal even in good reception areas. A good CP/TV antenna delivers this better signal with little regard to the receiving antenna. CP/TV doesn't care whether it's rabbit ears, a UHF loop, or an outside antenna pointing the wrong way.

That's important to tens of millions of Americans who are now getting a

*CP/TV rotation saturates receivers.*

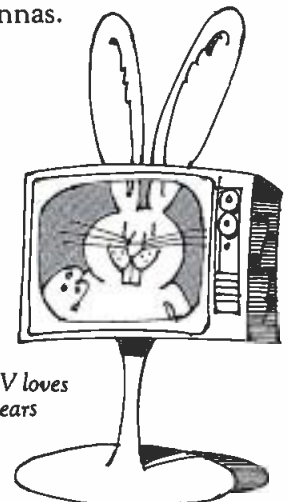
only simulate CP/TV transmission).

Cetec Antennas was known as Jampro Antenna until last year, but it's been part of Cetec Corporation for 10 years.

As Jampro, we helped pioneer circular polarization for FM broadcasting and our CP/FM antennas operate successfully in just about every corner of the world.

We pioneered the design in CP/TV antennas, too, starting in 1973, with the strong support of Cetec Corporation.

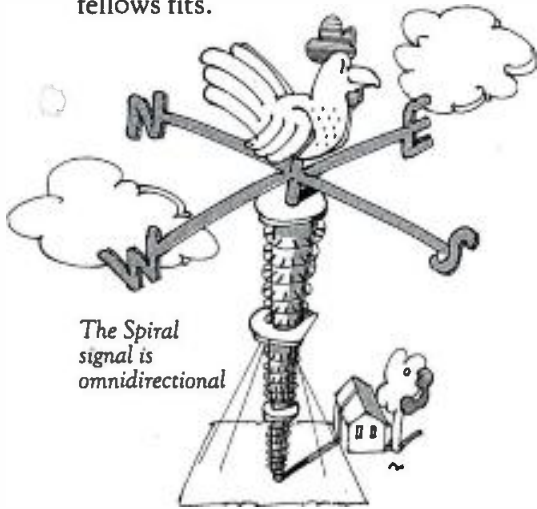
As did everyone, we outlasted plenty of miscalculations in the early days of CP/TV design—but we learned from every one of them.



*CP/TV loves rabbit ears*

The Cetec Spiral has the lowest vswr, meaning high radiation efficiency. It's 'way out in front in the application of high-level microwave technology to VHF/UHF television.

For example, we've perfected the spiral so we don't have the internal signal reflection problems, (ghostings) that are giving some of the other fellows fits.



**For Boston, a dynamite picture;  
For Texas, a towering addition**

We shipped an omnidirectional Spiral to Boston last year, where it was airlifted to the top of the 55-story Prudential Center. It's been transmitting a dynamite signal for WQTV, Channel 68, ever since. Even at only partial power output, The Spiral delivers a strong signal at distances that are downright awesome.

We've delivered a Channel 10 Spiral to KWTX in Waco, Texas, now being installed on a 1600-foot tower. It will soon be delivering a fantastic picture in the heart of Texas.

Cetec Antennas makes The Spiral to perform flawlessly for many years. Superior mechanical construction gives maximum strength with minimum weight, windload, and overturning moment.

We deliver The Spiral, customized for any service area, in about 150 days from order. That includes computer-aided design features, expert fabrication, and full-scale testing, and it is by far the shortest lead-time in the industry.

We sell The Spiral at the lowest price for a true CP/TV antenna, and we back it with the best warranty—two full years, all parts and all labor.

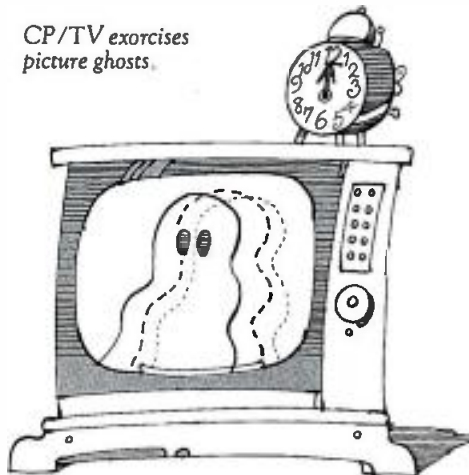
Cetec Antennas has 25 years' broadcast experience and more than 1600 FM and TV antennas in the field. And we're backed by the technical and financial resources of Cetec Corporation (an American Stock Exchange company with 1978 sales of more than \$51 million).

Cetec is a strong, diversified corporation, with a long and successful record in broadcasting—System 7000 radio automation, AM and FM transmitters, first-quality radio consoles, and studio equipment.

Cetec Corporation also makes and markets the Vega wireless microphone and Gauss tape duplicators and professional loudspeakers. We're also into specialized data terminals, marine autopilots, and highspeed, microprocessor-based data cameras.

In other words, Cetec Corporation has a dominant position in several

*CP/TV exorcises  
picture ghosts.*



#### CETEC SPIRAL ANTENNA SPECS

(Representative data)			Estimated Wind Loading	
Channel	Gain	Estimated Weight (lbs)	Shear (lbs)	Moment (KIP ft.)
2	2.5	12,100	8,700	356
7	7.8	11,000	7,200	313
13	7.8	8,700	5,910	235
14-24	15	5,900 Avg.	5,900 Avg.	170 Avg.
25-36	15	5,000 Avg.	5,000 Avg.	150 Avg.
38-50	15	4,500 Avg.	4,200 Avg.	106 Avg.
51-70	15	3,000 Avg.	3,500 Avg.	76 Avg.

different markets where high technology and excellent performance are prerequisites.

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Cetec Antennas has built its reputation on innovative, high-performance designs, premium materials, and expert antenna craftsmanship. Our manufacturing center is dedicated and highly instrumented; our all-weather test range is more than tough enough to prove our products for structural quality, high performance, and long-term reliability. We back up our words with the best warranty, and with after-sales support efficiently handled by our quick-response field service engineering teams.

If you're not putting a top-quality picture into every corner of your service area, there's probably a CP/TV antenna in your future. Don't make a move without a long, hard look at Cetec Antennas and the remarkable Spiral.

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# Cetec Antennas

Antenna Division of Cetec Corporation

Marketing and Sales: 1110 Mark Avenue, Carpinteria, Ca 93013

Engineering and Manufacture: 6939 Power Inn Road, Sacramento, Ca 95828

potential for "entertainment alternatives" for those who want to watch television at odd hours, particularly from 24-hour superstations that likely would be brought in.

From the city's point of view, it was "the diversity of programming that has been afforded by cable" that was the reason for the go-ahead, according to Bill Chamberlain of the locally based Chamberlain-Frandolig Inc. media consulting firm.

As Chamberlain told the story, the decisions about who would build and why were calculated—to say the least.

The main goal, Chamberlain said, was to put together "a friendly package"—one that wouldn't be revoked by public referendum. "That's what killed us last time," he said, explaining an earlier client of his in 1973, Greater Houston Cable TV, which had been granted a Houston franchise at that time and then lost it by public vote.

Chamberlain explained that he worked on the current Houston franchising arrangement from two vantage points, as a consultant to both the Gulf Coast applicant and to the city. He said that "none of us considered it a conflict of interest" and that the mayor of Houston, before engaging Chamberlain, knew he had already made the Gulf Coast commitment.

While there is thought that Houston divided the city among five franchises to make sure that enough money would be pumped in for the build and so it would be completed in five years, Chamberlain has a different explanation.

He said that the city wanted to make sure a "charge of monopoly could not be properly leveled." Chamberlain claimed that those who lost out in the 1973 franchise battle took advantage of an old state law that "all franchises cannot be exclusive" and started the referendum that revoked Houston's first CATV franchise.

With the granting of five distinct franchises, each operator still has exclusivity in his area, he explained, but not over the whole city. Chamberlain said that "the protest period" has passed and the operators now are not subject to any such referendum.

Getting through that period, however, meant satisfying the five franchisees as well as community groups, he said. The initial franchise designs by prospective Houston operators in some cases had to be toned down. Proctor of Storer, for example, said that the company's wholly owned subsidiary, MECA, initially had applied for about 75% of the city.

Chamberlain said the city had to informally tell the applicants words to the effect: "Don't make us play Solomon" in dividing up the city.

According to Chamberlain, some of the logic that went into who got what went as follows: Westland, a firm whose owners are Jewish, received a franchise for an area that has a considerable Jewish population. Similarly, Houston Community Cable TV, owned by blacks, received the inner-city area where a good number of blacks live.

Storer already had the franchise for the



**Back in cable.** Former Pennsylvania Governor Milton J. Shapp, founder of Jerrold Electronics Corp., is back in the cable business with Milton Jerrold Shapp CATV Enterprises Inc., which will be looking to acquire existing cable TV systems and new CATV franchises. Running the operation will be (l to r) Lee Zernick, president; Shapp, chairman of the board; Ralph Fratkin, financial adviser, and Caywood Cooley, vice president. The group plans to be on hand at the NCTA convention in Las Vegas to renew old acquaintances. The company is located at 198 North Pine Street, Langhorne, Pa. 19047; (215) 752-0279.

Clear Lake City area in the southeast part of the city so that was a good point from which to expand, Chamberlain explained. Houston Cable (now with Warner) got the "establishment Democrats" in the northwest and Gulf Coast got the "conservative Republicans" in the southwest. Chamberlain claimed that his client, Gulf Coast, which applied first, received "the best of the bunch."

With the exception of Storer (and now the Warner interest in Houston Cable TV), all franchises are locally owned. Storer, which had the Clear Lake franchise before the city annexed the area from the county, is now operating there. Gulf Coast now operates in Bellaire and West University, areas that are not officially part of Houston but are totally surrounded by it.

#### NETWORKS

## Talk from the top

**NBC affiliates hear Pfeiffer tell about switching to satellites, criticizing spectrum fee plans and turning the network around in the 80's; Mulholland announces a music license deal that will have stations getting \$6 million back from the network**

NBC-TV affiliates meeting in Los Angeles last week heard major announcements from Jane Cahill Pfeiffer, the NBC chairman, and from Robert E. Mulholland, president of the television network:

■ NBC has requested proposals from AT&T, RCA Americom and Western Union for satellite distribution systems (see page 84).

■ NBC and the affiliates' music committee have reached agreement on the ASCAP-BMI music license fee issue that

will result in NBC turning over \$6 million to the affiliates over the next two years.

Pfeiffer, in her first appearance before the affiliates, made the satellite announcement during a Monday luncheon speech otherwise devoted to the spectrum-use fee contained in the House of Representatives version of the rewrite of the Communications Act of 1934.

She said that NBC promised "full and continuing consultation" with the affiliates during the evaluation process of the requested satellite proposals. The use of satellites, whether "all satellite or ground-satellite mix," could help the network provide simultaneous feeds of different programs to stations in different parts of the country. Furthermore, the satellite distribution system could be more economical and effective than the currently used terrestrial network, the NBC chairman said.

Pfeiffer reserved the toughest words of her speech, however, for the legislation now being considered in the House and Senate. She said that the spectrum fee as envisioned in the version of the rewrite proposed by Representative Lionel Van Deerlin (D-Calif.) amounted to a "tax on broadcasters." That, she said, "seems to me philosophically wrong"—a comment cheered by her audience.

"There is no basis for such a tax," Pfeiffer, who has held her chairmanship for eight months, said. "We are depleting no assets that have a limited life. We are spending no profits to buy department stores or other new and unrelated businesses.

"To take broadcast profits and arbitrarily reduce them so that our industry can support some social purpose more legitimately financed through other means makes no sense to me."

The NBC chairman obviously struck a responsive chord with the gathered affli-

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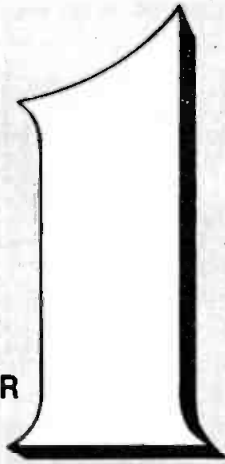
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ates. On Tuesday during a closed session with NBC executives, one especially heated discussion centered on the rewrite and the spectrum fee.

Pfeiffer also took the opportunity during her speech to take a dig at what she termed "regulatory and judicial accidents" that have threatened the "stability" of the broadcasting industry.

"Program diversity—which we all want and which the argument in Washington is about—will never be served by rotating station owners," she said.

"A fair expectation of license renewal for responsible operators is essential," Pfeiffer added.

Generally, Pfeiffer's was a mild speech, devoted, it seemed, more to introducing herself and explaining some of her thoughts on a variety of subjects than on delving too deeply into particulars.

"We are going to concentrate on improving until you can change the word 'steady' to 'dramatic,'" she said.

Mulholland made his well-received announcement during Monday morning's business session. Under the terms of the license fee agreement reached, he said, checks totalling \$3 million will go from NBC to the affiliates on July 1.

In the hot seat. James Yager, senior vice president and general manager of wbsu-TV New Orleans, was elected chairman of the NBC-TV affiliates board of directors last week ("Closed Circuit," April 30).



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Mulholland

stations." Letters will be going out with the first set of checks, he said, explaining the arrangement in more detail.

The network president also revealed another change at NBC that will end a long-time tradition of the network's *Today* morning news show. Beginning Monday, June 4, the program will be sent out on a normal clock hour delay to stations in the central and mountain time zones. That operational change will do away with the "second-hour-first, first-hour-second" feed pattern that has been a virtual trademark of the show. Mulholland also announced that NBC will use RCA's Satcom satellite to feed the show to those time zones.

## Winding it up in Los Angeles

**CBS is the last of the networks to hold its annual affiliate meeting; at this week's gathering the emphasis will be on the programing ammo needed to get it back into the number-one spot**

CBS ends the television networks' annual show-and-tell time for affiliates this week with a three-day general conference in Los Angeles.

Some 1,100 affiliates, spouses and CBS people were expected to be on hand when the convention opened with a welcoming reception last night (Sunday) at the Century Plaza hotel.

The atmosphere this week may not approach the heady elation that marked the convention of affiliates of front-running ABC-TV in the same hotel two weeks ago (BROADCASTING, May 14). But neither do CBS and its affiliates face as arduous a comeback effort as faced third-place NBC-TV and its affiliates in their gathering there last week.

Actually, CBS executives say they count the current season a success—that they've tightened their hold on second place in the prime-time ratings race and are ready for further advances.

Their plans for securing those advances

will occupy them and their affiliates for most of the three days. The agenda had not been completed last week but it will concentrate primarily—as those meetings always do—on program plans. Emphasis will be on the new prime-time schedule but the presentations will also cover plans for specials, movies for television, daytime, sports, news and public affairs.

John D. Backe, president of CBS Inc., will address the luncheon on Tuesday. Speakers at today's sessions are scheduled to include Gene F. Jankowski, president of the CBS/Broadcast Group, who is to give the keynote address, and James H. Rosenfield, president of CBS-TV.

Leading the entertainment program presentations will be Robert A. Daly, president of CBS Entertainment. Other key participants are expected to include Bill Leonard, president of CBS News; Frank M. Smith Jr., president of CBS Sports; Bill Small, CBS Inc. Washington vice president; B. Donald Grant, vice president, programs; Michael Ogiens, vice president, daytime programs; Bernie Sofronski, vice president, special programs; William Self, vice president, motion pictures for television and miniseries, and Paul Isacson, CBS-TV sales vice president.

Business sessions today and Tuesday will be held at Century City. The Wednesday meeting will be at Television City. A banquet and variety show will wind up the convention Wednesday evening.

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5/21/79

## D.C.'s Marquee has lots of takers for home installations, but not enough staff to keep up

Shortage of technical help to make necessary hook-ups is impeding the expansion of a Washington-area firm that offers movies and specialized programs via multipoint distribution service to homes and apartment dwellings.

Ed Yoe, vice president of marketing and director of corporate development and public relations, Marquee Television Network, says his company has a back-up of orders from 1,435 homes and that it is averaging an additional 97 requests per week.

Yoe explained that in the Washington area there is a shortage of fully qualified antenna-type technicians, a position in which an experienced worker commands up to \$20,000 annually. To meet its needs, Marquee is employing beginners in electronics at \$170 to \$190 weekly, initially training them as connect/disconnect workers.

Total subscriber list of the Rockville, Md.-based firm currently fluctuates between 8,000 and 10,000, since it is the time of year when home owners and renters are in transition, Yoe explained.

Marquee charges \$13.95 monthly to apartment subscribers and \$1 more for individual homes. Its transmitter is on the River Road tower of WDC-TV Washington.

# Changing Hands

## PROPOSED

■ **WRQK(FM)** Greensboro, N.C.: Sold by Greensboro FM Inc. to WRQK Inc. for \$3,475,000. Seller is owned by Donald L. Wilks, Michael Schwartz and Thomas Armshaw, who also own WPET(AM) Greensboro. Wilks and Schwartz also own WIXY(AM) East Longmeadow and WAQY(FM) Springfield, both Massachusetts. Buyer is owned by Joseph Wolf, Los Angeles attorney; Murray Moss, Los Angeles businessman, and Irvin Kipnes, Washington businessman. None has other broadcast interests. WRQK is on 98.7 mhz with 100 kw and antenna 400 feet above average terrain. Broker: Blackburn and Co.

■ **KDUB-TV** Dubuque, Iowa: Sold by Lloyd Hearing Aid Corp. to Birney Imes Jr. and family for \$1.5 million. Seller is owned by Marvin E. Palmquist and family, who also own WQRF-TV Rockford, Ill. Buyers also own WCBI-AM-TV Columbus, WNAJ(AM) Grenada and WROX(AM) Clarksdale, all Mississippi, and WBOY-TV Clarksburg, W. Va. They have sold, subject to FCC approval, WELO-AM-FM Tupelo, Miss. (BROADCASTING, Dec. 11). KDUB is ABC affiliate on channel 40 with 646 kw visual, 64.6 kw aural and antenna 841.3 feet above average terrain. Broker: Blackburn & Co.

■ **KIDN(AM)** Pueblo, Colo.: Sold by Hep-tarchy Inc. to Scribner Broadcasting Inc. for \$700,000 plus \$80,000 for agreement not to compete. Seller is owned by Rick Thom (60%), Leon Peterson (20%) and John Findley (20%). None has other broadcast interests. Buyer is owned by David G. Scribner, former president of Doubleday Broadcasting Inc., who has no other broadcast interests. KIDN is on 1350 khz with 5 kw day and 1 kw night. Broker: Richter-Kalil & Co.

■ **WYIG(AM)** Jackson, Miss.: Sold by Fogelman-Thomas Broadcasting Inc. to Golden South Broadcasting Corp. for \$567,000. Seller is owned by Bill H. Thomas and Avram Fogelman, who have no other broadcast interests. Buyer is owned by Dave McCormick and William B. Moran (50% each) who own KLIC(AM) Monroe, La. WYIG is on 1590 khz with 5 kw day and 1 kw night. Broker: Richard A. Shaheen Inc.

■ **WKUE(FM)** Green Cove Springs, Fla.: Sold by Mel-Lin Inc. to Radio Corp. of the South for \$500,000. Seller is owned by Larry R. Picus (90%) and Willie J. Martin (10%). They have sold WPDQ(AM) Jacksonville, Fla., subject to FCC approval (BROADCASTING, March 26). Buyer is owned by Reagan C. Smith, announcer at WDOK(FM) Cleveland, who recently sold WSYX(FM) London, Ohio (BROADCASTING, Jan. 22); Phil McLean, former announcer at WWWE(AM) Cleveland; Dick Conrad, program director at WJW(AM) Cleveland; Howard S. Stern, Cleveland attorney, and Scott Simon and Paul Sweatland, Cleve-

land businessmen. WKUE is on 92.7 mhz with 3 kw and antenna 300 feet above average terrain. Broker: Richard A. Shaheen Inc.

■ **WPAS(AM)** Zephyrhills, Fla.: Sold by Charles F. Wister to Mayo Communications Inc. for \$320,000, including \$25,000 for agreement not to compete. Wister, who sold WFSH(AM) Valparaiso-Niceville, Fla. (BROADCASTING, May 7), has no other broadcast interests. Buyer is owned by Lincoln A. Mayo and family (50.3%) and George N. Walker and his wife, Noreta (49.7% held jointly). Mayo is sales manager at CJOH-TV Ottawa. Walker is service technician for dental supply company in Rockville, Md. WPAS is on 1400 khz with 1 kw day and 250 w night. Broker: Beckerman Associates.

■ **CP** (not on air) for **WIXO(FM)** McComb, Miss.: Sold by Oakdale Broadcasting Co. to Cape Christian Broadcasters of Mississippi Inc. for \$252,265. Seller is owned by Oakdale Baptist Church; Hudie C. Holified is pastor. It has no other broadcast interests. Buyer is owned equally by William C. Lamon and Leonard M. Verity, who own WRIO-FM Cape May, N.J., and WRYO(FM) Crystal River, Fla. WIXO is on 105.7 mhz with 100 kw and antenna 390 feet.

■ **WHKC(FM)** Henderson, Ky.: Sold by Adams Broadcasting Co. to WROK Inc. for \$250,000. Seller is principally owned by Jerry A. Adams, who has no other broadcast interests. Buyer, owned by Vernon A. Nolte, also owns 50% of WGBF(AM) Evansville, Ind., and WZOK(FM) Rockford, Ill. WHKC is on 103.1 mhz with 3 kw and antenna 300 feet above average terrain. Broker: Richard A. Shaheen Inc.

■ **KLSN(FM)** Brownwood, Tex.: Sold by G.B.E. Inc. to Miracle Media Inc. for \$223,000. Seller is owned by Ernest F. Cadenhead (25%), M. Bryan Healer III (25%), George F. Clements (24%), Stephen Pasquini and his wife, Peggy (25% held jointly) and Gary R. Price (1%). Healer, Cadenhead and Pasquini own 25% each of KBAL(AM) San Saba, Tex. Pasquini also owns 5.2% of KRNA(FM) Iowa City, Iowa. Buyer is owned by Jesse K. Sud-derth, who has no other broadcast inter-ests. He is Early, Tex., insurance and real estate agent. KLSN is on 104.1 mhz with 100 kw and antenna 205 feet above average terrain.

■ Other proposed station sales include: **KBJM(AM)** Lemmon, S.D. (see "For the Record," page 85).

## APPROVED

■ **KFMK(FM)** Houston, Tex.: Sold by Liberty Communications Corp. to First Media Corp. for \$4.5 million. Seller is

- *Negotiations*
- *Appraisals*
- *Radio*
- *T.V.*
- *Newspapers*
- *CATV*
- *Financing*

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owned by Ruth Crawford Porter and family and at one time owned five AM's and six FM's. It has recently sold seven stations to individual family members and retains WPEO(AM) Peoria, Ill., WDCX(FM) Buffalo, and KCAN(AM) El. Reno, Okla. Buyer is owned by Richard E. Marriott (49.2%), his wife, Nancy (18.01%), his brother, J. W. Marriott Jr. (30.78%), and Glenn T. Potter (1.29%). First Media owns WPGC-AM-FM Morningside, Md.; KAYK-AM-FM Provo, Utah; KOPA-AM-FM Scottsdale, Ariz., and WZGZ(FM) Atlanta. Marriotts are principals in Washington-based Marriott Corp., publicly owned hotel, restaurant, airline catering and family entertainment corporation; J.W. Marriott Jr. is president. KFMK is on 97.9 mhz with 18 kw and antenna 235 feet above average

terrain.

■ WKBR(AM) Manchester, N.H.: Sold by Granite State Broadcasting Co. to THEEnterprises for \$1,930,991. Seller is owned by Ralph Gottlieb and James McCann, who also own WTSN(AM) Dover and WEMJ(AM) Laconia, both New Hampshire. McCann also has interest in WZID(FM) Manchester and had 10% interest in WBSM(AM) New Bedford, Mass., which was sold last month (BROADCASTING, May 14). Buyer is owned by Charles Howard and Donald Teeters. Howard is vice president of Thomson McKinnon brokerage firm. Teeters—Bedford, N.H., businessman will be active in managing WKBR. Station is on 1250 khz with 5 kw.

■ KFNB-FM Oklahoma City: Sold by First

National Broadcasting Corp. to OK Communications Inc. for \$970,000. Seller is owned by First National Foundation Inc., nonstock, nonprofit charitable foundation. Its directors include C.A. Vose Sr., C.A. Vose Jr. and E.M. Behnken, secretary. It has no other broadcast interests. Buyer is owned principally by Kenneth L. Dowe, president; it has no other broadcast properties. Dowe is former executive vice president of Waterman Broadcasting Corp., licensee of KTSA(AM)-KTFM(FM) San Antonio, Tex. KFNB-FM is on 101.9 mhz with 100 kw and antenna 420 feet above average terrain.

■ Other approved station sales include: KOYL-AM-FM Odessa, Tex. (see "For the Record," page 85).

## Business

ADVERTISING

### Matthews to 4A: Advertising, sell thyself

**Association's new president wants campaign to convince those within industry as well as influences, including press, who operate on the outside; agencies on billings boom**

Advertising agencies—which over the past decade have grown from \$970 million to just under \$2 billion in annual billings—had one of their better years, financially, in 1978, and 1979 "should be almost as good," Leonard S. Matthews, president of the American Association of Advertising Agencies, told the AAAA annual meeting at the Greenbrier, White Sulphur Springs, W. Va., last week.

But they also have their work cut out for them, he said, in improving the image of the advertising business, in getting better press treatment and in extending the headway that he said has been made in advertising's government relations.

He called upon AAAA members for voluntary work in producing a series of films, to be used "with your own people, with government, with academia, on television and before a wide variety of business and consumer audiences" to point up advertising's role and contributions.

The films will be made available to agencies for local use in many ways to get the message across, Matthews said, but "our first goal is to educate the 44,000 employes of AAAA agencies," to make them "Ambassadors for Advertising."

"If we can begin to make these people proud of this business and make them

proud to be in it," he said, "I'm convinced the payoff in a better image for our industry will result."

Another "important audience that we need to work on," he continued, is "the people who run the editorial departments at many of our newspapers, radio and television stations and networks.

"The ill-conceived regulatory agency charge, the emotional consumer advocate attack too often gets published or broadcast without the press taking the time to check the validity of the charge or taking the trouble to get the other side of the story," he asserted.

He had a plan for that, too, called "Editors Week," during which volunteers from AAAA agency management would discuss the subject with their local editors,

publishers and broadcasters. Nationally, he said, a subcommittee of the AAAA operations committee is being formed to call upon network managements.

"We plan to talk about the same areas you are discussing locally plus some others of vital interest to us," he explained. "These include such things as sex and violence in programs, commercial clutter, revisions in commercial standards and guidelines without consultation with the agencies and advertisers, and other matters of concern."

Matthews emphasized that "we are not trying to influence editors to give business and advertising favored treatment. We are asking for fairness, objectivity and balance."

He said that "there are no more dedi-



UPSON



KUMMEL



BLOOM



MATTHEWS

**4 A's new team.** Stuart B. Upson, board chairman and chief executive officer of Dancer Fitzgerald Sample Inc., New York, was elected board chairman of the American Association of Advertising Agencies at its annual meeting last week. He replaces John S. Pingel, president of Ross Roy Inc., Detroit, who becomes chairman of the AAAA Advisory Council.

Other newly elected officials of the association are Eugene H. Kummel, board chairman and chief executive officer of McCann-Erickson Worldwide, vice chairman, and Robert H. Bloom, president and chief executive officer, The Bloom Agency, Dallas, national secretary-treasurer. Leonard S. Matthews continues as president of the AAAA.

Elected as directors-at-large on the association board for three years were: Charlotte Beers, Tatham-Laird & Kudner, Chicago; Louis T. Hagopian, N W Ayer ABH International, New York; and Richard D. O'Connor, Campbell-Ewald Co., Detroit.

Regional directors newly elected for terms of one year were: Eastern region—William E. Phillips, Ogilvy & Mather Inc., New York; central region—W. Dean Neill, Meldrum & Fewsmith Inc., Southfield, Mich. and David R. Seibel, Campbell-Mithun Inc., Chicago; Western region—C. Fred Hale, Cunningham & Walsh, San Francisco.

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# WS&A

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March 9, 1979

Mr. Allen Kay  
Executive Vice-President  
Kay, Thomas & Anthony, Inc.  
909 Third Avenue  
New York, New York 10022

Dear Allen:

Thanks very much for your stimulating presentation last Thursday on "Information Management as a Cost-Cutting Tool."

Our people were very favorably impressed with the thoroughness and insight demonstrated by your research into this area.

However, we've decided to table for the time being any further explorations. Our "paperwork flow," we feel, is not great enough to warrant further action, since the vast majority of it consists merely of ordinary business letters like this one.

But thanks anyway for your help. And should the need for any in-depth cost analysis arise, we'd like you to know that your people will be among the first we'll contact.

Best regards,

*Warren Stewart*

Warren Stewart  
President

WS/bc

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Remember the last business letter you wrote? Well, between the part that began "Dear so-and-so" and the part that ended "Best regards," you spent nearly \$5.

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And computer services that give you the benefits of a computer without the expense of owning one.

In fact, everything Xerox does helps you manage information. But we also provide you with an interesting side benefit:

We help you manage your money at the same time.

## XEROX

cated disciples of press freedom than those of us in advertising. But with this freedom goes the responsibility to present the news in proper balance, and too often that's not happening when it comes to the criticism of advertising and business and their real and imaginary sins."

On the financial front, Matthews estimated that in 1978 the average AAAA agency net profit was about 4.65% of gross income—the best year since 1966 (4.98%) and "probably the second best" since 1956 (5.02%).

Part of the good profit year in 1978 may have come from tax credits that helped to reduce the federal tax bite, he said, adding that "in 1979 we have cuts in the rate of corporate income tax, which should once again help the profit picture."

Matthews said 84% of AAAA member agencies—there are now 465 of them, up

**Don't lower the guard.** John S. Pingel, president of Ross Roy Inc., Detroit, and outgoing AAAA chairman, told the association there's still lots of work to be done on the Washington front, and said it is wishful to believe that unwarranted government regulation "will just dry up and go away." The FTC, he said, "isn't through with our kids yet—not by a long shot; and now they're beginning to sniff around the liquor closet."

Pingel warned against government's burgeoning bureaucracies, mentioning specifically the FTC and the Federal Drug Administration, along with the "moribund Consumer Protection Agency (don't count it out yet) and the Magnuson-Moss Act," which he predicted "are going to be with us for a long time to come." Pingel said the Magnuson-Moss amendments (which, among other things, make government funding available to public interest groups participating in regulatory rulemakings) "have significantly changed the nature and format of FTC rulemakings, and whether these changes advance or retard the agency's statutory mission remains to be seen."

"All I can say is," Pingel added, "there ought to be a law against a law like that."

The problems that persist for the advertising industry, Pingel concluded, are government, social, communications and image. "When you get down to it, these are people problems," he said, to which he feels there is only one answer: "People."

22 in a year—increased billings in 1978, up from 81% in 1977, and that 70% increased

dollar profits, down from 73%.

Gains in both billing and profits were more common among larger agencies. Among those with billing up to \$1 million, 66% reported increased billing and 57% increased profit. For agencies between \$1 million and \$5 million, 82% increased billing and 64% increased profits. From \$5 million to \$10 million, the respective figures were 94% and 80%; between \$10 million and \$40 million they were 98% and 86%, and over \$40 million, 97% and 85%.

Matthews estimated that U.S. gross income for AAAA agencies had risen from \$970 million in 1969 to "just under \$2 billion" in 1978. He also had some bad news: "Based on our preliminary readings, late receivables from clients—so often a harbinger of bad debts—increased last year. As a direct result, late payments to media probably increased as well."

## Keeping tabs on media times: K&E warns of inflation

**Agency says network TV will be grandest price gainer in 1980, but radio and print, too, will be asking for more**

Kenyon & Eckhardt Inc., New York, sees bad news ahead for media buyers in 1980. All costs are going up, up, up—and particularly those for network television.

K&E's media research group points out that 1980 is an election year and an Olympic year and adds: "1980 will be a year with very tight broadcast availabilities. On the print side, 1980 will be a year with substantial postal rate increases, and all media are experiencing increasing costs."

The agency projects the following boosts in 1980 versus 1979 (in terms of unit costs): prime network television (30-second announcement), +18%; daytime network TV (30-second announcement), +12%; fringe spot TV (30-second announcement), +12%; network radio (25 adult gross rating points weekly), +10%; spot radio (25 adult GRP's weekly), +8%; consumer magazines (one page, four-color, top 50 magazines), +10%; Sunday supplements (one page, four-color, major

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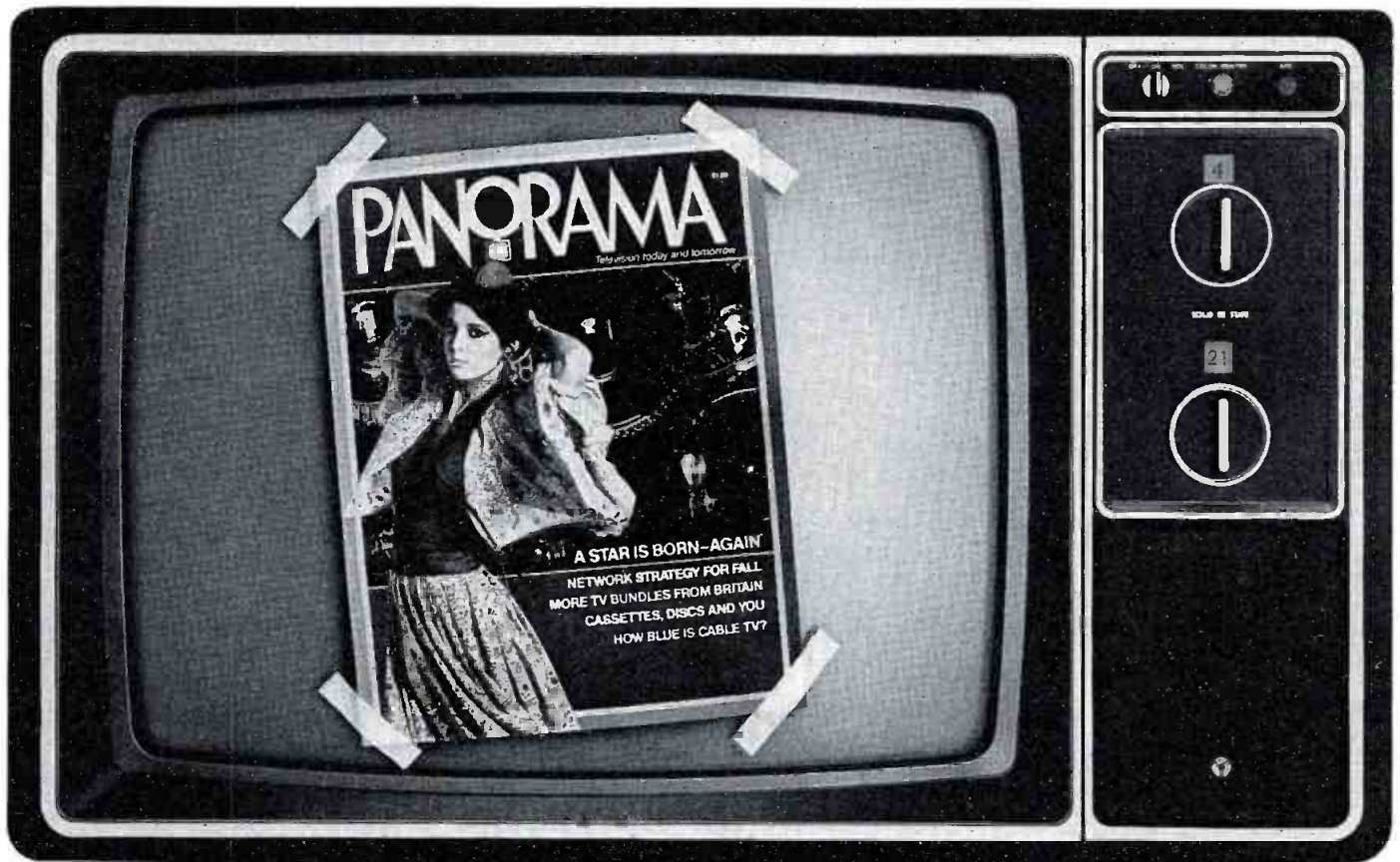
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Now they will have their own magazine. "Panorama-Television Today and Tomorrow."

A new monthly publication created by Triangle, the people who brought you TV Guide.

It's dedicated to the new breed of television watchers, the sophisticated, intelligent viewer who demands a total perspective of the single most powerful force in our society.

Panorama will feature well-illustrated articles by the brightest and the best on the provocative issues and crises of modern television.

It will report on the technological advances that affect the home screen — focal point of the communications revolution.

And explore the effect television and its programs have on millions upon millions of viewers.

It's aimed at a select audience. An audience that appreciates the best that television can afford. And who can afford the best products that you can advertise.

If you think your products will appeal to this select audience, then "Panorama-Television Today and Tomorrow" is your new television medium.

## PANORAMA

Television today and tomorrow

national supplements), +8.5%, and daily newspapers (1,000 lines, black and white in every daily), +10%. (For television, costs are on a 12-month scatter basis; long-term commitments can lower percentage increases by four to five percentage points.)

K&E suggests that steps can be taken to counteract some costs. The agency advises that network TV must be reviewed constantly to determine whether lesser geographic areas make more sense; it proposes a variety of media mixes including network TV and perhaps radio and magazines, and it suggests that buyers examine

differing commercial lengths—10 seconds instead of 30 seconds, for example.

"Most of all, we must think about how we are spending media dollars and take advantage of everything we can," the agency stresses, citing "specific targeting, opportunistic buying, up-front commitments, scheduling for optimum reach, syndication, local sponsorship, fractional pages, regional editions. As long as we are not bound up in doing things the way they've always been done, we have the opportunity to maximize the impact of our dollars with innovative and practical media planning and execution."

## Bottom Line

**Going strong.** Jake Keever, ABC-TV sales vice president, expects 1979 to be "another banner year" in sales at his network and period of strong gains for television industry as whole. He told ABC-TV affiliates (BROADCASTING, May 14) that forecast is for 11%-12% gains in total revenues (network sales up 13%, spot up 8%, local up little more than 13%). Keever said ABC-TV's first and second 1979 quarters had proved stronger than anticipated few months ago, with all dayparts except those devoted to children's programming reaching sales levels above year ago. As for last half of 1979, Keever reported soccer "practically sold out," Monday night baseball SRO, and football renewals in "high 90%" range. He also noted that *ABC World News Tonight*, whose sales volume rose 25%-30% in first and second quarters, should command 15%-20% price increases in long range and "somewhere around 30%" in fourth quarter. Budgets of up-front advertisers are about 35% higher than last year and up-front selling should be completed by July 4, according to Keever.

**Stimulus.** Kingstip Communications spokesman last week said 70% takeover by LIN Broadcasting, conditionally approved by FCC (BROADCASTING, May 7), was solely responsible for that immediate 45% jump in price of Kingstip stock. It went from 11 before announcement of approval of \$5.6 million transaction to 16. LIN has also made same \$18.35-per-share offer for balance of stock in Kingstip, parent of licensee of KTVV(TV) and KHFI(FM) both Austin, Tex.

**Historic sale.** ABC Inc. has completed sale of its Historic Smithville Inns operation and adjoining acreage near Atlantic City, for \$15 million in cash and assumption of notes, representing profit of about \$2.5 million to ABC. Buyers are subsidiary of The Cadillac-Fairview Corp. Ltd., Canadian real estate firm, and two private investors.

**Taking stock of itself.** The Washington Post Co., parent of Post-Newsweek Stations, plans to repurchase additional 500,000 shares of its class B common stock, bringing to approximately 650,000 number of shares authorized to be bought back. Company did not announce ceiling price or time limit on purchases, which will be made primarily through block buys. Company held more than 4 million shares as of Dec. 31, 1978. Over-all, company's outstanding stock comes to approximately 3 million class A shares and 12.5 million class B shares. Stock closed at 21-3/4 last Wednesday.

**Nevada buys Kansas.** Media Investment Corp. of Nevada has bought 23% holding in Kansas State Network that had been held by Heritage Communications, Des Moines, Iowa. Price was said to be in excess of \$8 million. KSN has broadcast and cable interests.

**Newspapers buy Books.** Knight-Ridder Newspapers, whose holdings include four TV stations, has reached agreement in principle to acquire HPBooks, Tucson, Ariz., publisher of books in consumer specialty and how-to-do-it fields. Unit sales exceeded 2.1 million in 1978. HPBooks will continue to be managed by Bill and Helen Fisher, company's founders and principal shareholders.

**Spun-off in Pittsburgh.** Fahlgren & Ferriss, Cincinnati, has sold its Pittsburgh office to agency principals Frank Haller and Ronald J. Koeper, effective May 1.

**Best yet.** MCI Communications Corp. reported record earning of \$7 million in year ended March 31, in comparison to \$5.2 million chalked up in previous year (which included a one-time gain of \$1.5 million). MCI, Washington firm that offers intercity communication facilities to volume users, also said its revenues had increased 29% to \$95 million. Per-share earnings in both periods were 23 cents.

## CBS-TV laterals to ARF committee on extended sweeps

Declaring it won't go it alone, network accepts research group's volunteering

CBS-TV has decided to let someone else carry the ball—specifically, a committee of the Advertising Research Foundation—in its drive for extended local TV measurement periods.

CBS-TV President James Rosenfield wrote last week to Jacqueline Da Costa, a senior vice president of Ted Bates & Co. and chairman of the ARF's TV audience measurement committee, accepting the committee's offer to study the problem and develop a plan to expand the so-called "sweep" measurements (BROADCASTING, April 30).

"We would be most happy," Rosenfield wrote, "to cooperate with the committee in any way we can as you conduct your investigation of the problem and develop a recommendation for the industry."

He noted that CBS-TV has a representative on the committee who will "present our viewpoint" at its meetings.

The ARF committee, like CBS-TV, has been a long-time advocate of expanding the length of sweep periods beyond their present four weeks.

In its current effort, intended at least in part as a means of reducing the level and cost of blockbuster programming by all three networks during sweep periods, CBS solicited and obtained estimates from A. C. Nielsen Co. and Arbitron Television on the costs of conducting 36 or 40 weeks of measurement in all TV markets each year. These reportedly came to \$10 million to \$12 million on top of the estimated \$20 million currently paid to each service.

Stations and station representation companies have been almost universally opposed to expanding the current sweep lengths, arguing that expansion would be costly and at the same time reduce the reliability of the ratings. Some station reps contended that the cost of merely using all the additional information, apart from producing it, could cost users \$20 million to \$40 million a year (BROADCASTING, April 2).

In his letter to Da Costa, Rosenfield suggested nevertheless that her committee might benefit from having additional station people as members. "It is, of course, essential," he said, "that a solution that is responsive to the interests of all segments of the industry be found."

Jay Eliasberg, research vice president, CBS/Broadcast Group, meanwhile sent letters to Arbitron and Nielsen thanking them for their "considerable expenditure of time and effort" in developing the cost estimates. He expressed confidence that longer sweep measurements would eventually come, but said:

"As we have expressed privately and

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And now we're getting behind AAU diving. Giving thousands of eager young athletes a chance for glory. Because it takes a lot of getting to the bottom to make it to the top.



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And so you can monitor its progress, there are battery "In-Service" and "Short-Life" indicators tied into headend located status repeaters.

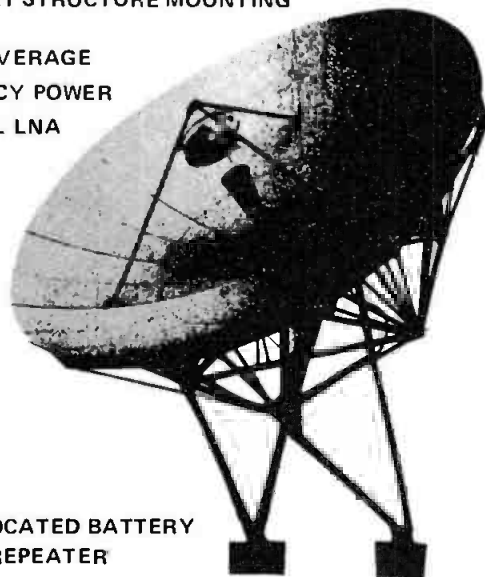
Rugged where it counts? You bet! (All pertinent supply components will withstand a minimum 10X overvoltage, and both primary and secondary sides of the power transformer are surge protected).

All this is yours — on the inside — where it counts.

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● 30 HOURS AVERAGE  
EMERGENCY POWER  
FOR DUAL LNA



● HEADEND LOCATED BATTERY  
STATUS REPEATER

● HIGH RELIABILITY DESIGN

● OPERATING TEMP. RANGE -40 F to +140 F

● BATTERY "IN-SERVICE" AND "SHORT-LIFE"  
INDICATORS



**COMSONICS, INC.**

P. O. Box 1106  
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publicly, CBS does not intend to proceed unilaterally to develop and underwrite an expanded local market audience measurement service without support from others in the industry.

"As you know, we believe quite strongly that such a service should be developed and, along with many others in the industry, are convinced that it is no longer a question of 'if' such a service will be developed but rather 'when' the service will be developed and what form it will take.

"We intend to work with any and all industry groups that are now preparing to study the issues created by sweeps. As the dialogue continues we believe that others in the industry will soon express their desire to join with us in our effort to deal with the problem and we're sure you will be as cooperative with them as you have been with us. ..."

FINANCE

## Reviewing and forecasting

**At ABC's annual meeting, stockholders are told of last year's successes and new areas that are hoped to provide solid growth for 1980's**

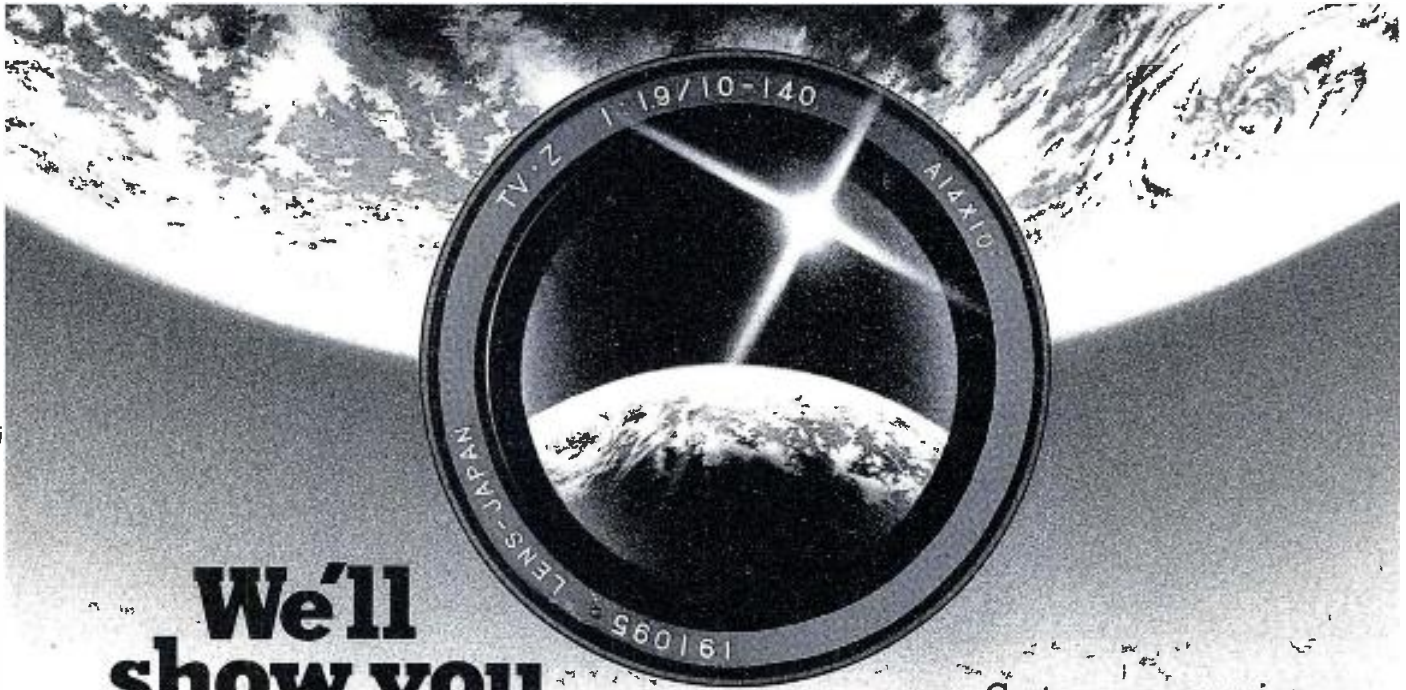
Stockholders at ABC Inc.'s annual meeting in New York last week reacted in a generally favorable manner to the recital by Leonard H. Goldenson, board chairman, and Elton H. Rule, president, of the company's banner year in 1978 and a prognosis for an equally successful year in 1979.

Goldenson told stockholders that at last year's annual meeting he had mentioned that a priority was expansion in the field of publishing, and he said the company has now doubled its presence in that business area. He said that in 1979 ABC's goal is to explore two related business activities—the production and distribution of theatrical motion pictures and the production of programming for the new methods of distribution in the communications field, including cable television, pay television and videocassettes.

"The motion picture industry has changed considerably in the last decade," Goldenson said. "For one thing, fewer quality pictures have been made. But with the proliferation of new theaters, the demand for good pictures is greater. As a result, the gross revenue of successful films is much higher and the risk of failure is significantly lower."

He said the new technological forms are going to need programs of all kinds, including news, information, instruction, entertainment and sports. Goldenson cautioned that despite these opportunities, he believes broadcasting will remain the primary national medium of communications for the foreseeable future.

"The new technologies are best suited for more narrowly defined audiences and for forms of programming more specialized



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E. W. Midkiff  
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 MIDWEST Corporation  
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 4700 Boston Way  
 Lanham, MD 20801

B

than those appropriate for the mass medium of broadcasting."

Rule traced the growth of ABC's broadcast operations over the past decade and emphasized that all of the various entities currently within the company's fold are strong.

Rule noted that ABC Publishing has been strengthened by the acquisition of publishing properties from Miller, Hitchcock, White and Chilton, and units with weak performance records have been sold. (These included ABC Record and Tape Sales, ABC Theaters, ABC Records

and the Historic Towne of Smithville, N.J.)

"In the past, I think, to some investors the basic strength of our television, radio and publishing operations has been partially obscured by problems outside these areas," Rule continued. "This is no longer the case. Our principal problem units have been divested. Now that they are gone, it is evident that the operations of ABC are in excellent condition, both for 1979 and for the 1980's to follow."

There were several questions from stockholders challenging ABC News's ob-

jectivity in dealing with the Middle East crisis and with the abortion controversy. Goldenson contended that ABC News's coverage was fair, objective and well balanced.

To a question on whether ABC would consider hiring an ombudsman to deal with viewers' complaints about news coverage, Goldenson replied: "Definitely not. We have our own system of checks and balances within our news department. As licensees of stations, ABC alone is accountable for whatever goes over its airwaves."

## Law & Regulation

COURTS

### Bazelon 'stepping back a bit'

**Washington appeals court judge is retiring after 30 years; in that time he has been a major force in communications law, lately leaning toward greater First Amendment rights and deregulation for broadcasters**

For most of his 30 years on the U.S. Court of Appeals in Washington, Judge David Bazelon has been regarded as a mover and shaker, as one who has played a major role in shaping communications law. Now, he is going into semiretirement as a senior judge. As he said last week in a letter to President Carter, he has resolved, as he approaches his 70th birthday (on Sept. 3), "to step back a bit from a 30-year labor of love."

Communications lawyers last week received the news with mixed emotions. They viewed him generally as a liberal and an activist judge, one whose judicial opinions have been influenced in large part by his social and economic views. "By and large, he was not a friend of broadcasting," said one long-time member of the communications bar.

Indeed, his authorship in March 1977 of the decision directing the FCC to initiate a rulemaking aimed at breaking up newspaper-broadcasting crossownerships still troubles communications lawyers—even though it was later reversed by the Supreme Court. The activist judge was clearly in evidence when Bazelon, in writing for a unanimous three-judge panel, said the commission had erred in limiting divestiture to cases where crossownership clearly harms the public interest, and added: "We believe . . . that divestiture is required except in those cases where the evidence clearly discloses that crossownership is in the public interest" (BROADCASTING, March 7, 1977).

But while they are concerned over such

opinions, some communications lawyers appreciate Bazelon's growing opposition to the FCC's restraints on broadcasters' First Amendment rights.

He has attacked the fairness doctrine as running counter to the First Amendment goal of promoting "robust, wide-open debate." He came down hard on the commission (and he was the only judge who did) for its use of the "raised eyebrow" in squelching topless radio in the mid-1970's (BROADCASTING, March 24, 1975). And he wrote a concurring opinion holding that the commission had violated the First Amendment in ruling that WBAI(FM) New York had violated the indecency statute in broadcasting a George Carlin comedy record. (The Supreme Court later reversed



Bazelon

the appeals court and affirmed the commission.)

Bazelon had not always been First Amendment-oriented. There was a time when he had no difficulty in accepting the concept of a regulated broadcasting industry. But Bazelon is a man who is credited with an ability to rethink fundamental concepts. And in 1972, he re-examined his views of the fairness doctrine—and his startling dissent in the WXUR case was the result.

The commission had denied renewal of WXUR-AM-FM Media, Pa., largely on the ground of fairness-doctrine violations.

And while Bazelon did not challenge the constitutionality of the fairness doctrine—the Supreme Court only three years earlier had held, 8-0, it passed constitutional muster—he said the case raises "a prima facie violation of the First Amendment" (BROADCASTING, Nov. 13, 1972).

That decision was recalled last week by Henry Geller, assistant secretary of commerce for communications and information, in his testimony on the Communications Act rewrite (H.R. 3333). Geller, who was arguing for deregulation of radio, said, "Was not Chief Judge Bazelon right in saying that the government has unnecessarily stilled a voice?" The stations were among 35 in the Philadelphia market.

Bazelon has not appeared entirely consistent on the First Amendment issue. For instance, he did not take advantage of an opportunity to state clearly that the commission has no authority to review a broadcaster's entertainment format. (He concurred in a decision in which the commission had been directed to order a hearing in a station-sale case because of complaints from listeners about a proposed change in format.) And he supported the commission's decision—which had been rejected by a panel of the court—that NBC had violated the fairness doctrine in a documentary on private pension plans. However, in the same opinion, Bazelon urged broadcasters to wage "a forthright attack on [the doctrine's] constitutionality in particular applications" rather than attempt to exploit its "ambiguities," which is what he said NBC had done.

What's more, while speaking up for broadcasters' First Amendment rights, he has spoken forcefully, as well, for greater diversity of voices, for increased competition among and within the media. Deregulation of broadcasting, at least of radio, should proceed, Bazelon said in a speech in February. But the "key," he said is to regulate the media through their structures—through antitrust policies, limits on media crossownership and a requirement of mandatory access to cable TV systems (BROADCASTING, Feb. 5).

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counsel, Bazelon's contribution to the debate regarding broadcasters' First Amendment rights is not the only reason he should be "honored." Another, said Geller, who served as deputy general counsel and general counsel from 1964 to 1970, is that Bazelon impressed on the commission the need to observe "the rule of law . . . He wouldn't let the commission get away with an effort to slough off an argument," Geller said. "The arguments

had to be rational. He took the commission apart on a number of cases."

Geller expressed the hope that, as a senior judge, Bazelon remains active. So did Bazelon. "I hope to see considerable service as a senior circuit judge," Bazelon said in his letter to the President, "while leaving time for a few of the many neglected projects that have accumulated over the past 30 exciting but rewarding years."

## Taking the First Amendment offensive

**NAB and RTNDA ask judicial conference to change rules to require plaintiffs in libel cases to provide 'strong showing' before allowing intrusion into thoughts or journalistic decisions**

The National Association of Broadcasters has joined the Radio Television News Directors Association in urging changes in the federal rules of civil procedure that would mitigate some of the damage those groups feel was done to journalists' First Amendment rights by the Supreme Court decision in the *Herbert v. Lando* case (BROADCASTING, April 23).

NAB wrote to the Committee on Rules of Practice and Procedure of the Judicial Conference, which advises the Supreme

Court on such matters, after, it said, it had become "concerned" over the increasing costs to its members of defending actions for defamation.

The cost is rising because of the present rules regarding discovery "to a point where broadcasters are finding it difficult to responsibly exercise First Amendment rights and to thoroughly fulfill all of their affiliated responsibilities as [broadcast] licensees" to provide news and public affairs programming.

The question of discovery has become critical in the wake of the *Herbert* decision, which held that public figures who are plaintiffs in libel suits may probe the thought processes of the journalists they are suing in an effort to determine whether "actual malice" was involved.

The committee on rules of practice and

procedure is considering a plan to provide for pretrial discovery conferences in federal courts. And NAB said it endorsed amendments the committee has proposed that would tighten up relevancy standards applied during pretrial discovery by either side.

But NAB feels more is needed. It said it was joining with RTNDA in suggesting that the committee consider changes "that would reflect a recognition of the First Amendment interests served both by confidential communications among editorial personnel and by the privacy usually accorded to individual judgments."

Specifically, NAB asked the committee to follow the suggestion of Justice William J. Brennan, in his concurring opinion, that plaintiffs meet a "strong showing of need before the privacy of the editorial process is invaded." NAB said that "any judicially mandated inquiry into this sensitive area ought to be limited to matters that are strictly relevant to a plaintiff's claim of 'actual malice.'"

FCC

## CCR remains down on EEO at stations

**Civil rights commission's Loukas says women and minorities still are blocked out of executive posts**

Although FCC reports on the employment of minorities and women in broadcasting indicate both groups are making progress in improving their status, the U.S. Commission on Civil Rights continues to remain skeptical.

The CCR, in reports in August 1977 and last January (BROADCASTING, Jan. 22), said that, regardless of the reports of the stations, minorities and women rarely are employed in broadcast positions.

And the author of those reports, Helen Franzwa Loukas, in remarks to the seventh annual Telecommunications Policy Research Conference, held at Sky Top Lodge in the Pocono mountains of Pennsylvania, said that a tougher approach to equal employment opportunity enforcement will be required by the FCC "before women and minorities achieve a real breakthrough into executive positions."

Loukas's conclusions were based on an examination of the employment performance of seven "randomly selected" stations—WRC-TV Washington, WNET(TV) New York, WAGA-TV Atlanta, KQED(TV) San Francisco, WWJ-TV Detroit (now WDIV), WPVI-TV Philadelphia and KNXT(TV) Los Angeles. Loukas compared the job title information they submitted to the CCR in 1975 with similar data they filed with the FCC along with their most recent license-renewal applications.

In some respects, at least, she found a mixed bag. At six of the stations (KNXT had not supplied the data for 1975), the number of white women working as reporters or anchors has grown from eight to 15, as has the number of black males,

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from seven to nine. On the other hand, the number of black female reporters dropped from five to four, and there is still only one Hispanic male.

Loukas also said that although minority and female reporters combined constitute 42% of all reporters and anchors on local news programs on the six stations, "minorities and women are conspicuous either by their absence or by the seeming insignificance of their jobs in the over-all news operation of these stations." She said they held only two of 11 management jobs in the six stations' news divisions.

As for other management jobs, at all seven stations, Loukas said, minorities and women have registered "virtually no gains." She said black males have gained one management job (from 11 to 12), while black women have lost one (from eight to seven); the number of Hispanic males has remained the same (four) and other minorities have continued to have no representation. White women gained two positions (from 51 to 53).

The apparent loser is the white male. The comparison shows that their number in management jobs dropped from 152 to 140.

Furthermore, Loukas says the situation may be even worse for women and minorities than the figures suggest. The titles of jobs held by minorities and women, she said, indicate also that the positions they hold "are rarely executive or policy-making jobs." In fact, she added, "the job-title lists indicate that minorities and women may have held more powerful positions in 1975 than they have since."

## SOS in Tacoma

**Citizen group files to deny sale of station to try and keep it as noncommercial**

Backed by a petition of nearly 11,000 signatures and over 250 letters of protest, Save Our Station 13 (SOS 13) has petitioned the FCC to deny the sale of KCPQ-TV Tacoma, Wash., a noncommercial station operating on a commercial frequency (ch. 13), to a commercial broadcaster. SOS 13 believes that to allow channel 13 to revert to commercial use would "be contrary to the public interest."

The station is currently owned by Clover Park School District No. 400, which bought the station from a failing commercial broadcaster in 1975 for \$378,000. It now wants to sell the station to finance the construction of a new high school.

SOS 13, led by Betty Joe Neils, is an outgrowth of TV13, a nonprofit citizen group, which helped Clover Park raise money for the purchase and subsequent operation of the station. It has opposed the sale on public interest grounds ever since Clover Park announced that it had sold the station to Kelly Broadcasting Co. for \$6.25 million last December (BROADCASTING, Jan. 15). In an earlier move to stop the sale, SOS 13 asked the FCC to amend its rules to reserve channel 13 for noncommercial use, substituting it for channel 56,

the frequency occupied by KCPQ-TV (then KPEC-TV) for 15 years prior to its purchase of channel 13 (BROADCASTING, Feb. 19).

In the petition, heavily footnoted with excerpts from letters in support, SOS 13 said the proposed sale of the station would result in the loss of a "specialized service that cannot be fulfilled by a commercial assignee nor satisfied by any other non-commercial licensee presently broadcasting" and only channel 13's signal can adequately reach all the people in its service area.

SOS 13 also said that the service area had no need of another VHF commercial station as there are already four in the Seattle-Tacoma market.

SOS 13 said there was "a strong indication" of trafficking in that Clover Park will

realize a 1,700% profit after owning the station for only four years. "There is unanimous consensus that public television is not just another instrument to be exploited by the marketplace, but rather, a viable institution which should serve the public interest," it said.

## Co-owned Conn. stations renewal set for hearing

The FCC designated for hearing the renewal applications of WKND(AM) Windsor and wxls-FM Willimantic, both Connecticut, because of allegations concerning fraudulent billing on the part of WKND. The general manager and part

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owner of WKND is the principal owner of WXL5-FM.

The FCC said a hearing would determine whether WKND violated the FCC's rules on fraudulent billing and, if so, the degree of involvement by the station's owner and manager; whether the FCC was misled during its investigation; whether the control of station was transferred without FCC approval, and whether the station was adequately controlled and supervised. WKND is owned by Jerome Dawson and managed by his son, Kenneth, who is principal owner of WXL5-FM. Jerome Dawson also owns WADS(AM) Ansonia, Conn., as well as minority interest in WXL5-FM.

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## Down on quad

**NTIA says the new FM service should not be adopted at the expense of adding more stations; Muzak doesn't like idea either**

The National Telecommunications and Information Administration said last week that the establishment of additional FM stations might be inhibited if broadcasters are permitted to use FM quadrasonic sound systems.

In comments filed with the FCC on FM quadrasonic broadcasting, NTIA said the problem stems from the sensitivity of FM quadrasonic systems to interference, some of which show relatively high vulnerability. "We fear that selection of one of these more susceptible systems would preclude the addition of new FM stations to the Table of Assignments," NTIA said.

This, it added, would affect the commission's efforts to increase minority ownership of FM stations. "In adopting an FM quadrasonic system, the commission must either conclude that the chosen system will have only an insignificant effect on its ability to revise the FM rules to permit additional stations, or it must make an affirmative finding that the adoption of the quadrasonic system serves the public interest more than the additional stations that would be lost. We believe that this would be a difficult trade-off, particularly in view of the commission's repeated support for minority ownership," NTIA said.

Another factor to be considered, it said,

will be the level of consumer demand for FM quadrasonic broadcasting compared with consumer demand for additional broadcast stations.

In finally resolving the issues of the proceeding, NTIA said, the commission might be confronted with a choice between added diversity and quadrasonic sound. "Given the intense demand for FM stations, the benefits of diversity, and the apparent declining interest in quadrasonic sound, we strongly urge the commission to address this issue fully in its deliberations," it concluded.

Also filing comments last week was Muzak, which expressed reservations about the proposal. "The FM spectrum is far too valuable to be squandered on a questionable improvement of sound quality for a limited portion of the public," it argued.

The company said there is no justification for further consideration of standards that would permit broadcasters to "use up" FM channels by broadcasting in discrete quadrasonic.

"The commission has the responsibility to assure that frequency space and FM coverage are designed to serve all citizens. That responsibility may be met here only by rejecting standards that would permit discrete quadrasonic broadcasting," it said.

Muzak suggested that a better route might be matrix quadrasonic, which is less expensive to both listener and broadcaster, and would require only limited modifications to equipment.

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## Station upset over possibility of home reception of satellite signals

**St. Louis TV petitions FCC to determine if sale of consumer earth stations will hurt local television operations**

A petition for rulemaking filed with the FCC has asked that the commission launch new regulations designed to control the reception of satellite television signals by individual viewers.

The petition, filed by KPLR-TV St. Louis, came in response to an announcement by

Scientific-Atlanta that it would be marketing receive-only earth stations to homeowners. "It is not unreasonable to assume that the lead of Scientific-Atlanta in this new area of earth stations will generate similar offerings of other manufacturers and that all of these manufacturers will market extensively to homeowners," it said. (The S-A earth stations would cost consumers \$20,000 each.)

The petition added that the proliferation of earth stations serving cable television systems suggests the commission must act quickly if it expects to conduct a thorough review before "a significant level of satellite-to-home service is already established."

KPLR-TV requested that the commission examine the impact of satellite-to-home distribution operations on the customary reliance of viewers on local broadcasters, and the degree to which such operations are likely to occur.

"It seems self-evident that such distribution departs significantly from any standard of 'point-to-point' communication which has been the traditional test of communication common carrier service offerings," it added.

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## NAB urges FCC not to delay adoption of AM stereo system

The National Association of Broadcasters has urged the FCC to move toward allowing stereophonic broadcasting at the earliest possible date.

In comments filed with the commission last week, NAB said that AM stereo "can operate within the present allocations system, meet the emission requirements and be compatible with existing monaural radios." NAB suggested that the FCC "maintain a very high priority" on the matter and proceed quickly to adopt new rules.

NAB rejected the idea that early adoption of AM stereo would lead to inferior equipment being sold, and added that it should be permitted to operate with the highest fidelity technically available "to enable the marketplace to determine the quality of sound desired by the general public."

In addition, NAB recommended that the commission explore what impact AM stereo might have on the North American Regional Broadcasting Agreement and the U.S.-Mexican agreement, so that modifications to the agreements could be made without delaying the proceeding.

On the subject of 9 khz AM channel spacing, NAB said it was not relevant to AM stereo, and would impose no special limitations. It noted that with closer channel spacing and properly designed receivers, satisfactory standard AM and AM stereo could be received.

"AM stereo provides an extremely significant improvement to the AM broadcasting service—we urge the commission to continue to expedite this proceeding."

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# Programming



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## Showing the troops the ammunition

**Weinblatt reviews NBC's fall line-up for the affiliates, with Silverman saying that it will beat the prime-time competition on three nights**

Mike Weinblatt, Fred Silverman's hand-picked president of NBC Entertainment, ruled the roost last week, unveiling an NBC prime-time schedule that his boss said would make it possible for the number-three network to win three week nights and possibly a fourth in next fall's competition. The emphasis was on "stability" with NBC returning 16 hours of programs from the 1978-79 season and introducing seven hours of new shows. All of the new shows are one hour in length.

The affiliates, in comments made after the presentation, were pleased with the schedule, but their most favorable comments were directed at Weinblatt's presentation. Ancil Payne, the outgoing chairman of the affiliates' board, for example, called it the "best, slickest, most professional" show he had ever seen. Another delegate, commenting as he left the Plitt theater (site of the presentation) said it was "the best they've done in years." During Tuesday's closed session, several delegates took time away from the immediate business at hand to congratulate the assembled network executives. One delegate there called Weinblatt's show "the best NBC presentation that I've ever attended."

What they saw, in Silverman's words was "a step in the direction we want to go." He called it "ridiculous" to think that the prime-time shows presented would catapult NBC into first place in the network competition. Silverman's tone throughout the two days of meetings was

conservative, and it was only during his brief comments preceding Weinblatt's presentation that he seemed to be girding NBC for a fight this fall.

"There's a very good chance in the fall," Silverman said, "that NBC will win three nights." He said the schedule was especially strong on Monday, Wednesday and Saturday nights. He said Thursday was a "long shot," too. He called this schedule NBC's "most competitive in four or five seasons."

Silverman's highest praise was for the recently introduced *Real People*, which he said has "all the earmarks of a comedy success like *Laugh In*." Although conceding that the prime-time schedule had weak spots—especially its lack of comedies—Silverman made a point of contradicting press accounts of late that there would be significant changes before September. "This is the program schedule that's going on the air in the fall," he declared.

At that point, Weinblatt took the podium and presented the shows:

■ Monday will stay with proved NBC shows next fall, leading off with *Little House on the Prairie* (8 p.m. NYT), now in its fifth season. "We believe it will be the dominant power in that time period next season," Weinblatt said, noting that its competition on ABC-TV, *240 Robert*, was a new show and that CBS-TV's *White Shadow* had yet to achieve a significant ratings success. Following *Little House*, NBC will return its *Monday Night at the Movies* (9 p.m.), emphasizing "a number of two-part films" that will run on Tuesday nights as well. "Get them started on Monday and keep them on the move over to Tuesday," Weinblatt said. Among the films that will run next year are: "Dog Day Afternoon," "Heroes," "And Baby Makes Six," "The Seven-Per-Cent Solution," "One Flew over the Cuckoo's Nest" and "Beggarmen, Thief."

■ Tuesday will see an 8 p.m. lead-off with a new show, *The Misadventures of Sheriff Lobo*, a spin-off from *BJ and the Bear*. "ABC has broken up *Happy Days*

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**High stakes in L.A.** NBC-TV's prime-time schedule shown to affiliates last week in Los Angeles has at least two shows for which network has high hopes — *Real People* and *The Force*, high-ranking network programming source said last week. But schedule also has potential loser in \$800,000-plus-per-episode *Buck Rogers in the 25th Century*. Although science fiction is hot item in theaters, television, as evidenced by ABC-TV's canceled *Battlestar Galactica*, has not been able to match success. Largely it's result of television's inability to match film's special effects capabilities. On bright note, however, bet in Burbank is that *Real People* (Wednesday, 8 p.m. NYT) could reach "mid-30's by November," providing especially strong lead-in to network's only half-hour situation comedies, *Diff'rent Strokes* and *Hello, Larry*. NBC President Fred Silverman called *Charlie's Angels*, running on ABC-TV opposite sit-coms, "vulnerable." He also said there is "very good chance" that NBC could win Wednesday nights — along with Monday and Saturday (see page 77).

**Tent-poling.** Silverman used that word last week to describe NBC's programming philosophy for fall — strong, returning shows at 9 p.m. anchoring new, untested programs. On Monday and Tuesday network movies will do work; Wednesday, sit-coms; Thursday, *Quincy*; Friday, *The Rockford Files*, and Saturday, *BJ and the Bear*. On Sunday pole is at 8 p.m. with *The Big Event*. On every night but Monday, pole shows either follow or precede new entry.

**If and when.** It remains to be seen whether or not Walter Cronkite retires from his CBS News anchor seat when he hits 65 in 1981. But if he does, colleague Harry Reasoner may have public's vote as his replacement. Among 1,000 people sampled last month on Cronkite successor preferences by New York-based Consensus Inc., Mr. Reasoner's name came up 19% of time, followed by CBS's Roger Mudd, 11%, and Dan Rather, 10%; NBC's David Brinkley, 7%, and ABC's Barbara Walters at 6%. More than 40%, however, had no opinion.

**New configuration.** Academy of Television Arts & Sciences is restructuring its prime-time Emmy Awards, reducing number of categories from 69 to 48 to make presentation "more meaningful" and "more effective." In change-over, Academy stayed generally with three prime categories — comedy series, drama series and non-series, which includes specials, movies-made-for-TV and limited series.

**New kind of subscription TV.** As long as home's hooked up to either Manhattan Cable or Teleprompter systems in New York City, it doesn't cost anything to watch *The First Cable Club* three times a week. But for \$35 per household, viewers can also join up, and according to Ness Tory who's arranged it all, get discounts at such places as shops, boutiques, discotheques — all catering to upper crust. Mr. Tory, owner of Tory Travel in New York, started taking memberships about two months ago, operating on idea that cable viewers have money to spend. He claims 250 households (worth 700 viewers) on *Cable Club*'s rolls. And when he hits 1,000 viewers, he says he'll start thinking about moving on to other cable TV franchises.

**Hail to the Captain.** Bob Keeshan, otherwise known as *Captain Kangaroo*, will be picking up "Broadcaster of the Year" plaque from International Radio and Television Society May 30 for "25 years of helping children grow up, families grow together and television grow stronger." His series premiered in 1955. Last year's winner was CBS News veteran Eric Sevareid and among others in years past: Jack Benny, Johnny Carson, Ed Sullivan and Bob Hope.

**New record?** Capital Cities Television Productions is hoping to break own clearance record with the *Capital Cities Special Report: Inflation: The Fire That Won't Go Out*. Last spring, company's *45 Billion Dollar Connection* was aired on 180 stations, said to be a "landmark independent network" for documentary special. For *Inflation*, Capital Cities already has 173 stations (said to mean 90% clearance); it still has until May 31 airdate to convince others to join barter deal.

**Pat and Mike.** Sylvester L. (Pat) Weaver Jr. and Michael H. Dann, once special assistant to Mr. Weaver when he was president of NBC-TV, have joined hands as consultants to Walt Disney Productions. Dann said in New York last week that it's first time in about 25 years that he and Weaver have been involved in project and they will be working on ideas for EPCOT, Walt Disney's experimental prototype community of tomorrow to open near Walt Disney World in Florida in 1982. Dann reported that he and Weaver have been engaged to come up with ideas for a mall — "the main street of the future world" — and he said they will make suggestion on fitting television, satellite distribution, videocassettes and other electronic developments into community of the future. Weaver operates from Los Angeles.

and *Laverne and Shirley*," Weinblatt said, "and we may have cross-over possibilities at 8:30." *Lobo* will feature "a lot of broad comedy with good visual laughs that we think will give our Tuesday movies the strongest lead-in they've had in years," he said. *Tuesday Night at the Movies* will follow at 9 p.m.

■ Wednesday will lead off with *Real People* (8 p.m.) and carry on with the schedule's only two half-hours, *Diff'rent Strokes* (9 p.m.) and *Hello, Larry* (9:30). In the 10 o'clock slot, the network will introduce *From Here to Eternity: The War Years*, a continuation of the miniseries of last season.

■ *Buck Rogers in the 25th Century* (8 p.m.) will start NBC's Thursday schedule. "We are working with Universal to build a good writing team, solid stories, good scripts and real characters within the show. Of course, there will be special effects, but we know the hardware alone will not make the show. It should be a good alternative to ABC's comedies and *The Waltons* on CBS," Weinblatt said. Following *Rogers* at 9, NBC will return *Quincy* with Jack Klugman, "who has been sitting in the middle of Thursday with nothing in front of him and nothing after him and still getting 30 shares." *Kate Columbo* will return at 10 p.m.

■ On Friday at 8, NBC will be pitting *Shirley*, starring Shirley Jones, against ABC's *Fantasy Island* and *The Incredible Hulk* on CBS. The program, which is being supplied by Procter & Gamble, will be aimed at adults, in contrast, Weinblatt said, to the "very young audiences" the other networks are expected to reach with their shows. Following *Shirley* at 9, *The Rockford Files* will be returning, serving to lead into *The Force* (10 p.m.), a new show in which Joe Don Baker plays a New York detective.

■ Saturday will belong to adventure shows, leading off with the returning *CHiPs* at 8 and then into another show from last season at 9, *BJ and the Bear*. The night will close with *The Man Called Sloane* at 10. "a James Bond-type show" produced by Quinn-Martin. "There is a lot of new programming on the other two networks on Saturday," Weinblatt said, "and I think with our three hours of compatible adventure we have a good chance of winning the night."

■ Sunday will see *The Wonderful World of Disney* (7 p.m.) in its familiar slot. Following at 8, *The Big Event* returns "with the strongest long-form titles we have." At 10 p.m., NBC will introduce the new magazine show, *Prime Time*, with Tom Snyder. It will premiere in June and continue through the summer and into the fall.

NBC has also put together specials starring Bob Hope, Dean Martin, the Bee Gees, Chevy Chase, Steve Martin, Dolly Parton, Shaun Cassidy, Cher, Mac Davis and magician Doug Henning. It will also show *The Best of Saturday Night Live, Part Three* and a number of children's Christmas specials.

Weinblatt's was not the only programming presentation. Monday morning's session

was given over to the daytime schedule as well as the sports and news departments.

Les Crystal, president of NBC News, said "nothing will get more attention and resources than the *NBC Nightly News*," which has been under heavy assault of late from ABC. Crystal said the news show has been and will continue to be going through some major changes. A new set is in its future and the "Segment 3" feature will be made "stronger, punchier and more frequently tied to the day's news." He also spoke of more "emphasis on people" in the network's news programs.

Crystal also touched on *Prime Time* and introduced the star, Tom Snyder, to the *Cheques*. Snyder said that the show would feature the "technology of *Person to Person*," being done 50% live from New York and relying heavily on remotes. It will be a feature show, Snyder said, and "will not mirror the *NBC Nightly News*."

Crystal also introduced a new addition to the NBC News team, Phil Donahue, who began his three-times-a-week appearances on *Today* last Monday. Of *Today*, Crystal said NBC would be "making it something people believe they must have on in the morning." To broaden the show's appeal, he added, the network will be "making the program warmer and the features more people-oriented."

The news division president also announced a new one-hour pilot program recreating "America's race to the moon."

The program will be aired in late 1979 or in early 1980 and will feature archival film never before seen. "Our hope," Crystal said, "is that this program will become a prime-time series in 1981."

At still another point, Crystal introduced Richard S. Salant, then 13 days into his new job as vice chairman of the NBC board. Speaking only briefly, Salant said he had the "feeling I've wandered in a week too early"—a reference to this week's meeting of the CBS affiliates at the same hotel. (Salant is the former president of CBS News.) Saying he was "here to help" NBC News, Salant reserved substantive comments and said: "I think 13-day vice chairmen should be seen and not heard."

From NBC Sports, division president Chet Simmons reported that preparations for the 1980 Olympics in Moscow were progressing smoothly and announced the signing of several contracts for other major events: the Orange Bowl through 1984; Fiesta Bowl, 1980; National Collegiate Athletic Association basketball championships through 1981; regular season NCAA basketball through 1981, and major league baseball through 1983.

Jerry Golod, vice president and national program director, NBC Entertainment, said the network's daytime schedule "is in a period of growth. Our program development in the game and serial area is strong, and we feel confident we will meet the

challenge to improve individual time periods as we strive toward ratings leadership in this important daypart."

## NBC-TV revisits the pits with a 12.9 rating in first sweep week

NBC-TV, which suffered a 13.6 rating/22.5 share in mid-March and a 13.2 rating/22.3 share in mid-April, two of the weakest scores remembered, had the unsavory distinction of dropping back into the basement again for the week ending May 13. It had to settle for a 12.9 rating/23.7 share.

While ratings are expected to be lower as summer approaches and the share showed a slight improvement over the mid-March and April weeks, those considerations were little solace to a network meeting with its affiliates last week (see "Top of the Week" and stories on page 56 and 77). None of NBC-TV's programs during May 7-13, a ratings sweeps week, made it into the top 25. Two shows did make the top 30: *CHiPs* at 26 and a *Best of Dean* (Martin) special at 30.

ABC-TV remained on top, taking seven of the top 10 positions and garnering a

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### Special Interest

**Gold Award** Sheila Moramarco  
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**Bronze Award** Joseph B. Treaster  
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**Bronze Award** James N. Roberts  
Firehouse

### Radio

**Gold Award** Carol Colman  
WRFM RADIO, New York, New York

**Bronze Award** KMOX RADIO  
St. Louis, Missouri

### Television

**Gold Award** Steve Swatt  
KCRA TV, Sacramento, California

**Bronze Award** Jerry Hodak  
WXYZ TV Detroit, Michigan

### Consumer Magazine

**Gold Award** Larry Cole  
Westchester Magazine

**Bronze Award** Glen Evans  
TWA Ambassador Magazine

**Bronze Award** Anastasia Toufexis  
TIME Magazine

### Newspaper

**Gold Award** Herb Denenberg  
Philadelphia Bulletin

**Bronze Award** Harriet Ludwig, William Marden,  
Larry Humes  
The Florida Times-Union

17.6 rating/32.5 share over-all—the network's 18th consecutive prime-time win. CBS-TV again was second, coming within 0.9 of a rating point of the leader, with a 16.7 rating/30.8 share.

In a week in which specials were plentiful, CBS-TV's *Strangers: The Story of a Mother and Daughter* (Bette Davis and Gena Rowlands) drew the largest share of audience among them for its Mother's Day presentation: a 23.7 rating/40 share. Nevertheless that wasn't enough to beat ABC-TV's Tuesday night powerhouses *Laverne & Shirley*, which took first place with a 25.8 rating/47 share, and *Three's Company*, in second place with 25.3 rating/43 share.

Rounding out the top 58 programs of the week were two ABC-TV specials: *Battle of the Network Stars: Starbattle VI* with a 22.8/39 and *Playboy's 25th Anniversary* with a 22.4/38.

At the bottom of the heap—twice—was NBC-TV's new entry, *Whodunnit*, placing 54th on Monday night and 57th on Thursday night. Others in the last five out of 58 prime time programs were NBC-TV's *Greatest Heroes of the Bible* (55th); ABC-TV's *Osmond Family Hour* (56th) and NBC-TV's *Hizzoner* (58th).

Comedian Chevy Chase, once a "not-ready-for-prime-time" player on NBC-TV's *Saturday Night Live*, wasn't able to cross the gap. His *National Humor Test* ranked 43d for NBC-TV, with a 13.0/23. Another comedian, Paul Lynde, fared worse for ABC-TV, earning 51st place with a 10.6/22 for *Paul Lynde Goes Maaad*.

## Getting ready to go

**NBC prepares to test-launch its new radio network next week with six newscasts to 21 stations**

NBC Radio's new network service aimed at stations catering to 12-to-34-year-old audiences (BROADCASTING, Jan. 29) is scheduled to begin its on-air tests May 28, with six two-minute newscasts. Two minutes each hour around the clock are expected to be phased in by mid-August.

With the launch, NBC Radio anticipates 21 stations on board. Nine were committed by last week (all FM's): WKLS Atlanta; WEBN Cincinnati; WLRS Louisville, Ky.; KQRS-FM Golden Valley, Minn. (Minneapolis); KDKB-FM Mesa (Ariz.); Phoenix; KGON Portland, Ore.; WPRO-FM Providence, R.I.; KISW Seattle, and KBPI Denver.

Within about a month after the start-up, features will be added, according to Dick Verne, NBC Radio executive vice president. Verne said that he plans two concerts later in the year, and about 10 next year.

The network is to be primarily—but not exclusively—for FM stations. Not included in the current line-up nor expected to join up are NBC's owned FM stations. Verne explained that "most are showing older" than the network's target audience.

Signed as the first on-air talent is Jim Cameron, news and public affairs director at WCOZ(FM) Boston.

## It's countdown time for PBS's planners

**New programing alignment expected to emerge**

The future shape of the Public Broadcasting Service may become a bit clearer this week when the executive committee of the PBS board meets to consider a long awaited restructuring proposal.

The 18-member executive committee will devote its monthly meeting to the System Planning Project, which for the past year has been examining options for changes in the public television structure. Under the supervision of PBS vice chairman Hartford Gunn, project staffers have held 19 meetings with groups of station representatives, they have solicited the views of congressional and federal agency personnel, and have considered specific recommendations from among others, PBS management, the Corporation for Public Broadcasting and the Interregional Council on Public Television Policy (IRC). In addition, nine project papers outlining specific issues were published, all in advance of a final paper to be presented at the Chicago meeting Wednesday night and Thursday.

The executive committee will meet again June 14 to adopt a recommendation for presentation to the full PBS board. The board will review the proposal June 24, and present it for discussion—possibly with its own opinion of the plan—before the full PBS membership at its annual meeting in Los Angeles, June 25-26. The board reconvenes the following day to begin implementation of whatever plan is adopted by the membership.

The final draft of the paper was still being worked out last week, but it is expected that one proposal will be a restructuring of the board, cutting its total from the current 52, and perhaps altering its make-up.

A second important provision will deal with multiple programing services. In one project paper, Gunn proposed three national services—Blue, Red and Green.

The Blue service would offer a "high quality, high visibility, prime-time service" that would parallel the "common carriage" idea being discussed at PBS—offering programing in the same sequence on a number of stations nationwide.

The Program Managers Advisory Committee, which has been examining the common carriage concept for the past year, took up the subject again last week, and it expects to begin a five-month test of the program, which has been well received by station managers, some time next fall.

The Red service would serve special interest audiences, similar to the regional programing now offered, while the Green service would comprise educational and instructional programing.

Management's plan, presented to the executive committee in April by PBS President Lawrence Grossman, called for semi-independent program services—PTV 1 and PTV 2—that would offer na-

tional and special audience programing schemes. Included in the plan was a provision for an up-front program fund that would be available to producers.

It is almost certain that the final plan will have a provision for multiple program services; the key question, however, is how many different services there will be.

Also key to the proposal will be the approach to managing the program services.

At one end of the spectrum is, in Gunn's terminology, the "nonstructured" approach, which would organize each program service under a separate management and a completely independent board, and let each system vie for time on the interconnection system.

The "coordinated" structure would have each program service stand on its own, with its own management and administrative board. Members of these boards, however, would make up a larger board that would set broad policy, coordinate activities of the services, and arrange for time on the interconnection system.

At the other extreme is the "unitary" approach, whereby all program services would be placed under a single executive, who would report to a single board.

The advantages of this last approach are maximum coordination of the services, assuring no duplication in programing among the services, and minimizing competition for program acquisitions.

But this approach would give an enormous amount of power to one person, and there was some concern expressed by Gunn in one position paper that it might not result in the most accountable services to licensees. "To attempt to perform all of the functions that are important to licensees under a single management invites bureaucracy, unmanageability, and a tendency for the most urgent, immediate, or rewarding interest to override all others," the paper said.

The "coordinated" approach would combine the freedoms of the nonstructured approach with the greater coordination of the unitary approach. The criticism of this design, however, is that it waives; it establishes neither common management of all national program services nor independent program organizations for each.

The freedoms that the "nonstructured" approach would provide might include distinctive and competitive programing for each service. The worry, though, is that completely independent managements might result in too much competition, and inaccessibility to licensees.

Exactly how the program services will be managed is uncertain, but the debate this week is likely to center on what the System Planning Project has called the unitary and coordinated structures. It is expected that some modified version encompassing the two may be the answer, but it is unlikely that a separate management and independent board will get the nod.



Mahony

## Another point of view

**Carnegie Commission's Mahony sees the medium as having to offer more individualized services to compete with the array of video products that will emerge in the 1980's**

Sheila Mahony, executive director of the Carnegie Commission on the Future of Public Broadcasting, predicted last week that broadcasting would go through "intense upheaval" in the next few years, but public broadcasting would survive intact.

In an address to the Federal Communications Bar Association, Mahony said that with the advent of new technologies, TV will undergo "profound changes," but public broadcasting, utilizing these technologies, could remain healthy.

Mahony said 1980 looks like the year that "the cable explosion" will take place, and the economics of TV will change. As a result of these changes, she said, the size of the present network audiences will diminish, although it is not likely that the commercial networks will "roll over and die."

Public television, she added, even with its low ratings, is having an impact on the networks, and it may be indicative of the future of broadcasting. "Public TV is, in effect, America's first pay TV system," she said, adding that the difference between the two is the amount of money generated.

She noted that with videodisks, home videocassette units and technologies such as fiber optics, the market is changing to the point that "only a fool or a genius" would try to predict exactly what is on the horizon. But she added that the marketplace will in some way revolve around shows that viewers will want to pay to see.

With this type of market structure, Mahony said, public TV would have to offer more individualized services and fulfill previously unmet needs of viewers. This would be possible, she said, with the multichannel satellite, which allows public broadcasting to operate as a local medium. And like commercial TV, public broadcasting comes closer to reaching the

entire population than cable does, or perhaps ever will.

To be a viable source, though, Mahony said public broadcasting must develop a strong public affairs voice, and continue with programs such as captioning for the deaf.

JOURNALISM

## Burger's case

**Chief justice explains his objections to TV coverage**

Chief Justice Warren E. Burger, who has been criticized for being unreasonable in dealing with efforts of television camera crews to cover him, has issued what amounts to a brief for the defense. And it puts the onus of his refusal to cooperate on the crews who have attempted to cover him in the past.

He has never had a flat rule against television coverage of his appearances at American Bar Association meetings, he said in a statement issued by the court. But tactics of television crews over the past several years have left him with only "one way to protest as an individual, that is to decline to cooperate."

And, he said, he intends "no change in that policy."

He listed a number of complaints, among them:

The use of lights that effectively blinded

him as he tried to read his text. Camera crews forcing dinner guests at an ABA convention to leave their tables as the crews focused on him. TV reporters "accosting" him on the street and in hotel lobbies. And a television crew "physically" blocking his passage to a head table "in an effort to force" him to answer some questions.

His relations with television were not always bad, he said. In 1970, his first "Report on the State of the Judiciary" to the ABA, in St. Louis, posed no problems because the "carefully defined arrangements" ABA officials made with the networks were observed. The guests were not "discommoded" and "there were no blinding lights."

As for any claim that there is "a First Amendment right to accost a justice or a judge with microphones in public places or private gatherings," he said that ignores what Justice Brandeis, Justice Douglas and others have said: "that the First Amendment is a collection of rights, not least of which is the right to be let alone, a principle embedded firmly in American tradition."

The chief justice has expressed the same views in a letter to the ABA aimed at clarifying his position regarding television coverage of his appearances at ABA meetings.

His refusal to permit television coverage of his speech to the ABA meeting in February led last month to a decision by

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the ABA board to adopt a policy of open meetings. Under the policy, only the board of governors can grant exceptions.

The chief justice's statement indicated he will agree to television coverage of his speech next year if ground rules can be worked out with the electronic press that would satisfy him that lights would not blind him, that cameras would operate from fixed positions and that reporters would not attempt to buttonhole him for impromptu interviews.

Those were the conditions under which television coverage was permitted of his speech at Mercer University, in Macon, Ga., three weeks ago (BROADCASTING, May 7).

The chief justice's statement also explained his unwillingness to grant "extemporaneous spot interviews." He said chief justices, justices and most judges have followed a tradition of refusing to grant such interviews "since it became generally agreed that the judiciary should be insulated as much as possible from public controversies."

## PBS hook-up accessed by independent group

**Satellite system used by outfit put together for coverage of protest in nation's capital**

The first use by an outside group of the Public Broadcasting System's satellite facilities came with a live, three-hour broadcast of the May 6 rally in Washington against nuclear power.

The Public Interest Video Network, group of independent producers, availed itself of a provision in the Public Telecommunications Financing Act of 1978 and requested use of the PBS satellite set-up—the first group to do so. The show, *Nuclear Power: the Public Reaction*, which ran from 2 to 5 p.m. EDT, was seen live on at least 15 stations, with others airing it on a delayed basis.

The group paid approximately \$2,000 for transponder time and phone lines, with production costs coming to nearly \$30,000. Most of working time by more than 100 people who helped put the show together was donated.

The Public Interest Video Network was set up as a project of Urban Scientific and Educational Research (USER), a non-profit consulting and media production firm. USER raised funds for the program, which was conceived just 10 days before the rally, while arrangements for satellite use were finalized with four days to spare.

According to Kim Spencer, executive producer of the show, the group is planning to go on, possibly as a clearinghouse for helping independent producers gain access to the PBS system. Spencer said, however, that he hoped the group could also do additional live programming. He said there are plans for a documentary on the demonstration—which drew an estimated crowd of more than 60,000—using the 20 hours of film shot by crews during the week of the protest.

## Seeing an evil in the family hour

**Geoffrey Cowan's book, 'See no Evil,' is a detailed look at how the self-regulation came about and later came undone and its consequences for TV**

In the mid-1970's, the hottest issue in television was family viewing, that provision in the National Association of Broadcasters code prohibiting broadcasters from presenting between 7 and 9 p.m. programming that was deemed inappropriate for the entire family. It was regarded by its advocates as a noble experiment in self-regulation at a time when Congress and the public were clearly exercised about sex and violence on television. But it was also, according to a U.S. district judge, unconstitutional, a violation of the First Amendment.

And to Geoffrey Cowan, in his "See No Evil" (Simon and Schuster, 323 pp., \$10.95), it was another, if a particularly glaring, example of the trouble well-intentioned people can create when they attack a real problem with the weapon of what he regards as "censorship."

"It may start as benign," he said in discussing the book, last week, "but in time it cuts at the heart and muscle" of programming generally.

There are no villains, as such, in the book. Arthur Taylor, who as CBS president conceived the idea of the "family hour"—one hour in prime time in which the networks would go easy on sex and violence—is pictured as a good and sensitive man if somewhat obsessed with the idea of using his power to cure what he regarded as some of the evils of television. And then-FCC Chairman Richard E. Wiley, who, in response to pressure from Congress applied pressure of his own that resulted in the National Association of Broadcasters incorporating the two-hour family viewing dictate in its code, is portrayed as a decent, hard-working individual sensitive to the First Amendment issues involved but in his passion to please

was determined to carry out what he regarded as an assignment from Congress.

The results of their labors, Cowan writes, was not what they intended. While Taylor was concerned about violence and could not abide "tasteless" material, he did not regard Norman Lear's programs as "tasteless"; he meant the kind of back-room jokes heard in Las Vegas routines, Cowan says.

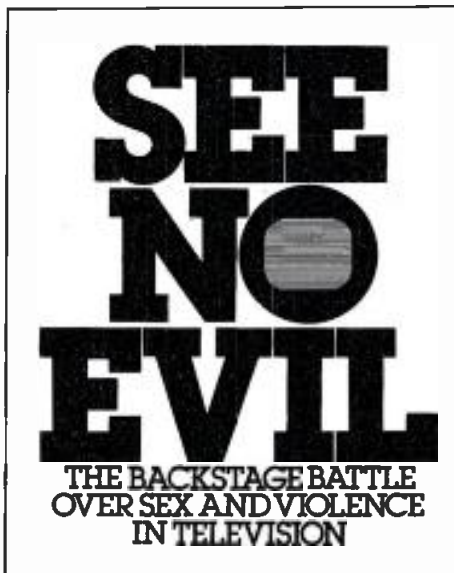
But what happened was that, with the networks' standards and practices departments in charge, *All in the Family* was moved out of the family viewing time (when Lear refused to tone it down; it is now back in family viewing time), and, Cowan writes, "virtually every comedy show quickly felt the impact of the family hour"—particularly those "with the greatest social relevance, the most bite." He cited CBS's *M\*A\*S\*H* and *Rhoda*, NBC's short-lived *Fay* (possibly a casualty of the family hour) and ABC's *Barney Miller*.

Although Judge Warren Ferguson ruled the family viewing unconstitutional and barred the NAB from implementing it, the case is not closed. The networks have said they will implement the family hour on their own responsibility. And Ferguson's opinion has been appealed to the U.S. Court of Appeals for the Ninth Circuit in San Francisco.

Cowan's concern extends beyond that particular issue in any case. He is concerned, for instance, about the effort on the part of former FCC Commissioner Nicholas Johnson and the National Citizens Committee for Broadcasting, which he headed, and the Parent Teachers Association and the American Medical Association in encouraging boycotts of sponsors of programs regarded as unduly violent, and about the pressure of religious groups that forced General Motors to drop sponsorship of NBC's production of *Jesus of Nazareth* in 1977.

Cowan, a public interest lawyer and professor of law at the University of California at Los Angeles, brings unusual credentials to his task. He helped the Writers Guild of America and Norman Lear prepare the litigation strategy that proved successful in Judge Ferguson's court. What's more, he is the son of the late Louis G. Cowan, a former president of CBS Television.

And what he described last week as a basic observation in the book came from his close contact with the inside of the broadcasting industry. "I learned," he writes in the introduction, "that when a company acts most sanctimonious, it is likely to be most deceptive. I learned that outside forces—citizens' groups, journalists, award committees, public interest lawyers—have roles to play in keeping the industry honest and purposeful, but that the industry is so fragile and timid that pressures intended to be constructive can ultimately be self-defeating."





# The Broadcasting Playlist May 21

## Contemporary


Last This week	This week	Title □ Artist	Label
1	1	Reunited □ Peaches & Herb	Polydor
2	2	Hot Stuff □ Donna Summer	Casablanca
3	3	Heart Of Glass □ Blondie	Chrysalis
0	4	We Are Family □ Sister Sledge	Cotillion
7	5	Goodnight Tonight □ Wings	Columbia
4	6	In the Navy □ Village People	Casablanca
8	7	Shake Your Body □ Jacksons	Epic
9	8	Ain't No Stoppin' □ McFadden & Whitehead	Phila. Int'l.
21	9	Love You Inside Out □ Bee Gees	RSO
6	10	What a Fool Believes □ Doobie Bros.	Warner Bros.
12	11	Disco Nights □ G.Q.	Arista
5	12	Knock On Wood □ Amil Stewart	Ariola
13	13	Stumblin' In □ Suzi Quatro & Chris Norman	RSO
16	14	Logical Song □ Supertramp	A&M
14	15	Take Me Home □ Cher	Casablanca
20	16	She Believes In Me □ Kenny Rogers	United Artists
15	17	He's the Greatest Dancer □ Sister Sledge	Cotillion
—	18	Ring My Bell □ Anita Ward	T.K.
30	19	You Take My Breath Away □ Rex Smith	Columbia
18	20	Ain't Love a Bitch □ Rod Stewart	Warner Bros.
11	21	Music Box Dancer □ Frank Mills	Polydor
39	22	I Want You To Want Me □ Cheap Trick	Epic
23	23	Honesty □ Billy Joel	Columbia
19	24	I Got My Mind Made Up □ Instant Funk	Salsoul
22	25	Deeper Than the Night □ Olivia Newton-John	MCA
26	26	Just When I Needed You Most □ R. Vanwarner	Warner Bros.
28	27	Rock 'n' Roll Fantasy □ Bad Company	Swan Song
34	28	Old Time Rock and Roll □ Bob Seger	Capitol
32	29	Minute By Minute □ Doobie Bros.	Warner Bros.
31	30	Chuck E's In Love □ Ricky Lee Jones	Warner Bros.
43	31	Renegade □ Styx	A&M
27	32	Lady □ Little River Band	Harvest
29	33	Love Is the Answer □ England Dan & John Coley	Big Tree
33	34	Love Takes Time □ Orleans	Infinity
35	35	Boogie Wonderland □ Earth, Wind & Fire/Emotions	Col.
37	36	Shine a Little Love □ Electric Light Orchestra	Epic
48	37	Bad Girls □ Donna Summer	Casablanca
24	38	Blow Away □ George Harrison	Dark Horse
38	39	Good Timing □ Beach Boys	Caribou
17	40	I Want Your Love □ Chic	Atlantic
49	41	Get Used To It □ Roger Voudouris	Warner Bros.
—	42	Little Bit of Soap □ Nigel Olsson	Bang
—	2	Red Bandana □ Merle Haggard	MCA
36	44	Dancin' Fool □ Frank Zappa	Zappa
41	45	Dance the Night Away □ Van Halen	Warner Bros.
42	46	Hot Number □ Foxy	Dash
—	47	When You're In Love □ Dr. Hook	Capitol
—	48	Shake Down Cruise □ Jay Ferguson	Allied
—	49	One Way or Another □ Blondie	Chrysalis
—	50	Just the Same Way □ Journey	Col.

## Playback

**Running success.** Vegetarian Roger Voudouris runs 10 miles a day to keep his voice in shape. His first hit single, *Get Used to It* (Warner Bros.) slipped onto "Playlist" last week at 49 and bolts this week to 41. "It's good rock with a message," comments Roslyn Schwartz, music director at WIRK(AM) West Palm Beach, Fla. "It says that we as a nation have to get used to the fact that politically, economically, things aren't what they used to be." And Gary Berkowitz, program director at WPRO(FM) Providence, R.I., likes the record because of its "very strong instrumental front that sounds great in FM stereo." **True blue Doobies.** With *What a Fool Believes* now in its eleventh week within "Playlist's" top 10, the title track from the Doobie Brothers' LP, *Minute by Minute* (Warner Bros.) continues its steady ascent, moving this week from 32 to 29 after having bolted onto "Playlist" two weeks ago at 39. Echoing the respect many program directors have for the Doobie Brothers, Vince Radilovic, program director at WCUE(AM) Akron, Ohio, says, "they're too professional to put out a bad record, and what's best about them is that they sound even better in concert." Schwartz sums up the newest single's impact saying "What a Fool Believes was disco, this is the old, true Doobies." **Adding Abba.** A recipient of praise from many program directors this week is Abba's new single, *Does Your Mother Know* (Atlanta). Says Bob Scott, program and music director at KRIB(AM) Mason City, Iowa, "it reminds me of the music of 10 years ago. It's not disco, but it's fast, fun and very different for Abba, with male rather than female dominance in the vocals." Adding Abba's latest last week were KILT(AM) Houston and KJR(AM) Los Angeles.

## Country

Last This week	This week	Title □ Artist	Label
7	1	Beautiful Body □ Bellamy Bros.	Warner Bros.
—	2	Red Bandanna □ Merle Haggard	MCA
24	3	When I Dream □ Crystal Gayle	United Artists
4	4	Sail Away □ Oak Ridge Boys	ABC
3	5	Lying In Love With You □ J. Brown & H. Cornelius	RCA
8	6	She Believes In Me □ Kenny Rogers	United Artists
5	7	Lay Down Beside Me □ Don Williams	MCA
1	8	Don't Take It Away □ Conway Twitty	MCA
6	9	Back Side Of Thirty □ John Conlee	MCA
2	10	Down On the Rio Grande □ Johnny Rodriguez	Epic
22	11	Nobody Likes a Sad Song □ Ronnie Milsap	RCA
16	12	How To Be a Country Star □ Statler Brothers	Mercury
17	13	Just Long Enough To Say Goodbye □ Mickey Gilley	Epic
18	14	Isn't It Always Love □ Lynn Anderson	Columbia
20	15	September Song □ Willie Nelson	Columbia
10	16	Someone Is Looking For Someone □ Gail Davies	Lifesong
11	17	I Don't Want To Be Right □ Barbara Mandrell	ABC
12	18	All I Ever Need Is You □ Rogers & West	United Artists
14	19	Slow Dancing □ Johnny Duncan	Columbia
9	20	Where Do I Put Her Memory □ Charley Pride	RCA
13	21	Farewell Party □ Gene Watson	Capitol
21	22	Music Box Dancer □ Frank Mills	Polydor
—	23	What a Lie □ Sammi Smith	Cyclone
—	24	Next Best Feeling □ Mary K. Miller	RCA
23	25	Sweet Memories □ Willie Nelson	RCA

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.

SATELLITES

## NBC-TV looks up to the sky

**It sends letters to RCA, AT&T and Western Union asking for satellite network proposals; would like system in 1983**

NBC wants to convert from land-line to satellite interconnection by 1983 and has asked RCA American Communications, Western Union and AT&T for proposals for a new network distribution system.

Letters went out late last month asking for proposals "for an orderly changeover from land lines in a phased approach." NBC said the satellite system "should have the same integrity of service, security, reliability, redundancy, economy" as the current terrestrial network and that it "can include terrestrial portions."

Word of the requests was made public last week by NBC Chairman Jane Cahill Pfeiffer during an address before NBC-TV affiliates in Los Angeles (see page 56).

The letters to the common carriers did not include the detailed requirements NBC said it is "prepared to furnish." However, John D. Kennedy, NBC vice president, operations and engineering, who sent the letters, said last week NBC would hope to have a satellite network phased in by 1983.

"We're dead serious," Kennedy said, "We really mean to get it done." He added that common carriers have approached NBC in the past with satellite plans but "this is the first time we have formally gone to them."

Kennedy explained that the common carrier would arrange for all the hardware (both receive and transmit) and NBC would have a leasing arrangement as it currently has with land lines.

NBC has no objections to keeping some of the network terrestrial where it makes "economic sense," Kennedy said. If the small four-and-a-half meter antenna dishes can be shown to provide the necessary quality, he said, NBC might go with them. Kennedy would not talk prices beyond saying that a satellite system may be more expensive initially but that it would be cheaper in the long run.

Within the letter, Kennedy wrote that "we are convinced that satellites will be a significant factor in network distribution." The system would be expected to have "improved quality, flexibility and reliability." He said NBC has been following such developments as the growing use of receive-only earth stations, network radio satellite plans, the Public Broadcasting Service satellite network, as well as

syndication satellite plans (the SMARTS system experiment by RCA Americom, Viacom and Post-Newsweek Stations [BROADCASTING, March 19]).

Meetings with representatives of the common carriers are expected to be arranged once affiliate matters last week were completed.

While RCA Americom and Western

Union already are providing satellite service to broadcasters, the letter to AT&T is based on speculation. The telephone company currently is restricted from private line service; however, there is strong thought that the moratorium will be lifted this summer, enabling AT&T to compete.

According to one common carrier official, this is not the first time that the net-

## In Sync

**Digital audio.** Sony's Digital Audio Division showed new line of digital editing and mixing equipment last week at Audio Engineering Society's technical meeting and exhibit at Los Angeles Hilton hotel. Products shown included models that were new or newly in production. Star of show was DEC-1000 editor, designed for use in conjunction with Sony's PCM-1600 audio processor. On new editor, both butt and cross-fade edits are available, and edits are said to be accurate within 90.8 microseconds (equivalent to four 16-bit data words on PCM-1600). Editing with unit is two-step process, beginning with approximate editing point (within six-second range) stored in memory. That segment is then scanned for exact editing point. SMPTE time-code reader and generator circuits are built in. Sony gave no price.

**Supporting cast.** Other digital products included in display were: PCM-3224, fixed-head digital multichannel recording line that will eventually span range from four to 48 channels; DRX2000, digital reverb, two-channel, 16-bit device (all solid-state, unit is not susceptible to external vibrations, as mechanical reverberation units can be), and DSX-87, digital sampling rate converter with internal clock and external sync facilities.

**Getting down to business.** Limited test in Las Colinas, suburb of Dallas is using cable to let people know how much money they're making (or losing) each day. Dow Jones and TOCOM Inc. have set up system to allow retrieval of business news—including latest stock quotes and data on publicly held corporations—with hard copy printout. Needed is small computer keyboard, TV set, TOCOM microprocessor-terminal and thermal printing device—all being provided by Dow Jones for 90-day test. User accesses system by typing codes on keyboard: request is routed to Dow Jones South Brunswick, N.J., data base via ground link, and desired information is then sent back. Dow Jones will evaluate marketability of system after test run ends July 1. TOCOM hopes to join with Dow Jones in larger trial run to determine consumer demand for service.

**On the right track.** KRS Magnetic Inc. has new eight-track idea. REV8 reversible cartridge. System operates manually in any eight-track recorder, and will also work with automatic rewind machines. Instead of single reel, REV8 uses two: specially calibrated springs spread out from center of take-up reel; tape loop winds around springs and they collapse, adjusting to diameter of inner reel. Since reels maintain approximately same diameter, tape loop can glide easily in either direction.

**A big plus.** Micro Consultants Inc. is offering TV producers wide range of effects for production sequences. At upcoming Montreux exposition, MCI/Quantel will introduce multiple input options for DPE 5000 digital video effects system. With modular DPE 5000/PLUS, digital manipulations can be performed on three, four or five channels simultaneously, and any channel can be removed without affecting other channels.

**RCA's new models.** Among advancements introduced by RCA in 1980 line of color TV sets is one that can be programmed in advance to turn on and off automatically on different channels over seven-day period; Dual Dimension Sound System that processes monophonic audio into simulated stereophonic sound, and improved video performance highlighted by comp filter system that incorporates computer-like memory to "double process" picture, thus increasing sharpness. Company also introduced new line of SelectaVision video cassette recorders, including three-speed model that can record up to six hours on existing cassettes. Line also features three two-speed models that can record up to four hours on single cassette and new compact portable models designed to record with new color cameras for one hour on single built-in battery.

works (including NBC) have asked for specifications regarding satellite systems. However, he explained that in the past, the plans probably were used for network research. This time, however, he said, it looks as if NBC is "really interested." Once the go-ahead is received, he said, a system could be ready within 18 months.

NBC already uses satellite technology. It has a five-hour daily contract with RCA Americom, which generally is extended, Kennedy said. Programs on the bird include the *Tonight Show*, news feeds to the Midwest and weekend football.

On other network fronts, CBS said it has been talking to common carriers for a while, asked for formal bids back in 1976 and has kept updating its information. There are no immediate plans for a changeover, however, the network said. ABC also said it was continuing to investigate.

## Cable data service now satellite-fed

A Joint venture by Satellite Syndicated Systems Inc. and Micro TV will soon be bringing Reuters News-View and other data news services to cable subscribers via satellite.

Reuters was the first to take advantage of the satellite/data service, with UPI and AP expected to follow suit. News-View, which now serves over 250 cable systems, should be fully operational for satellite delivery September 1, utilizing the vertical interval space on transponder six of RCA's Satcom I (which carries the signal of WTCG(TV) Atlanta).

A Reuters spokesman said last week there had already been "a huge response" to the idea. It was ideal, he said, for small,

remote cable systems, as the large costs of telephone tariffs would be eliminated.

In announcing the partnership (Micro TV will furnish the hardware and SSS will supply the satellite), it was predicted that Cable Text by satellite would make cable TV "a full blown video force."

The data news services, available in all 50 states, will be just the beginning. It is expected that within 18 months the system will be expanded, allowing subscribers to select from 150 to 300 "pages" of information on a special terminal. Users will be able to access a data bank containing the latest news, financial data, sports, weather and a wide array of general and specific interest materials, all amounting to, in effect, an electronic newspaper.

Both Reuters and SSS will be on hand at the National Cable Television Association convention in Las Vegas this week to display the service.

# For the Record

As compiled by BROADCASTING based on filings, authorization, petitions and other actions announced by FCC during the period May 7 through May 11.

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

### FM applications

■ **Hopkinsville, Ky.**—Pennyrite Christian Community Inc. seeks 89.3 mhz, 50 kw, HAAT: 300 ft. Address: 1100 East 18th St., Hopkinsville 42240. Estimated construction cost \$126,020; first-year operating cost \$48,000. Format: educational. Applicant is non-profit corp. Robert Amis is president of governing board. Ann. May 1.

■ **Sidney, Mont.**—Fischer Land & Development Co. seeks 95.1 mhz, 100 kw, HAAT: 500 ft. Address: Highway 16 South, Sidney 59270. Estimated construction cost \$20,974; first-quarter operating cost \$44,660 and revenue \$95,000. Format: MOR. Principals: Gerald D. Wycher (66.83%), his wife, J. Elwanda (20.42%) and their daughter, Rebecca (12.75%). They have interests in real estate, ranching and motel and restaurant, but no other broadcast interests. Ann. May 1.

### AM actions

■ **Conyers, Ga.**—Broadcast Bureau granted Communications Investment Inc. 1050 khz, 250 w-D. P.O. address: 1800 Peachtree Street N.W., Atlanta 30309. Estimated construction cost \$37,393; first-year operating cost \$69,097; revenue \$84,000. Format: MOR. Principals: Paul C. Stone (20%) and Georgia State Network (80%). GSN, of which Stone is executive vice president, is state-wide radio network (BP-20831). Action April 9.

■ **Icard Township, N.C.**—Broadcast Bureau granted Jimmy R. Jacumin 1580 khz, 5 kw-D. Address: P.O.

Box A, Icard 28666. Estimated construction costs \$16,000; first-year operating cost \$89,651; revenue \$100,000. Format: MOR. Principal: Jacumin is minority owner of machine design and fabrication company. He has no other broadcast interests (BP-20,591). Action April 27.

■ **Yanceyville, N.C.**—Broadcast Bureau granted WMC Broadcasters 1540 khz, .25 kw-D. P.O. address: Box 686, Yanceyville, N.C. 27379. Estimated construction cost \$61,382; first-year operating cost \$55,200; revenue \$150,000. Format: country. Principals: Charles A. Womack Jr., Harold Dean McCain and Samuel F. Cooper (33-1/3% each). Womack is owner and publisher of Chatham *Star Tribune* and *Gretna Gazette*, both Virginia and 50% of Yanceyville *Caswell Messenger*. McCain owns 40% of *Caswell Messenger* and Cooper 10% of same (BPH-21134). Action April 25.

■ **Nelsonville, Ohio**—Broadcast Bureau granted Allied Communications Inc. 1130 khz, 250 w-D. Address: 156 Lazalle Rd., Worthington, Ohio 43085. Estimated construction cost \$11,412; first-year operating cost \$38,000; revenue \$38,000. Format: MOR. Principals: equally owned by Ralph V. DeStephano, freelance writer and former trustee of \*WFAC-FM Columbia, Ohio, and James W. Feasel, former chief engineer at WHTH(AM)-WNKO(FM) Newark, Ohio (BP-20,791). Action April 2.

■ **Hallettsville, Tex.**—Broadcast Bureau granted Ritchey Communications Co. 1520 khz, .25 kw-D. P.O. address: 4729 Kinglet St., Houston 77035. Estimated construction cost \$17,806; first-year operating cost \$21,728; revenue \$60,000. Format: country (75%) and foreign language (25%). Principals: Robert F. (40%), Jamie C. (20%) and J. Feron Ritchey (40%). (Robert and Jamie are married; Robert is grandson of Mrs. J. Feron Ritchey.) Robert Ritchey is employed at KDOG(AM) Houston and owned 12 1/2% of KSUZ(AM) Port Neches, Tex., until 1973. Neither of others has broadcast interests (BP-21045). Action April 9.

### FM actions

■ **Paonia, Colo.**—Broadcast Bureau granted North Fork Valley Public Radio 90.9 mhz, .0145 kw; HAAT: —990 ft. P.O. address: Rt. 1 Box 62, Garvin Mesa, Paonia, Colo. 81428. Estimated construction cost \$8,238.20; first-year operating cost \$6,150. Format: informational variety. Principals: non-profit corporation formed to own and operate noncommercial public broadcasting facility in Paonia (BPED-2653). Action March 30.

■ **College Park, Md.**—Broadcast Bureau granted University of Maryland 88.1 mhz, 10 w (TPO). Address: Radio 65 WMUC, Box 99, College Park, Md. 20742.

Estimated construction cost \$8,512; first-year operating cost \$20,000; revenue \$20,000. Robert L. Gluckstern is chancellor of state university; Dr. B. Herbert Brown is chairman of Board of Regents (BPED-2657). Action April 4.

■ **Flint, Mich.**—FCC granted Flint Metro Mass Media 92.7 mhz, 3 kw, HAAT: 300 ft. P.O. address: 3910 Sterling St., Flint 48504. Estimated construction cost \$56,984; first-year operating cost \$91,300; revenue \$110,000. Format: R&B/jazz. Principals: Clarence B. Kimbrough, Vernon Merritt Jr. (28.6% each); Martin L. Beard, Samuel R. Dismond Jr. and Warren E. Southall (14.3% each). Kimbrough, Beard, Oismond and Southall are Flint physicians. Merritt is marketing representative for IBM (BC Docs. 20572. 74). Action May 2.

■ **Heidelberg, Miss.**—Broadcast Bureau granted New Laurel Radio Station Inc. 99.3 mhz, 3 kw, HAAT: 300 ft. Address: 441 North Magnolia, Laurel 39440. Estimated construction cost \$78,322; first-year operating cost \$68,520; revenue \$72,000. Principals: Dave A. Matison Jr. (46.2%), his sister, Bobette Newman (23.14%) and three others. Applicant owns WAML(AM) Laurel, Miss. Matison has in the past owned several stations in Mississippi (BPH-11105). Action April 25.

■ **Pampa, Tex.**—Broadcast Bureau granted Pampa Broadcasters Inc. 100.3 mhz, 47.3 kw, HAAT: 202 ft. P.O. address: Box 1779, Pampa 79065. Estimated construction cost \$65,305; first-year operating cost \$54,133; revenue \$30,000. Format: beautiful music. Principal: James B. Hughes owns KGRO(AM) Pampa; 51% of KPIN(AM) Casa Grande, Ariz.; 50% of applicant for new AM at Carlsbad, N.M., and 50% of KCAS(AM) Slaton, Tex. (BPH-11030). Action April 25.

■ **Luray, Va.**—Broadcast Bureau granted WRAA Broadcasters Inc. 103.9 mhz, 3 kw, HAAT: 11 ft. Address: H. A. Epperson Jr., 1203 W. 4th St., Winston-Salem, N.C. 27101. Estimated construction cost \$30,154; first-year operating cost \$17,000 and revenue \$20,000. Format: country. Principal: Harry A. Epperson Jr., who also owns WLLY(AM) Wilson, N.C. (BPH780801AH). Action April 6.

### TV actions

■ **Spartanburg, S.C.**—Broadcast Bureau granted South Carolina Educational Television Commission UHF ch. 39 (680-686 mhz); ERP: 838 kw vis., 167 kw aur.; HAAT: 957 ft.; ant. height above ground 854 ft. P.O. address: Drawer L, Columbia, S.C. 29250. Estimated construction cost \$1,094,400; first-year operating cost \$310,000; revenue \$310,000. Format: informational variety. Principal is non-profit organization and licensee of the following: \*WNTV(TV) Greenville,

## Summary of broadcasting

### FCC tabulations as of March 31, 1979

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,508	5	36	4,549	65	4,614
Commercial FM	3,032	2	75	3,109	159	3,268
Educational FM	949	0	44	993	72	1,065
Total Radio	8,489	7	155	8,651	296	8,947
Commercial TV						
UHF	215	0	3	218	54	272
VHF	514	1	1	516	8	524
Educational TV						
UHF	152	2	4	158	5	163
VHF	94	1	7	102	7	109
Total TV	975	4	15	994		
FM Translators	259	0	0	259	88	347
TV Translators						
UHF	1,161	0	0	1,161	266	1,427
VHF	2,423	0	0	2,423	199	2,622

\*Special temporary authorization

\*\*Includes off-air licenses

\*WITV(TV) Charleston, \*WRLK-TV Columbia, \*WJPM-TV Florence, \*WEBA-TV Allendale, \*WRJA-TV Sumter, \*WJWJ-TV Beaufort, \*WNSC-TV Rock Hill, \*WEPR(FM) Greenville, \*WSCI(FM) Charleston, \*WMPR(FM) Sumter, \*WLTR(FM) Columbia and \*WVPR(FM) Rock Hill, all South Carolina (BPET-592). Action March 22.

■ Eau Claire, Wis.—Broadcast Bureau granted Liberty Television Inc. ch. 18; ERP: 500 kw vis., 100 kw aur., HAAT: 744 ft.; ant. height above ground 506 ft. Address: 2225 Coburg Rd., Eugene, Ore. 97401. Estimated construction cost \$850,000; first-year operating cost \$409,960; revenue \$394,000. Legal counsel Fly, Shuebruk, Blume, Gaguine, Boros and Schulkind; consulting engineer Robert L. Zuelsdorf. Applicant is wholly-owned subsidiary of Liberty Communications Inc., operator of CATV systems throughout the mid-west and South; Donald E. Tykeson (12.8%) is president; Richard E. Miller (.7%) is chairman. There are 260 other stockholders (BPCT1109KE). Action April 17.

#### AM licenses

■ The following stations have been granted licenses covering new stations:

■ WNBH(AM) New Bedford, Mass. (BL781114AB); KJOP(AM) Lemoore, Calif. (BL790202AB), and WDNV(AM) Danville, N.Y. (BL781010AL).

#### FM licenses

■ The following stations have been granted licenses covering new stations:

■ KEYE-FM Perryton, Tex. (BLH790118AA); WAQX(FM) Manlius, N.Y. (BLH780801AC); \*WSOE(FM) Elon College, N.C. (BLED781027AE); \*KOKF(FM) Edmond, Okla. (BLED-1804); KICR(FM) Coos Bay, Ore. (BLH781103AJ); KIHRR(FM) Hood River, Ore. (BLH781124AB); WHPA(FM) Hollidaysburg, Pa. (BLH781122AC); KHLB-FM Burnet, Tex. (BLH781207AA); \*KFAI(FM) Minneapolis (BLED-1806); KCKS(FM) Concordia, Kans. (BLH781013AD); KMOR(FM) Scottsbluff, Neb. (BLH780727A1); \*WCVF-FM Fredonia, N.Y. (BLED-1809); \*WJSL(FM) Houghton, N.Y. (BLED790104AA); \*WOCG(FM) Huntsville, Ala. (BLED780906AO); \*KMOJ(FM) Fresno, Calif. (BLED780728AF); KISZ(FM) Cortez, Colo. (BLH780921AG); \*KCIC(FM) Grand Junction, Colo. (BLED790206AJ); WVHG(FM) La Belle, Fla. (BLH781206AJ); WALZ(FM) Machias, Maine (BLH781113AG), and \*WHHB(FM) Holliston, Mass. (BLED-1808).

#### TV license

■ The following station has been granted license covering new station:

■ KTVZ(TV) Bend, Ore. (BLCT-2601).

## Ownership Changes

#### Applications

■ WPAS(AM) Zephyrhills, Fla. (1400 khz, 1 kw-D, 250 w-N)—Seeks transfer of control of WPAS Inc. from Charles F. Wister (100% before; none after) to Mayo Communications Inc. (none before; 100% after). Consideration: \$279,000. Principals: Wister, who sold WFSH(AM) Valparaiso-Niceville (BROADCASTING, May 7), has no other broadcast interests. Buyer is owned by Lincoln A. Mayo and his two children (50.3%) and George N. Walker and his wife, Noretta (49.7% held jointly). Mayo is sales manager at CJOH-TV Ottawa, Canada. Mr. Walker is service technician for dental supply company in Rockville, Md. Ann. May 11.

■ WBLG(AM) Lexington, Ky. (1300 khz, 1 kw)—Seeks assignment of license from Village Communications Inc. to Triplett Broadcasting Co. of Kentucky Inc. for \$800,000. Seller, principally owned by James A. Heavner (61.70%), also owns WKQQ(FM) Lexington. Heavner also owns 37.25% of WCHL(AM) Chapel Hill, N.C. Buyer is owned by Wendell A. Triplett (51%) and his wife Donna (49%). They also own WTOO-AM-FM Bellefontaine, WYAN(FM) Upper Sandusky and WPNM(FM) Ottawa, all Ohio. Ann. May 11.

kw)—Seeks assignment of license from Oakdale Broadcasting Co. to Cape Christian Broadcasters of Mississippi Inc. for \$252,265. Seller is owned by Oakdale Baptist Church; Hudie C. Holifield is pastor. It has no other broadcast interests. Buyer is owned equally by

William C. Lamon and Leonard M. Verity. They also own WRIO(FM) Cape May, N.J., and WRYO(FM) Crystal River, Fla. Ann. May 11.

■ KBJM(AM) Lemmon, S.D. (1400 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Lemmon Broadcasting Co. to Mid-States Broadcasting Inc. for \$130,000. Seller is owned by Wayne D. Tisdale. He purchased station in November 1976 and has asked for waiver of three-year rule. He has no other broadcast interests. Buyer is owned by Michael D. Troshynski and his wife, Evelyn (25% each), and Gilbert L. Poese and his wife, Welma (25% each). Mr. Poese owns 56% of KBRX-AM-FM O'Neill, 30% of KBRB(AM) Ainsworth and 26% of KSDZ(AM) Gordon, all Nebraska. His wife is 10% owner of O'Neill stations, where Mr. Troshynski is announcer and salesman. Mrs. Troshynski is business administrator of alcohol and drug center. Ann. May 11.

■ KLSN(FM) Brownwood, Tex. (104.1 mhz, 100 kw)—Seeks assignment of license from G.B.E. Inc. to Miracle Media Inc. for \$223,000. Seller is owned by Ernest F. Cadenhead (25%), M. Bryan Healer III (25%), Gary R. Price (1%), George F. Clements (24%) and Stephen and Peggy Pasquini (25% held jointly). Healer, Cadenhead and Mr. Pasquini own 25% each of KBAL(AM) San Saba, Tex. Mr. Pasquini also owns 5.2% of KRNA(FM) Iowa City, Iowa. Buyer is owned by Jesse K. Sudderth, who has no other broadcast interests. He is Early, Tex., insurance and real estate agent. Ann. May 9.

#### Actions

■ WKBR(AM) Manchester, N.H. (1250 khz, 5 kw)—Broadcast Bureau granted assignment of license from Granite State Broadcasting Co. to THEnterprises for \$1,930,991. Seller is owned by Ralph Gottlieb and James McCann, who also own WTSN(AM) Dover and WEMJ(AM) Laconia, both New Hampshire. McCann also has interest in WZID(FM) Manchester. Buyer is owned by Charles Howard and Donald Teeters. Howard is vice president of Thomson McKinnon brokerage firm. Tellers—Bedford, N.H. businessman—will be active in managing WKBR (BAL790307FO). Action May 4.

■ KFNB-FM Oklahoma City (101.9 mhz, 100 kw)—Broadcast Bureau granted transfer of control of First National Broadcasting Corp. to OK Communications Inc. for \$970,000. Seller is owned by First National Foundation Inc., nonstock, nonprofit charitable foundation. Its directors include C. A. Vose Sr., C. A. Vose Jr. and E. M. Behnken, secretary. It has no other broadcast interests. Buyer is owned principally by Kenneth L. Dowe, president; it has no other broadcast properties. Mr. Dowe is former executive vice president of Waterman Broadcasting Corp., licensee of KTSA(AM)-KTFM(FM) San Antonio, Tex. (BTCH790214ET). Action May 4.

■ KFMK(FM) Houston, Tex. (97.9 mhz, 18 kw)—Broadcast Bureau granted assignment of license from Liberty Communications Corp. to First Media Corp. for \$4.5 million. Seller is owned by Ruth Crawford Porter and family and at one time owned 5 AM's and 6 FM's. It has sold several properties to individual family members. It retains WDCX(FM) Buffalo, N.Y.;

KCAN(AM) El Reno, Okla.; WPEO(AM) Peoria, Ill. Buyer is owned by Richard E. Marriott (49.92%), his wife, Nancy (18.01%), his brother J. W. Marriott Jr. (30.78%), and Glenn T. Potter (1.29%). First Media owns WPGC-AM-FM Morningside, Md.; KAYK-AM-FM Provo, Utah; KPOA-AM-FM Scottsdale, Ariz., and WZGZ(FM) Atlanta. Marriotts are principals in Washington, D.C.-based Marriott Corp., publicly traded hotel, restaurant, airline catering and family entertainment corporation; J. W. Marriott Jr. is president (BALH-2731, BASCA-909). Action May 7.

■ KOYL-AM-FM Odessa, Tex. (AM: 1310 khz, 1 kw-D; FM: 97.9 mhz, 34 kw)—Broadcast Bureau granted assignment of license from Mid-Cities Broadcasting Corp. to Stream Broadcasting of Texas Inc. for \$495,000. Seller is owned by Edward L. Roskelley who has no other broadcast interests. Buyer is owned by Harold H. Stream, who also owns KGRA(AM) Lake Charles, La. (BAL790228HK, BALH790228HL). Action April 30.

## Facilities Changes

#### AM application

■ KNPT(AM) Newport, Ore.—Seeks CP to change TL; change SL and RC; make changes in ant. system and change type trans. Ann. May 8.

#### FM applications

■ WHBS(FM) Holiday, Fla.—Seeks mod. of CP to change TL to 1473 Springer St., Port Richey, Fla. Ann. May 8.

■ KLXL(FM) Dubuque, Iowa—Seeks mod. of CP to change TL; change type trans.; change type ant.; increase ERP: 1.75 kw (H&V); decrease HAAT: 410 ft. (H&V) and change TPO. Ann. May 8.

#### AM actions

■ KTHS(AM) Berryville, Ark.—Granted CP to increase power to 5 kw (BP-20823). Action May 4.

■ KXEX(AM) Fresno, Calif.—Granted CP to increase power to 5 kw; install DA and change ant. and TL to NE corner Walnut and Clay avenues, near Easton, Calif.; remote control permitted; condition (BP-20531). Action April 9.

■ KSFO(AM) San Francisco—Granted CP to increase nighttime power to 5 kw; install directional antenna system for nighttime operation only (BP-21043).

■ KCMK(AM) Glenwood Springs, Colo.—Cancelled CP for new station on 90.9 mhz, deleted call letters KCMK, and closed all records in accordance with letter of March 27. Action April 12.

■ WJPC(AM) Chicago—Granted CP to change hours of operation to unlimited with 5 kw, 1 kw DA-N; change TL; conditions (BP-19,957). Action April 30.

■ WXLW(AM) Indianapolis—Granted CP to add nighttime operation with 5 kw; change SL and TL; change hours of operation to unlimited, DA-2; install new trans.; make changes in ant. system (increase height); conditions (BP-20,245). Action April 30.

# Professional Cards

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- WPGC(AM) Morningside, MD.—Granted CP to increase power to 50 kw; change type trans.; conditions; remote control (BP-20324). Action April 9.
- WBUK(AM) Portage, Mich.—Granted CP to increase power to 2.5 kw; change SL and trans.; conditions (BP-21089). Action April 9.
- KRAD(AM) East Grand Forks, Minn.—Granted CP to increase daytime power to 5 kw, install DA-2, change type trans.; condition (BP-20829). Action April 25.
- WTNJ(AM) Trenton, N.J.—Granted CP to change SL to Ewing, N.J.; add night service with 2.5 kw-N (5 kw-D) power; change to DA-2; add night trans.; conditions (BP-20451). Action May 4.
- WGSM(AM) Huntington, N.Y.—Granted CP to increase power to 25 kw; change type trans. (BP-20490). Action April 9.
- WLNA(AM) Peekskill, N.Y.—Granted CP to add nighttime power 1 kw; increase daytime power to 5 kw; install DA-2; change hours of operation to unlimited and TL to Hollow Brook Dr.; trans.; conditions (BP-20434). Action April 25.
- WADK(AM) Newport, R.I.—Denied waiver of rule 73.24(j) and returned application to add nighttime hours as unacceptable for filing. Action April 10.
- KRSP(AM) Salt Lake City, Utah—Granted CP to change SL to South Salt Lake; add nighttime operation with 1 kw DA-N unlimited; change trans; condition (BP-20777). Action April 6.
- KWIQ(AM) Moses Lake, Wash.—Dismissed application for CP to add night service with 500 w; change SL to TL; delete remote control; major environmental action (BP-21135). Action April 18.

#### FM actions

- KOPA-FM Scottsdale, Ariz.—Granted CP to change TL to Mt. Suppoa; change type trans. and type ant.; make changes in ant. system (increase height); ERP: 100 kw (H&V) and ant. height 1840 ft (H&V); install aux. ant.; condition (BPH-11144). Action April 25.
- \*KUCA(FM) Conway, Ark.—Granted CP to change type trans. and ant.; make changes in ant. system (increase height); change ERP: 1.45 kw (H&V) and ant. height 59 ft. (H&V); condition (BPED780808AE). Action May 4.

- \*KANG(FM) Angwin, Calif.—Granted CP to change TL to Mount St., Helena, NW of Calistoga; install new type trans. and new ant.; make changes in ant. system; change ERP: 0.56 kw (H&V) and ant. height 3010 ft. (H&V) (BPED-780919AJ). Action May 4.
- KQYN(FM) Twenty-Nine Palms, Calif.—Granted CP to change type trans., ant., ERP: 16 kw (H&V) and ant. height —79 ft. (H&V); condition (BPH-11192). Action April 25.
- \*KEPC(FM) Colorado Springs, Colo.—Granted CP to change TL and SL; change type ant.; make changes in ant. system (increase height); change ERP: (BPED-2691). Action April 10.
- KBPI(FM) Denver—Granted CP to change TL to East of hwy. 68, adjacent to Cody Monument property, near Golden; make changes in ant. system; increase height; change ant. height to 900 ft. (H&V); remote control permitted (BPH-10449). Action April 11.
- \*KSUT(FM) Ignacio, Colo.—Granted CP to change TL; change type trans. and ant.; make changes in ant. system (increase height), ERP: 0.43 kw (H&V) and ant. height 19 ft. (H&V); condition (BPED780808AF).
- WLOQ(FM) Winter Park, Fla.—Granted CP to change TL; make changes in ant. system (increase height); change ant. height 195 ft. (H&V) and ERP: 3.0 kw; condition (remote control) (BPH780915AB). Action April 16.
- \*WABE(FM) Atlanta—Denied rule waiver and returned as unacceptable for filing application for major change in facilities; objectionable interference from co-channel Station WEPR (AM) Greenville, S.C. Action April 19.
- WNIB-FM Chicago—Granted CP to increase ERP: 5.7 kw (H), 5.5 kw (V); install new trans.; make changes in ant. system (install DA) and ant. height 1190 ft. (H&V); conditions (BPH-781106AT). Action April 18.
- KAYL-FM Storm Lake, Iowa—Granted CP to change ERP: 87 kw (H), 51.0 kw (V), ant. height 400 ft. (H&V); change type trans.; increase TPO (BPH-780911AE). Action April 25.
- WHOP-FM Hopkinsville, Ky.—Granted CP to change type trans. and ant.; make changes in ant. system (increase height); change ERP: 100 kw (H&V) and ant. height: 295 ft. (H&V); condition (BPH-780831AS). Action March 29.
- WQON(FM) Grayling, Mich.—Granted mod. of CP to change TL and SL; change type trans. and ant.; make changes in ant. system (increase height), ERP: 1.65 kw (H&V) and ant. height 390 ft. (H&V); (BMPH-15456). Action April 6.
- KAAK(FM) Great Falls, Mont.—Granted CP to change TL; install new trans.; make changes in ant. system (increase height); change ERP: 26.0 kw (H) and ant. height 500 ft. (H) (BPH-780925AD). Action April 16.
- KYLT-FM Missoula, Mont.—Granted CP to change TL to Waterworks Hill, NE of Higgins and Broadway in downtown Missoula; change type ant.; make changes in ant. system (increase height), ERP: 3 kw (H&V); ant. height —200 ft (H&V); remote control from main studio; condition (BPH-11024). Action May 4.
- WBLK-FM Depew, N.Y.—Granted CP to change SL and operate trans. by remote control from SL (BPH-790308AN). Action April 20.
- WEZG(FM) North Syracuse, N.Y.—Granted CP to change TL to 989 James St., Syracuse; install new trans.; install new ant.; make changes in ant. system (increase height); change ant. height to 235 ft. (H&V) and ERP: 3.0 kw (H&V) (BPH-780822AN). Action May 4.
- WQDW(FM) Kinston, N.C.—Granted CP to make changes in ant. system (increase height); change ant. height 250 ft. (H&V) and TPO (BPH-10764). Action April 6.
- WXIK(FM) Shelby, N.C.—Granted CP to install new trans and ant.; change ERP: 100 kw (H&V) and ant. height 285 ft. (H&V); condition (BPH-781204AK). Action April 20.
- \*WMSS(FM)—Granted CP to increase power to 125 w; ant. height —105 ft. (H&V); install new trans.; condition (BPED-781108AF). Action April 20.
- KITE(FM) Portland, Tex.—Granted mod. of CP to change main SL (BMPH-790314AG). Action April 23.
- WRFB(FM) Stowe, Vt.—Granted CP to change TL

to West Hill Rd., Stowe; install new trans.; install new ant.; make changes in ant. system (increase height); change TPO, ERP: 3 kw (H&V) and ant. height 85 ft. (H&V) (BPH-11170). Action April 11.

#### TV actions

- \*WLPB-TV Baton Rouge, La.—Granted CP to change ERP: 832 kw, max. ERP: 1170 kw and ant. height: 940 ft. (BPET-7807261E). Action April 2.
- WRBT(TV) Baton Rouge, La.—Granted CP to change aural ERP: to 86.9 kw (H) and change type trans. (BPCT-781030JK). Action April 2.
- KRNE-TV Merriman, Neb.—Granted CP to change ERP: 23.5 kw, max. ERP: 23.5 kw and ant. height 1080 ft.; change type trans. (BPET-574). Action April 11.
- KOKO-TV Reno, Neb.—Granted CP replace aux. ant. system; change ERP: 49 kw vis., 9.8 kw aural; change TL and SL; change trans. and ant.; make changes in ant. structure (BPCT-7808301B). Action April 2.
- WPTD(TV) Kettering, Ohio—Granted mod. of CP to change ERP: 1320 kw, max. ERP: 1350 kw; change trans.; change ant. and ant. height 530 ft. (BMPCT-7808091H). Action April 12.
- WBIR-TV Knoxville, Tenn.—Granted CP to change ERP: 295 kw, max. ERP: 316 kw and ant. height: 1790 ft. (BPCT-781006KH). Action March 14.
- KVEO(TV) McAllen, Tex.—Granted mod. of CP to change ERP: 776 kw, max. ERP: 2450 kw and ant. height: 1460 ft. (BMPCT-7752). Action March 29.
- \*WCVE-TV Richmond, Va.—Granted CP to change ERP: 1350 kw and max. ERP: 2290 kw; ant. height: 1080 ft. (BMPET-912). Action March 23.
- \*WMVT(TV) Milwaukee—Granted mod. of CP to change ERP; change TL, type trans, type ant. and ant. height 930 ft; conditions (BMPET-917). Action April 6.

### In Contest

#### FCC actions

- Mississippi—FCC granted applications of Mississippi Authority for Educational Television for renewal of licenses for eight of its stations and granted its application for new UHF translator station. Stations renewed are WMAA-TV Jackson; WMAB-TV Mississippi State; WMAE-TV Booneville; WMAH-TV Biloxi; WMAO-TV Greenwood; WMAU-TV Bude; WMAV-TV Oxford and WMAW-TV Meridian. New UHF translator station is located at Columbia. Action April 26.
- Charlotte, N.C.—FCC denied requests by 25 cable television operators for continued carriage of one-time independent station WRET-TV there (now NBC) in addition to adding new distant independent station to their systems in Virginia, North Carolina, South Carolina and Tennessee. Action May 2.
- Jonesboro, Ark.—FCC has granted George T. Herrreich reconsideration of 1974 decision denying renewal of license for his KAIT-TV Jonesboro, Ark., and has granted renewal (BROADCASTING, May 14). Action May 8.

### Allocations

#### Actions

- Brunswick, Ga.—Broadcast Bureau has proposed assigning UHF television channel 21 there as its first TV channel, in response to petition by C & O Brp. kerage. Comments are due June 29, replies July 6. Action April 30.
- O'Neill, Neb.—Broadcast Bureau has proposed substituting 102.9 mhz for 92.7 mhz there. Proposal came in response to petition by Ranchland Broadcasting Co., licensee of KBRX-AM-FM there. Comments are due July 2, replies July 23. Action May 2.
- Canadian, Tex.—Broadcast Bureau has proposed assigning 103.1 mhz there as its first FM channel, in response to petition by Cable FM Six. Comments are due July 2, replies July 23. Action May 2.
- San Antonio, Tex.—Broadcast Bureau has proposed assigning 90.9 there as its fourth FM channel. Action was in response to petition by Classical Broadcasting Society of San Antonio. Comments are due July 2,

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replies July 23. Action May 2.

■ Marion, Va.—Broadcast Bureau has proposed assigning television channel 52 there as its first television channel, and reserving it for noncommercial educational use. Proposal was in response to petition by Blue Ridge ETV Association Inc., licensee of "WBRA-TV Roanoke, Va. Comments are due June 29, replies July 19. Action April 30.

■ Stevens Point, Wis.—Broadcast Bureau has proposed assigning 96.7 mhz there as its second FM assignment. Proposal is in response to petition by Dennis and Terrol Freund and Philip Murphy. Comments are due July 2, replies July 23. Action May 2.

■ Suring, Wis.—Broadcast Bureau has proposed assigning television ch. 14 there as its first television channel, and substituting ch. 17 for ch. 14 at Iron Mountain, Mich. Proposal was in response to petition by WRVM Inc., licensee of WRVM(FM) Suring. Comments are due June 29, replies July 19. Action April 30.

■ Riverton, Wyo.—Broadcast Bureau has proposed substituting 93.9 mhz for 93.5 mhz there. Action was in response to petition by Riverton Broadcasting Company, licensee of KVOW(AM)-KTAK-FM there. Comments are due July 2, replies July 23. Action April 2.

## Translators

### Applications

■ Kodiak, Alaska—Kodiak Public Broadcasting Corp. seeks CP for new VHF translator on ch. 9 (TPO: 10 w, HAAT: 77 ft.) to rebroadcast KTVA(TV), KENI-TV, KIMO(TV) and KAKM(TV) all Anchorage, Alaska, and KTOO-TV Juneau, Alaska. Ann. April 25.

■ Kotzebue, Alaska—Kotzebue Broadcasting Inc. seeks CP for new VHF translator on ch. 9 (TPO: 10 w, HAAT: 20 ft) to rebroadcast KTVA(TV), KENI-TV, KIMO(TV) and KAKM(TV) all Anchorage, Alaska, and KTOO-TV Juneau, Alaska. Ann. April 25.

■ Nome, Alaska—City of Nome seeks CP for new VHF translator on ch. 9 to rebroadcast KTVA(TV), KENI-TV, KIMO(TV) and KAKM(TV) all Anchorage, Alaska, and KTOO-TV Juneau, Alaska. Ann. April 25.

■ Valdez, Alaska—City of Valdez seeks CP to new VHF translator on ch. 9 (TPO: 10 w, HAAT: 95 ft.) to rebroadcast KTVA(AM), KENI-TV, KIMO(TV) and KAKM(AM) all Anchorage, Alaska, and KTOO-TV Juneau, Alaska. Ann. April 25.

■ Petersburg, Alaska—Narrows Broadcasting Corp. seeks CP for new VHF translator on ch. 9 (TPO: 10 w, HAAT: 84 ft.) to rebroadcast KTVA(AM), KENI-TV, KIMO(TV) and KAKM(TV) all Anchorage, Alaska, and KTOO-TV Juneau, Alaska. Ann. April 25.

■ Bear Valley Springs, Calif.—Bear Valley Springs Property Owner's Association seeks CP's for 14 UHF translators on channels 20, 33, 35, 39, 41, 45, 48, 51, 54, 56, 60, 62, 66, 68 to rebroadcast KNXT(TV) Los Angeles, KEYT(TV) Santa Barbara, KSBY-TV San Luis Obispo, KMJ-TV Fresno, KMPH(TV) Tulare, KMTF(TV) Fresno, KCOY-TV Santa Maria, KAIL(TV) Fresno, KBAK(TV) Bakersfield, KERO-TV Bakersfield, KPSN-TV Fresno and KJEO(TV) Fresno, all California. Ann. April 30.

■ Planada, Hornitos and Catheys Valley, all California—Pappas Telecasting Inc. seeks CP for new VHF translator on ch. 55 (TPO: 100 w, HAAT: 51 ft.) to rebroadcast KMPH(TV) Tulare, Calif. Ann. May 8.

■ Denio, Nev.—Red Point Community Club Inc. seeks CP for new VHF translator on ch. 11 to rebroadcast KBCI(TV) Boise, Idaho. Ann. May 8.

■ Denio, Nev.—Red Point Community Club Inc. seeks CP for new VHF translator on ch. 9 (TPO: 1 w, HAAT: 12 ft.) to rebroadcast KIVI-TV Nampa, Idaho. Ann. May 8.

■ Forsyth, Mont.—Forsyth TV Tax District seeks CP for new VHF translator on ch. 12 (TPO: 10 w, HAAT: 35 ft.) to rebroadcast indirectly KTVQ(TV) Billings, Mont. Ann. May 8.

■ Howard, Mont.—Forsyth TV Tax District seeks CP for new VHF translator on ch. 6 (TPO: 10w, HAAT: 25 ft.) to rebroadcast KULR-TV Billings, Mont. Ann. May 8.

■ Rosebud and East Rural area, Mont.—Forsyth TV Tax District seeks CP for new VHF translator on ch. 9 (TPO: 10 w, HAAT: 25 ft.) to rebroadcast indirectly

KULR-TV Billings, Mont. Ann. May 9.

■ Milford, Hamilton's Fort and Newcastle, all Utah—Springfield Television of Utah Inc. seeks CP for new UHF translator on ch. 59 (TPO: 100 w, HAAT: 35 ft.) to rebroadcast indirectly KSTV(TV) Salt Lake City. Ann. May 8.

## Cable

■ The following operators of CATV systems have filed service registrations:

■ Rancho Cable Vision, for Lake Village, Calif. (CA0790) new system.

■ Teleprompter Southeast Inc., for Saraland, Ala. (AL0102) new system.

■ All-Channel Cable of Illinois Inc., for Chanute AFB, Ill. (IL0207) add signal.

■ Landmark Cablevision Associates, for Morton, Tex. (TX0275) add signals.

■ Trans-Video Inc., for Northfield, Vt. (VT0054) add signals.

■ Storer Cable TV of Florida Inc., for Frostproof, Fla. (FL0062) add signal.

■ Six Star Cablevision of De Sota Kansas, for De Soto, Kansas City, Bonner Springs and Gardner, all Kansas (KS0081, 78, 84, 82) add signal.

■ Six Star Cablevision of Grandview Missouri Inc., for Grandview, Lees Summit and Belton, all Missouri (MO0070, 72-3) add signal.

■ Cablecom-General Inc., for Gulfport, Miss. (MS0011) add signal.

■ Cable Com-General Inc., for Lufkin, Tex. (TX0182) add signal.

■ Clear Channels Cable TV Co., for Oak Ridge, Hawthorne, New Bethlehem and South Bethlehem, all Pennsylvania (PA1387-8, 262-3) add signal.

■ Bluefield Cablesystems Corp., for Bluefield, Va. (VA0066) add signal.

■ Clear Channels Cable TV Co., for Fairmount City, Pa. (PA0261) new system.

■ Tioga Cablevision Inc., for Tioga, N.D. (ND0055) new system.

■ Allen Cable TV, for Allen, Ky. (KY0049) new system.

■ Bluefield Cablesystems Corp., for Bluefield, W.Va. (WV0223) add signal.

■ Tele-Systems Corp., for Southington, Conn. (CT0008) add signal.

■ Armstrong Utilities Inc., for Boardman, Poland and Canfield, all Ohio (OH0188, 99, 200) add signal.

■ Teleprompter Corp., for Mount Vernon, N.Y. (NY0398) add signal.

■ Teleprompter Manhattan CATV Corp., for New York (NY0245) add signal.

■ Teleprompter of Greenwood Inc., for Greenwood, S.C. (SC0024, 49) add signal.

■ Community Television of Utah Inc., for Roy City, Utah (UT0010) add signal.

■ Tri-County Cable TV Co., for Toluca, Ill. (IL0158) add signal.

■ TV Cable of Electra, for Electra, Tex. (TX0212) add signal.

■ Telecable of Spartanburg Inc., for Spartanburg, S.C. (SC0031) add signal.

■ Community Cable Co., for Ortonville and Big Stone, both Minnesota (MN0013); Big Stone City, Grant and Milbank, all South Dakota (SD0034, 37, 02) add signals.

■ TV Cable Corp., for Alma Ark. (AR0039) new system.

■ Newport TV Cable Inc., for Newport, Tuckerman, Diaz and Campbell Station, all Arkansas (AR0022-3, 74-5) add signals.

■ TV Systems Inc., for Palolo, Kaneohe, Kalihi and Kailua, all Hawaii (HI0007-10) new system.

■ TV Signal Service Co., for Crowell and Paducah, both Texas (TX0391, 145) add signal.

■ Jackson Cable TV, for Jackson, Mo. (MO0121) add signal.

■ Janney Cable TV Co., for Cirtsville, Maple Fork, North Sand Branch and Sweeneysburg, W. Va.

(WV0512, 17, 16, 15) add signal.

■ Cablevision of Jackson County Inc., for Coalton, Jackson, Wellston, Luck, Coal and Hamden, all Ohio (OH0066-8, 231-2, 5) add signal.

■ Theta Cable of California, for Montclair, Calif. (CA0466) add signal.

■ Leland Video Corp., for Leland, Miss. (MS0102) new system.

■ Liberty TV Cable Inc., for Leechburg and Oklahoma, all Pennsylvania (PA0299, 301) add signal.

■ Evangeline Cable Television Inc., for Mamou and Evangeline, both Louisiana (LA0142-4) new system.

■ Brockway Television Inc., for Brockway and Snyder, all Pennsylvania (PA0087-8) add signal.

■ Rolla Cable Systems Inc., for Rolla and Northwye, both Missouri (MO0044, 96) add signal.

■ Nu-View TV Inc., for Waterville, Deansboro and Oriskany Falls, all New York (NY0394-96) add signals.

■ TV Cable Corp., for Paintsville, Ky. (KY0080) add signal.

■ North American Communications Corp., for Hoyt Lakes, Minn. (MN0131) add signal.

■ Cablecom of Altus, for Altus, Okla. (OK0012) add signal.

■ Silverton Cable TV Co., for Silverton, Tex. (TX0127) new system.

■ Cable TV of Floydada, for Floydada, Tex. (TX0447) add signal.

■ P J Cable Co., for Piketon, Valley, Jefferson and Clay, all Ohio (OH0535-8) new systems.

■ Telecable of Kokomo Inc., for Sharpsville, Ind. (IN0209) new system.

■ St. Lucie Cable Co., for Port St. Lucie, Fla. (FL0175) add signal.

■ Audubon Electronics Inc., for Hi-Nella, N.J. (NJ0335) new system.

■ Cablevision Co., for Pelham and Shelby, both Alabama (AL0178-9) new system.

■ Byrdstown Cable Service, for Byrdstown, Tenn. (TN0150-1) new systems.

■ Tallulah Cablevision Corp., for Tallulah and Richmond, both Louisiana (LA0147, 9) new system.

■ Plano Cable TV Co., for Plano, IL (IL0299) new system.

■ Johnston Cable Television, for Jackson, Pa. (PA1746) new system.

■ West Alabama TV Cable Co., for Brilliant, Ala. (AL0176) new system.

■ Western Louisiana Video Inc., for Cushatta, La. (LA0150) new system.

■ Lambert Electronics Inc., for Ascension Parish, La. (LA0146) new system.

■ Tall City Cable Co., for Midland County, Tex. (TX0526) new system.

■ Cablevision Inc., for Waianae, Hawaii (HI0001) add signal.

■ Cablevision of Eudora Inc., for Eudora, Ark. (AR0163) new system.

■ Cablevision Inc., for EWA District, Hawaii (HI0041) new system.

■ UA-Columbia Cablevision of New Jersey, for Hasbrouck Heights, N.J. (NJ0331) new system.

■ Wayne County Cablevision Inc., for Philips, N.Y. (NY0767-8) new system.

■ Teleprompter Southeast Inc., for Holmes Beach, Anna Maria, and Bradenton Beach, all Florida (FL0177, 8, 91) add signal.

■ Tads Cable Systems, for Perry, Ky. (KY0376) new system.

■ Lambert Electronics Inc., for Donaldsonville, La. (LA0145) new system.

■ Cross Country Cable Ltd., for Bridgewater Twp., N.J. (NJ0330) new system.

■ Clearview Cable Co., for Madison County, N.C. (NC0179) new system.

■ Tar River Cable TV Inc., for Nash County, N.C. (NC0188) new system.

■ UA-Columbia Cablevision of Texas Inc., for Alamo Heights, Tex. (TX0527) new system.

■ Tallulah Cablevision Corp., for Madison, La. (LA0148) new system.

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## RADIO

### HELP WANTED MANAGEMENT

**General Manager.** Northeast medium market. Must have heavy sales and promotion experience. Base plus override plus stock. Reply Box E-4.

**General Manager,** contemporary FM. Class C in Texas' beautiful Rio Grande Valley, 400,000+ population, tremendous growth area. Turn around situation. Should be No. 1 contemporary station in a year. I want a leader by example. Be involved in the community, a street sales person capable of building and maintaining an organization, promotional minded, creative, a "tiger" AND if you are good enough to make this station a winner, and do so, you will be able to earn 15% ownership over the next 3 year period. I want to see your track record. I want to know how successful you are and the reasons why, all in writing. Tell me what you have done and how you did it, full details. To: Dick Oppenheimer, Box 5820, Austin, TX 78763.

**Manager,** for small town station in deep south. AM FM combination solid history of success. Must be thoroughly knowledgeable of FCC rules and adept at local sales. Equal opportunity employer. Box E-66.

**Station Manager,** new FM in fine quality midwest community of 25,000 population. Going on air very soon. Sales interest and experience preferable. Must be self-starter. Send resume, references, compensation needs to Box E-55.

**Executive management** with eight station group ... small and medium markets-northeast. Experienced in sales and management with desire to sell, teach, train, lead, learn and move up corporate ladder. Vitality more important than years in business. Box E-74.

**GM for Pacific Northwest AM & FM.** Must know sales, budgeting, and programming. Unique opportunity with group operator. Rush complete resume with salary history and requirements. An equal opportunity employer. Box E-138.

**Sales Manager,** unique opportunity to manage four sales people at only AM/FM in town of 28,000. Must be able to guide, motivate and carry a list yourself. Excellent compensation based on performance. Most people won't meet qualifications, if you are an exception tell me why I should hire you. Reply in writing with references and history in first letter. Personal interview mandatory. George Wilburn, KWHW, Altus, OK 73521 (EOE).

**Full time AM Central Minnesota** 6000 population city needs manager. Sales and administrative ability necessary. Good income and working conditions. Resume Box E-136.

**Rapid expansion** has created station manager position. Must be versatile and dedicated to running a station we both will be proud of! Contact David Keister, Box 1577, Martinsville, IN 46151 or phone 317-342-3394. EOE.

**Sales Manager.** Good growth potential for motivator. Suburb of N.Y.C. Box E-120.

**Manager for College FM,** 10-watt, non-commercial station, increasing power and service. Responsible for all operational phases and supervision of student staff. Opportunity to teach introductory broadcast courses. Qualifications: B.A. and 3-4 years' professional radio experience in areas related to position. FCC First preferred. Salary \$12,000-\$14,000 for 12-months. Send resume to Lou Emond, Dean Junior College, Franklin, MA 02038. An equal opportunity employer.

**Asst. Mgr./Sales Mgr.** To sell and direct sales staff. Good salary, plus incentive. Emphasis sales; programming background helpful. Small/medium west-midwest college town. EOE. Write Box E-143.

### HELP WANTED SALES

**Account Executives needed.** Send resume to Kim Love, Box 5086, Sheridan, WY 82801. EEO.

**Account Executive** to \$20,000++, excellent account list, profit sharing, top benefits, is wanted to add to our dynamic, well compensated sales force. If you understand what it takes to be successful and desire a solid career position in black contemporary radio, send resume, sales history to General Sales Manager, WAMM, 1223 South Grand Traverse, Flint, MI 48503.

**If you can sell** you can live the good life in the heart of Minnesota's Lakes. KDLM/KVLR is looking for a sincere, motivated salesperson. Radio Sales experience is desirable, but not necessary as training is provided. Welch Company students preferred. Immediate opening—call KDLM/KVLR 218-847-5624 or send resume to PO Box 746, Detroit Lakes, MN 56501. An EOE.

**Lifestyle Alternative.** Your chance to get out! Redefine success. A unique AM & FM on the beautiful Northern California Coast looking for experienced salesperson. Send resume and sales records now! KMFB, Fort Bragg, CA 95437.

**KGAA Seattle suburban station** has opening for experienced (2-3 years) salesperson. KGAA is licensed to Kirkland and only station exclusively serving the prosperous Eastside suburban communities. New ownership; opportunity for advancement. Growing company also own successful Portland suburban station KRDR (Gresham) and, subject to FCC approval, will own KEED in Eugene, Oregon. Direct inquiries to Charles W. Banta. KRDR, 503-667-1230. EEO employer.

**Excellent opportunity** for aggressive sales person at top notch AOR/FM station in beautiful southern Illinois. Strong active list, salary plus commission. Mail resumes to WTOA-FM, Route 5, Box 286, Murphysboro, IL 62901, Attn: Sales Manager.

**Central New Jersey's dominant AM/FM combo** looking for seasoned radio salesperson. Take over prime list. Should make 20M first year, plus perks. EOE. Call Bob Roberts, 609-924-3600.

**Account Executive wanted** to grow with Central NJ AM. We're an adult contemporary station looking for an aggressive streetfighter with proven selling experience—Superior working conditions and sales support. Salary plus big commission and excellent company benefits. Contact Bill Mathews 609-924-3842.

**Growth Company** needs young aggressive sales person with heavy retail experience. Success can lead to management with equity options in current or future acquisitions. Call 516-481-8000. Ralph Conner or Bob Williams.

**New Montana 5 KW AM station** has immediate opening for a motivated sales person. The job is a good one. Send resume to Bill Stallard, Box 317, Plentywood, MT 59254.

**Beautiful Opportunity**—experienced salesperson—southeast Texas metro. Salary negotiable + expense. KOXY, 1043A Petroleum Bldg., Beaumont, TX 77701. EOE.

**Sales Manager and sales.** Several excellent positions open in small and medium markets, with aggressive, professional organization. Contact Mike Triebold, KOVC, Box 994, Valley City, ND 58072. 701-845-1490.

**Sales Supervisor** needed at KCOW radio. Small market. Salary and bonuses \$12,600 to \$17,400 first year and \$13,800 to \$18,600 second year, etc. We are presently using Cambria system and Welsch Co. Call 308-762-1400 or write Jim Kamezell, Box 600, Alliance, NE 69301.

**Sales person** with 2 to 3 years broadcast experience. Good communication skills. Media research experience desired. Send resume to Mr. Frank Woodbeck, WKBW Radio, 695 Delaware Avenue, Buffalo, NY 14209. An Equal Opportunity Employer.

**Unusual situation.** Experienced salesperson needed in Kalamazoo, Michigan. Have your own private office in town. Exploding new 50,000 watt quality FM stereo country format killing small AM daytime. \$15,000-\$30,000 plus starting. PO Box 1590, Coldwater, MI 49036, Gary Mallernee.

**Account Executive.** AM/FM in Naples, Florida seeks an experienced sales representative for a position which earns 20% commission and has the potential of becoming Sales Manager. Send resume to General Manager, WRGI/WMB, 950 Manatee Road, Naples 33942. EOE.

**N.Y.C. area salespeople** with management potential needed. Box E-119.

**Need experienced, enthusiastic,** well organized self-starter. Should know AM and FM. Outstanding opportunity in Energy Boom Area, Gallup, NM Call Jack Chapman, 505-863-4444.

### HELP WANTED ANNOUNCERS

**Are you a bright, hard worker** who can accept responsibility? Good voice and top production a must. Send tape and resume to PO Box 5344, Wichita Falls, TX 76307. An Equal Opportunity Employer M/F.

**Looking for mass appeal** communicator to join top shelf adult FM rock team. Tapes and resumes only. No phones please. Send to KCLD-FM 104½, St. Cloud, MN 56301.

**Break away** from a dull air-shift. Specialize in production, news, play-by-play. Five figure income. Tape and resume to WOXO/WXIV, Norway, ME 04268.

**Evening person** for 10 KW AM, 100KW FM first phone. Resume and tape to Box 7167, Greenville, NC 27834. Or call 919-758-1070 E.O.E.

**Opening for experienced C&W DJ.** Evening shift. Tom Archibald, WSRW, Drawer A, Hillsboro, OH 45133.

**Morning Drive Personality** sought by Northeast suburban 5 KW daytime in growing market. Right person will combine a natural ability to relate to people, a contemporary/MOR music service, and the best news in the market to produce a cohesive, relevant sound. Salary: open, best in area. E.O.E. Minorities encouraged. Send resume to Box E-105.

**Combo Person or Fulltime Engineer** for large small-market operation in Oregon, to assist chief on big construction job and maintain studio equipment. Salary commensurate with ability, plus incentive program. EOE Mr. Smith, 503-882-8833.

**Experienced Production Announcer** for AM-FM in medium metro Lawton Oklahoma. Advancement to PD if you can qualify. Send resume and tape to Progressive Broadcasting, Box 1050, Lawton, OK 73502.

**We're WCSI AM/FM** Columbus, Indiana. The Athens of the Prairie. We've been featured in Time, National Geographic, The Wall Street Journal, Saturday Evening Post etc. A most unique community. Right now we need an experienced afternoon personality who is also good at production. Write Mike King, Box 709, Columbus, IN 47201. Equal Opportunity Employer.

**Adult Contemporary AM** is looking for a full-time announcer, experienced preferred. 3rd Class necessary. Send resume, tape and salary requirements to WTCL, 1295 Lane West Road, Warren, OH 44481. EOE.

**Afternoon air personality** position available July 1st. Considerable experience on-air at commercial radio station required. Submit audition tape and resume to: Bob Kagan, Program Director, WRJZ Radio, Box 3367, Knoxville, TN 37917. NO CALLS. Please. An Equal Opportunity Employer.

**Top Rated Contemporary AM** in medium college market needs solid morning or mid-day announcer. Good pay send tape, resume to Mgr. KRUS, Box 430, Ruston, LA 71270.



## HELP WANTED ANNOUNCERS CONTINUED

**Experienced announcer** with good production and knowledge of maintenance procedures for transmitters and studio equipment, in AM-FM operation. First phone. Excellent opportunity in professional small market radio. Send resume and tape to Steve Clark, MGR, KWYR, Box 491, Winner, SD 57580. EOE.

**PD./Morning person.** Must be experienced. Send tape and resume to Gary Brown, Station Manager, KNGS, PO Box 49, Hanford, CA 93232. E.O.E.

**Immediate opening MOR Morning Person.** 30-hr week, benefits, pay commensurate with ability. 5kw with Stereo FM. Need bright, alert person with good voice. Tape and resume to WNXT, PO Box 1228, Portsmouth, OH.

**WBT needs night talk-show host.** Send tapes and resumes to Andy Bickel, WBT, Charlotte, NC 28208. No phone calls. Equal Opportunity Employer.

**Two Northern Calif Powerhouse** 24 hour stations, one country, one rocker looking for country and rock DJs. Experienced in production also. At least third class phone. Also program director, full knowledge of country music and production. EOE. Resume with references to Box E-112.

**Personality Announcer** with heavy production experience. Immediate opening. "Adult" contemporary format. Central Florida Medium Market. Send tape, resume and salary requirements today to WZNG Radio, 1505 Dundee Road, Winter Haven, FL 33880. E.O.E.

**New England Contemp.** needs experienced morning drive announcer with strong production skills, and good mature voice. Must be informative and enthusiastic, but, not high energy. Would prefer person presently in N.E. We want someone good and we are willing to pay! Half hour from sea coast and lakes, ninety min. from Boston. Other openings possible soon. E.E.O. Box E-117.

**Experienced Production Person** for Portland, Maine Metro. Midday airshift and stability. Tape, resume, and references to Nick Seneca, WKXA, Box 900, Brunswick ME 04011. 207-725-5507.

**A great market-leading FM station** has an opportunity for a mid-day pro. The successful candidate will be creative on the air and in production, and will be strongly oriented toward promotion. Northeast. Send resume and salary requirements to Box E-139.

## HELP WANTED TECHNICAL

**Chief engineer** needed for AM/FM combo. Automation experience helpful. Growing operation in Midwest. Write Box D-195.

**Chief Engineer** for medium-market group-owned station. Applicants must possess skills in construction, automation, audio-processing, remote-control and AM & FM Transmitters. Opportunity to learn television. Video skills an asset. An engineer presently working as chief or assistant and desiring improvement will be given preferential consideration. Excellent pay and fringe benefits including life insurance and profit-sharing. Position available immediately. Salary in high teens. Reply with complete details first letter. Box D-219.

**Chief Engineer** with proven record. Vacancy in our group. No phone. Jim Rivers, Cordele, GA 31015.

**Suburban New York.** Assistant chief engineer. 50 KW FM, 1 KW AM. Must be experienced in all phases of equipment maintenance, including Schafer 903 automation. First class license required. Resume and salary requirements to Ed Creem, WHUD-WLNA, Box 188, Peekskill, NY 10566. EOE M/F.

**Chief Engineer** for a large, modern well equipped, AM carrier broadcast system. Must have experience in AM and have strong performance in audio and studio maintenance repair and construction. Supervisory and carrier current experience highly desirable. Will supervise 1-2 student assistants and be responsible for 6 studios and 13 transmitters. This is a full-time year round position. Starting salary \$12,000 or more depending on qualifications and experience. Good fringe benefits package. Reply to: B. Eft, All Campus Radio, Room 8, Student Service Bldg. East Lansing, MI 48824. An Equal Opportunity Employer.

**AM-FM in growing** Southeastern New York market of 800,000 seeks experienced engineer with C.E. potential, whose training and ability includes DA, automation, stereo, proofs, remote control, and audio processing with strong emphasis on audio quality. Salary open. E.O.E. Minorities encouraged. Send resume to Box E-104.

**Only 23 days without sun** in the past 10 years! KINT-FM & KKOL-AM, El Paso, looking for Chief Engineer to work and play in the sun belt. Must be experienced in microwave. Good salary with a growing company. Rush resume to: Jhani Kaye, Operations Director, 5959 Gateway West No. 120, El Paso, TX 79925. EOE.

**Chief Engineer**—need quality minded person immediately for rapidly growing professional 5,000 watt AM (directional night) and new 50,000 watt stereo FM. Near Battle Creek/Kalamazoo, Michigan in lake filled area. \$15,000 plus yearly for right person. Call Gary Mallernee collect. 517-279-9767. E.O.E.

**Chief Engineer** for 100kw public FM station. Must maintain high quality studio, STL, transmitter, remote recording equipment. Construction experience, music recording ability, digital knowledge helpful. Employment Division, 111 Pettigrew Hall, The University of North Carolina, Chapel Hill, NC 27514. Equal Opportunity/Affirmative Action Employer.

**Chief Engineer AM/FM** ... Pennsylvania. Fine equipment—salary-expenses—medical coverage—complete responsibility. Small group owner. Box E-124.

**Broadcast Group Needs** chief with minimum of 3 years experience. Fifty kw 2 tower directional AM high power stereo FM. Send resume to Wilbur Goforth, PO Box 1967, Mobile, AL 36601. 205-432-0595.

**Chief Engineer** for Colorado Springs full power FM station. EOE. Send resume; salary requirements to Box E-150.

**KRLG-FM Lawton** seeks maintenance engineer-announcer. SMC automation. Resume to Box 1098, Lawton, OK 73502.

**Radio Communications Engineer**—To act as assistant to the Chief Engineer of 24kw FM. Technical maintenance of both studio and transmitter equipment is essential. First class license and willingness to accept 24-hour call is also required. Construction and remote broadcast experiences are also desirable. Send resume to General Manager, WHUR-FM, 2600 4th Street, N.W., Washington, D.C. 20059.

**El Paso's fastest growing radio station** needs a young or not so young aggressive broadcaster to be Chief Engineer. Are you looking for a group of professional broadcasters to work with? Do you know FM, STL, digital logic and high quality audio? Do you love sun and fun? Then drop me a line at KPAS/FM-94, Engineer, 3901 North Mesa, El Paso, TX 79902, or call 915-533-8211.

## HELP WANTED NEWS

**News Director:** To write and report in California's Capitol. Personality important. Send tape and resume along with salary requirement to: KROY-FM, 1019 Second Street, Sacramento, CA 95814. (EOE)

**Excellent opportunity** for aggressive reporter in a medium market. Duane Gay, 414-235-7530, Oshkosh WI.

**Kentucky—Sports news** and play by play. Pay equal to effort. Call Jim Ballard 606-248-5842. Immediate opening.

**I am compiling** a list of professional news people for future openings. I am looking for solid broadcast journalists. Send resume and audition tape to: George Wymer, WING News, 717 East David Road, Dayton, OH 45429. Equal Opportunity Employer.

**Tired of the rat race?** Tired of waiting for the ND to retire or move on? Small/medium AM/FM, western Kentucky, seeks thoroughly experienced broadcast journalist and administrator to head our active news department. Must be able to do it all, and to lead others. \$10,000-\$12,000 depending upon qualifications. Box E-122.

**AM-FM in medium metro** desires News Announcer. Must be authoritative in delivery-able to edit taped stories. Write Box E-153.

**East Coast suburban daytimer**, looking for a night editor. Job involves some outside reporting, preparing news for the morning, and supervising nighttime staff of reporters and stringers. The person we hire will have strong administrative skills, and the potential for a career in broadcast management. Our primary product is local news, we take it and our people seriously. Applicants should have extensive commercial radio experience. Box E-142.

**Needed: experienced, professional/journalists** who want to work in a beautiful market, with excellent salary and low cost of living. We are number one and want to stay there. If you're interested and able, write Steve Jankowski, News Director, KTCS AM&FM, PO Box 1017, Fort Smith, AR 72902 or call area code 501-646-6151. Tape and resume in first letter.

**Opportunity is knocking** on your door if you have small market news director experience and are ready to move into supervision of 5 full time person news department of AM-FM south eastern New York station. All the tools to do the job right; hands off management. Salary commensurate with experience. E.O.E. Send resume Box E-154.

**News-caster-Reporter** wanted in mid-size mid-western market. Must have experience in writing, announcing with an emphasis on spot news reporting. Send tape and resume to Dan Dillon, KFDI AM-FM, Box 1402, Wichita, KS 67201.

**Top station seeks** committed broadcast journalist with at least two years experience in all phases of radio news. We run a fast-paced, but accurate operation that digs for stories that many stations never approach. If you want to further your career and you have the qualifications, we're the right place for you. Tape and resume to News Director, WCTC, Box 100, New Brunswick, NJ 08903. Prefer applicants from North-east.

## HELP WANTED PROGRAMING, PRODUCTION, OTHERS

**Southern/County AM.** New facilities, top-rated, highly respected, people oriented station seeking dedicated PD. with 3-5 years experience preferred. Require active community promotional approach, air shift, creativity supervisory capability of personnel, music and production. EOE. Send resume and financial requirements to WBHP Radio % Buster Pollard, PO. Box 547, Huntsville, AL 35804.

**WNMU-FM seeks applicants** for the position of Development Director. Responsibilities include on-air fundraising; underwriting, station promotion, volunteer coordination and publishing quarterly program guide. Successful candidate must have a B.A. degree plus experience in public radio fund-raising and development or commercial radio advertising and sales promotion. Experience in grant-writing and on-air work helpful. Salary range: \$12,220 to \$17,500 depending on experience. Superior fringe benefit package in addition. Send applications to: Employment Supervisor, Personnel and Staff Benefits, Northern Michigan University, Marquette, MI 49855. Applications should be postmarked no later than June 1, 1979. NMU is an EEO/Affirmative Action Employer.

**Program Director.** KROY in Sacramento, looking for strong background in technical and legal, as well as airshift. Send resume and tape along with salary requirement to: Mark Johnson, 1019 Second Street, Sacramento, CA 95814. (EOE).

**Program Director** needed for fringe Washington, D.C. adult contemporary station. Outstanding opportunity to move into major market with expanding company. Experience in programming, production and promotion a must. Short air shift. 1st. class required. EOE. Tape and resume to R. McKee, WPRW, Manassas, VA 22110.

**Large Midwest Market AOR** looking for production director. Send resume with thoughts on how you can contribute. An equal opportunity employer. Box E-135.

## SITUATIONS WANTED MANAGEMENT

**Wanted: Challenging opportunity** in Radio station management. 15 years experience in all aspects of station operation. Prefer West, Southwest, Northwest. Box E-11.

**Today's broadcasting requires** knowledgeable professional and profitable leadership. If your thinking coincides with that statement ... let's talk! Box E-92.

## SITUATIONS WANTED MANAGEMENT CONTINUED

**Strong business management background.** Presently News Director of major station. Seeking GM position. East. Box E-69.

**Seeking Small College FM directorship.** 5 years commercial radio. 1½ years high school 10 watt director. BA and completing MA. Box 622, Plains, TX 79355.

**18 year broadcaster** seeks General Management position. Well versed in sales programming, administration, FCC regulations and assertions, with strong sales background. RAB and the Lacy Techniques of salesmanship applied. Family man, 38, excellent leadership and motivational abilities. Write Box E-113.

**Wanted an opportunity** and challenge with a progressive and expanding organization. Your reward, an experienced gen mgr with 17 years in management. Heavy sales and promotion oriented. Track record will tell it like it is. Experience includes all phases of broadcasting. It takes dedication and hard work to make a winner. Box E-116.

**39 year old professional businessman.** Well above average record in competitive market. Ethical, competitive, license protector, community leader. Ronald Stratton, 95 Holmes Road, Pittsfield, Mass. 01201.

**Florida! Manager-former owner.** Wide experience. Know rules, and know how to motivate. Am Floridian. Box E-129.

**Take note!** Turned peanut whistle into bull horn. V.P. General Manager with major chain, giant clear and small station successes. Exceptional twenty year record administration, sales, programming. Seek similar position in better family area. If you're big enough to offer benefits, small enough to care about profits, write now. Box E-134.

## SITUATIONS WANTED SALES

**Combination Sales-PBP.** Diligent and aggressive '79 California State University, Fullerton graduate with plenty of on-air experience at KUCI-Irvine. Will relocate immediately. Call or write, Kevin Rafferty, 968 Mission Drive, Costa Mesa, CA 92626, 714-545-1670.

**I'm looking** for a position in Radio Sales as a National & Regional Radio Sales Co-ordinator. Prefer: California, Nevada, Arizona, New Mexico. Salary: Open. Call Martin Garbus 805-736-5656 or 213-842-3864.

## SITUATIONS WANTED ANNOUNCERS

**Major Market County Pro** seeks a change. If you're a medium-major to major market station that is committed to win, let's hear from you. Top 50 markets only. Box E-67.

**Recent college grad** with broadcasting degree wants announcer/sportscaster job. Will relocate. 412-929-3053. Donald Lancaster, R.D. No. 2, Crest Ave., Belle Vernon, PA 15012.

**Experienced 1st phone** looking for contemporary station. Prefer nights and Midwest—would consider days. Box E-71.

**Need secure announcing position** in music oriented station. Ten years experience in all forms of rock. Excellent references. 219-583-7630.

**40-30-36** are hours I can develop a good adult jazz show. 31, 1st, 9 yrs. radio, own library. Box E-128.

**D.J., tight board,** good news, good commercials, quick wit, looking for break, willing to go anywhere ... ready now! Box E-111.

**Hard worker with experience** and dedication. Presently PD in small market. Third endorsed. Let's get together. Box E-148.

**5 months experience,** age 24; promotions & public relations experience; tight board, ad-libs, news & commercial writing; seeks a position in NJ area; call evenings Tom 201-943-5816.

## SITUATIONS WANTED NEWS

**Does anybody need** a play-by-play man? Box E-154.

**Super Sports ability!** I can excite and entertain your sports audience. Six years experience. Seeking medium market sports or sports/news position with PBP. 212-663-0503. Barry or Box E-89.

**Thoroughly experienced Newsmen** desires new challenge. Organized administrator, Public Affairs, Telephone Talk. Now employed near NYC. Box E-56.

**Sports director,** talk show, play-by-play hockey, football, basket ball, medium market, Box E-95.

**Experienced afternoon drive time** newsmen with superior news writing skills looking to break into larger market. Background as News Director plus producer and host of morning talk show. Resume and Air Check available by calling Tim Hopkins. 414-241-5683.

**Progressive approach, conversational** yet precise and tough reporter-anchor seeks right opportunity. Six year pro. MA Broadcast Journalism. Box D-108.

**Sports Director/Announcer** in small market wants move up. Six years experience PBP all sports, morning drive. Wrote and produced own local sports show. College degree. Will consider any move—now. 602-425-7051 after 2 PM MST.

**Newsmen:** 5 years experience, award winning, good references. Prefer West. Terry 801-479-5672.

**Award-Winning Newscaster/investigative reporter** seeks position in, or leading to Broadcast News Management. Self-starter. Top references. B.S. Journalism. Experienced. Presently metro New York drivetime anchor/reporter. Gary 914-354-1983.

**Hustlin', Experienced Sports Director.** Excellent PBP-color man rolled in one. Write good copy, smooth transition lines. Will make you number one ... to stay. Looking for major market situation. pref. Southeast. Call Walt Fowler after 7 p.m. 518-842-7815.

**No. 1 — Honored** as state's top sportscaster ... ready for vertical advancement. Daily sportscasts, interviews, commentaries, play-by-play done in professional, award-winning manner. I work hard. You have to, to be good. Box E-115.

## SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

**Experienced programmer,** 14 yrs. in business. Will consider small market and air-shift. East-Southeast. Good administrator and references. Box E-59.

**Copywriter-Production.** Effective, original, knowledgeable. Twenty years experience. Impeccable credits and references. West Coast only, please. Jay Knight, 1834 Cooper Drive, Santa Rosa, CA 95404.

**Need someone** to get your stations Promotional Program going? Creative and Effective Writer-On air Personality Too! Box E-77.

**Production Director:** I make clients happy with modern techniques and go as far as making a client themselves sound good on a spot ... 5 years announcing experience, 1 year sales, presently operations mgr, looking for great bucks or super trade ... 216-493-0194.

**The AM format** for the 80's!! Telephone-Talk! Talk captures a giant share. Talk moves people to buy products when programmed properly. Challenge your market with dynamic, creative, bright, new programming involving your market directly. Talk is hot! For specifics call 404-892-8710. Get a great P-D.

**Talk Show Host.** Experienced, entertaining, articulate, knowledgeable. I make 'em think; I make 'em laugh. Box D-231.

**Small Markets.** Air sound need a tune-up? Looking for a better music system? Will PD or consult. Country, AC, T40, MOR. Box E-126.

## TELEVISION

### HELP WANTED MANAGEMENT

**Development Officer** for local underwriting, WETA-TV/FM, Washington. Must have proven track record. \$16,170-\$20,000. Send to Marisa Webb, Personnel, Box 2626, Washington, D.C. 20013 or call 703-998-2869.

**Controller** for North East Ind. Experienced Business Manager to assume financial control. Accounting credentials and supervisory experience required. Responsible for Budgets, Statements, Receivables, Payables, Cost Control, Payroll, Insurance and Fringe Benefit Plans. Helpful to be familiar with Labor and Tax Laws. Equal Opportunity Employer. Send resume and salary history to Box E-46.

**Promotion Manager** for North East Ind. Challenging position available for someone seeking greater management opportunities. Must be creative, ambitious, thoroughly experienced in Promotion. Strong production background helpful. Superior writing skills essential. Equal Opportunity Employer. Send resume and salary history to Box E-47.

**Chief Engineer** for North East Ind. Thorough technical experience a necessity. Supervisory experience helpful. Excellent career opportunity to join management team of growing company. Benefits plus Equal Opportunity Employer. Send resume and salary history to Box E-48.

**General Manager—WMUL-TV,** Huntington, WV. Minimum requirements: Bachelor's degree minimum, advanced degree preferable. 5-7 years experience in station administration and management with demonstrated success in programming, fundraising, administration, instructional TV, post-secondary education, and community service. Application deadline: June 1, 1979. Salary commensurate with experience and qualifications. Send resume to: Executive Secretary, WV Educational Broadcasting Authority, Suite B424, State Building 6, Charleston, WV 25305. Equal Opportunity Employer.

**General Station Manager** for midwestern university. Duties: administrate all station departments including programming, production, operations, engineering and administration. Supervise the hiring of all personnel; oversee all fund raising, membership and public information activities. Will discuss other qualifications with individual candidates. Requires: B.A. with fields of concentration in communications, administration, or engineering; extensive administrative experience could be used in lieu of degree; minimum of 5 years experience in TV as manager or assistant manager—preferably in PTV. Salary: \$20,000. Application deadline: July 1, 1979. Appointment date: August 1, 1979. Contact: John D. Garwood, Chairman, Search Committee, Smoky Hills Public Television Corporation, Fort Hays State University, Hays, KS 67601.

**National company** seeking Assistant Business Manager for local broadcasting division. Need a people-oriented individual with a strong background in accounting and financial analysis. Prefer degree in accounting or related field. Salary commensurate with background. Send resume to PO Box 5270, Jacksonville, FL 32207. An Equal Opportunity Employer.

**Promotion Manager,** Northeast affiliated station in Top 40 market seeks promotion manager with a minimum of three years experience as promotion manager or assistant promotion manager. Self-motivation, creativity, organization and experience in all facets of promotion at the station level is a definite requirement. Station is an Equal Opportunity Employer. Box E-51.

**Business Manager—**Group owned station looking for a person to take charge of complete accounting operation. Upper Midwest location. Send resume and salary requirements to Corporate Office. An Equal Opportunity Employer. Ron Butler, Corporate Controller, Central Minnesota Television Company, 720 Hawthorne, Alexandria, MN 56308.

**Major Southwest market affiliate,** seeks individual to supervise regional sales and develop new business. Applicant should have national rep and local station experience and skilled in developing new business. Send resume ASAP. Start date, July 1. Equal Opportunity Employer. Box E-146.

**Station Manager** to direct operations of PBS affiliate KNME-TV and provide aggressive leadership in program development. Selection will be on the basis of experience in television and management, with educational credentials also relevant due to relationships with academic programs. Send resumes, references, etc., by June 15th deadline to Tony Hillerman, President's Office, University of New Mexico, Scholes Hall 160, Albuquerque, NM 87131. An Equal Opportunity Employer.

## HELP WANTED TECHNICAL

**TV Maintenance Engineer**—Two years experience (or technical school) in studio equipment maintenance, especially color cameras. 3/4" tape maintenance experience helpful. Send resume and salary history to: David Archer, 1175 Potrero Avenue, San Francisco, CA 94110.

**TV Maintenance Engineer**, experienced in audio, video, VTR's, ENG and test equipment. FCC First. Salary commensurate plus fringe package. Major EOE group owner. Great future. Resume to Box D-252.

**Chief Engineer**. WGTE-TV, Toledo. First class license, strong broadcast experience plus E.E. degree or equivalent. Full charge of engineering staff. Call Art Hafer or Bob Smith for application information. 419-255-3330. Equal Opportunity Employer.

**Maintenance Supervisor**. WGTE-TV, Toledo. First class license, 2-year engineering degree or equivalent, strong experience in theory and maintenance of all television equipment, especially UHF transmitters and microwave systems. Call Art Hafer or Bob Smith for application information. 419-255-3330. Equal Opportunity Employer.

**ENG/EFP Maintenance Engineer** UHF group owned station in Midwest needs maintenance engineer to service 3/4 inch studio and field recorders, edit stations portable cameras. Must have FCC first; experience desirable but will train the right person. Contact Personnel Director, Ms. Geri Mackey, 815-987-5300, Rockford IL, WIFR-TV, An Equal Opportunity Employer.

**Audio Visual Technician** with responsibilities for small format television operation (production and hard wire distribution), closed circuit radio, and general classroom audio visual equipment. FCC. First Class License and 2 year technical degree preferred but not required. Eleven month position, available immediately. Contact Personnel Department, Highland Community College, Pearl City Road, Freeport, IL 61302 An EEO/AA Employer.

**Remote Unit Engineers**—maintenance and operation—familiar with RCA cameras and tape, Grass Valley Switcher, oktel disc. E. J. Stewart, Inc., 388 Reed Road, Broomall, PA 19008. 215-543-7600.

**Editor** for post production facility in beautiful Pacific Northwest. CMX experience on commercial productions required. Good pay. Contact Sterling Davis 206-623-5934.

**Maintenance Engineer**—Videotape post production company in beautiful Pacific Northwest has immediate opening. Good pay and benefits. Contact Sterling at 206-623-5934.

**TV Maintenance Engineer**: we have several openings in our growing organization. If you have a good technical background but are short experience, or are experienced in television maintenance ... VTR's, (quad, 3/4"), transmitters, ENG equipment, and general studio work, we would like to talk to you! Salary open and a good benefit package available to the right people. Send resume in complete confidence to Box E-90.

**Chief Engineer** (Chief Instructional Media Operations Engineer) University graduation with a degree in Radio, Television, or Electrical Engineering or graduation from a recognized electronics institute and three years of experience in one or a combination of the following: multi-media systems engineering and operations or radio/television systems engineering and operations. Three years of administrative or supervisory experience. Salary: \$1225-\$1535 per month.

**Television Technician** (Closed Circuit Television Technician) High school graduation. Two years of training in electronic theory and two years of technical experience in closed circuit television work. Salary: \$965-\$1045 per month. Send resume to Fred Blakey, Personnel Office, Northern Illinois University, DeKalb, IL 60115; phone 815-753-0455. An equal opportunity/affirmative action employer.

**Chief Engineer** for Network VHF. Hands on chief looking for Future with Growing Group. Position could lead to Director of Engineering position. Must have Studio and Transmitter Experience and ability to teach and direct young and hard working staff. Harry Neuhardt, KFDA-TV, PO Box 1400, Amarillo, TX 79189. 806-383-2226.

**Broadcast Technical Supervisor** for KETC-TV, St. Louis, MO. First Class FCC License, six years experience in operating and maintaining transmitting equipment and supervisory experience required. Salary range \$16,000-18,000. Send resume to: KETC-TV, PO Box 24130, St. Louis, MO 63130 by June 4, 1979. An equal opportunity employer M/F.

**Video Equipment Service Engineer** experienced in AMPLEX MOD. AVR-2 and 1200B quadruplex to organize maintenance and train personnel at TV station in Caracas, Venezuela. Spanish language preferred. Initial contract for 3 mos. with option to extend. Salary \$18/2000 per month with housing. No meals or local transportation. Roundtrip passage paid. 2 wks vacation per year. Resume required. Reply to Semack Trading Co., Inc. 120 Wall St., New York, NY 10005. Tel 212-344-8046.

**Director of Engineering—Chief Engineer**: For public TV station. Responsible for planning, development, implementation & maintenance of all technical facilities; coordination & supervision of staff and budget—5 years experience in broadcast engineering management. Knowledge of current state of the art equipment. Valid 1st class FCC license required. Send resume to: Personnel, WTVS/Channel 56, 7441 Second Blvd., Detroit, MI 48202. Equal opportunity employer. Women & minorities are encouraged to apply.

**Broadcast Engineer** (Chief) for dynamic University Communications Dept. Perform maintenance, repairs, design & installation of video & film production facility. 1st Class FCC license, 3 yrs. experience, professional training. Send resumes only to Leonard Price, Communications Dept., Adelphi University, Garden City, NY 11530. An Affirmative Action/Equal Opportunity Employer.

## HELP WANTED NEWS

**Public Affairs**: Writer, producer, talent needed for editorials, public affairs programs, and documentaries by leading Quad Cities network Radio/TV affiliate. Send resume and video tape to General Manager, WOC Broadcasting, 805 Brady, Davenport, IA 52808. An equal opportunity employer. No phone calls, please.

**News Cameraperson**. Must have experience in shooting and editing videotape and 16MM film. Knowledge of ENG essential. Full details and salary requirements first letter. Write: John Banks, News Director, WSYR-TV, 1030 James Street, Syracuse, NY 13203. WSYR is an Equal Opportunity Employer.

**News/Public Affairs Director**: Expanding station is currently in search of an experienced newscaster to develop a weekly "Magazine" format and other public affairs programs for Northwest Indiana. Bachelor's Degree in Radio/TV Journalism or related fields required. Minimum 3 years television news experience including reporting and some anchoring. Supervisory and public broadcasting experience desirable. Salary commensurate upon experience. Send resume and video cassette to: Bob Voss, Program Manager, WCAE-TV, 123 Sesame, St. John, IN 46373.

**Weekend Anchor/Reporter**. We are looking for a bright, aggressive Broadcast Journalist to anchor our weekend newscasts and work with one of our two "live" units. Send resume and tape to Paul McCaye, WAFF-TV, PO Box 2116, Huntsville, AL 35804. E.O.E.

**News Director**—professional journalist for medium market—experienced in all areas of news gathering techniques and production. Must have experience in television news. An equal opportunity employer send resume to Box E-109.

**News Director Southeast Group Station**. Wanted aggressive newscaster to take news operation to top prominence in highly competitive market. Requirements: college degree, prior news management, sound news judgement, ability to work well with people. Contact: WXII-TV/Multimedia, 700 Coliseum Drive, Winston-Salem, NC 27106. Attention: Rennie Corley, VP General Manager. Equal Opportunity Employer M/F.

**WKRG-TV, Mobile**, is looking for a chief photographer. We'll hire the person best able to lead a staff of eager but inexperienced young photographers. Will also handle equipment and organizational chores. All eng. tape, resume and salary requirements to Bob Horner, News Director, WKRG-TV 162 St. Louis Street, Mobile, AL 36601.

**ENG Photographer**—with some working knowledge of film to join No. 1 rated news operation in Buffalo, New York. Contact in writing with tape: Bill Applegate, WKBW-TV, 7 Broadcast Plaza, Buffalo, NY 14202. An equal opportunity employer.

**Weatherperson** needed for growing Sunbelt City Meteorologist preferred but not necessary if you can make the weather interesting and informative. Send tape, resume and salary requirements to: Russ Stockton, News Director, KVUE-TV News, PO Box 9927, Austin, TX 78766 EOE-M/F

**WKRG-TV, Mobile**, is looking for a general assignment field reporter. Bachelor's degree, one year's experience preferred. Send tape resume, and salary requirements. 162 St. Louis St., Mobile AL 36601.

**News Reporter, Anchor**: Central California NBC affiliate is looking for a bright, professional newscaster, with a degree in journalism or equivalent on-the-job experience. He/she must have extensive TV work history in field reporting, producing and on-air anchoring. 40-hour week, salary negotiable, depending on experience in commercial television. Excellent fringe benefits. Send complete resume and tape to Bill Murphy, News Director, KMJ-TV, Channel 24, PO Box 12907, Fresno, CA 93779. An Affirmative Action/Equal Opportunity Employer.

**News Director**—progressive station with staff of 25 looking for a creative, take-charge news chief. You should be experienced as a news director, or be in a No. 2 position and ready to move up. We are looking for a person with strong reporting, writing, and assignment background. There is no anchor work with this job. Tell us about your experience managing budgets; hiring, training, and motivating staff; and your approach to news coverage. Sunbelt growth market located on the Gulf of Mexico. E.O.E. Box E-114.

**Reporter needed now** for major California VHF. Send cassette with resume and letter to PO Box 555 San Francisco, CA 94101. Equal Opportunity Employer.

**Wanted: Sunbelt Weathercaster** preferably registered meteorologist as number two person in weather department for CBS affiliate, 58th market. Need strong on-air presentation for four weekend newscasts and Noon newscast three days a week. Qualified applicants contact Don Shoultz, News Director 501-376-1111.

**Assistant News Director/Assignment Editor** for public TV station. Degree and at least 2 years full time television news experience required. Supervise newsroom activities; teach one course. Some anchor work. \$15,500. Resume and references postmarked by June 1, 1979 to J. Dryden, KRWG-TV, Box 3J, Las Cruces, NM 88003. 505-646-2233. An equal opportunity/affirmative action employer.

**Noon Show Co-Host**. We're looking for a young person with pizzazz. The ability to continue to attract young women 18-49 to our No. 1 rated noon show. Box E-155.

**Investigative Reporter**: We're looking for that rare bird, a top investigator who knows TV. If you can work sources and get the facts, we have a rare opportunity. We are a number one Midwest affiliate with a solid commitment to news. Only the experienced need apply. An Equal Opportunity Employer. Send resumes to Box E-121.

## HELP WANTED PROGRAMING, PRODUCTION, OTHERS

**Producer/Director**—Top 20, Sunbelt television station has opening for a producer/director with a minimum of two (2) years experience at a commercial station. Send resume and salary requirements to John Pigg, Production Manager, WTSP-TV, PO Box 10000, St. Petersburg, FL 33733. An Equal Opportunity Employer.

**News Producer**—ambitious, creative Producer needed for top 20 ABC affiliate. 3 years experience required. Send resume to: George Faulder, PO Box 10000, St. Petersburg, FL 33733. An equal opportunity employer.

**Promotion Manager** for middle 50's Television Market with knowledge of all types of media promotion. Seeking aggressive individual capable of planning creative promotion campaign. Equal Opportunity Employer. Send complete resume, with references to: M. L. Mitchell, PO Box 1393, Joplin, MO 64801.

## HELP WANTED PROGRAMING, PRODUCTION, OTHERS CONTINUED

**Growing Independent TV station** seeks to fill position of Program Manager. Candidate must have strong administrative skills, production background and department management experience. Address all inquiries to George Williams, WKBD-TV, PO Box 359, Southfield, MI 48037. EOE M/F

**Traffic Manager**—challenging position for experienced traffic person with management skills. Computer experience necessary (preferably BIAS). EOE. Send resume to: Peggy Law, KTVH-TV, Box 12, Wichita, KS 67201.

**Television Production/Announcer** (Lansing/Jackson, MI) Minimum of six (6) months general television production, EFP and announcing experience. Equal Opportunity Employer. Send resume to Personnel, WILX-TV, PO Box 30380, Lansing, MI 48909.

**KTUL-TV, Tulsa, Oklahoma** is seeking applicants for Audio position. Knowledge of audio mixing, audio tape editing and microphone characteristics a must. Prior experience/broadcasting degree desired. This is not an on-camera position. Send Resume/tape to Kent Doll, Production Manager, KTUL-TV, PO Box 8, Tulsa, OK 74101. Equal Opportunity Employer (EOE/MF).

**Creative Art Director** for top 10 market. Must be fully experienced in running TV art department, on-air, print, design and production, also some set design. EOE. Box E-125.

**Promotion Manager** ... with solid on-air promotion experience. Should be capable of producing weekly live program. Send resume to Larry Cazavan, Assistant Station Manager, KITV, 1290 Ala Moana, Honolulu, HI 96814, EOE.

**Writer/Producer** to cover Extension Division of major land grant university. Write and produce radio and TV newscasts, television show inserts, public service spots, documentaries, and discussion programs. College degree plus three years experience desired. Familiarity with Extension programs and on-camera experience helpful. Salary starts at \$12,528. Contact Leonard Herr, Personnel Office, Virginia Tech, Blacksburg, VA 24061, by July 1, 1979. An Equal Opportunity and Affirmative Action Employer.

**We are a major, group owned, top ten network affiliate** seeking an experienced writer/film documentary producer for an award winning monthly program. Equal opportunity employee, male/female. Send resume and salary requirements to Box E-137.

## SITUATIONS WANTED TECHNICAL

**Technician, Assoc. Degree** in Electronics, FCC First W/Radar. Would like to return to Television. Prefer Northeast, but will consider all. Box E-96.

**TV-FM-AM** Field engineering service, 29 years experience ... installation—maintenance—system design—available by the day-week or duration of project. Bruce Singleton 813—868-2989.

**New York City CMX Editor** for freelance or fulltime. Network credits and reels. Box E-145.

## SITUATIONS WANTED NEWS

**Start immediately.** Experienced writer, reporter, photographer, editor, anchor with First Phone. Ted Wolfe, Box 133, Cabin Creek, WV 25035 or leave message Charlotte, NC 704—568-7535.

**Female radio newscaster** with strong writing skills and pleasing appearance seeking television news. Will relocate. Box E-63.

**Weathercaster/Meteorologist** looking for small or medium market sunbelt station. Presently employed major market. Box E-81.

**Young, aggressive reporter-producer** in small market looking for new challenge. Call Sal before noon at 1—304—425-0041.

**Heavy experience, mature.** Seek anchorman, weatherman, host or announcer position. Skilled author, cameraman, lecturer. Salary commensurate your market. 313—682-7798.

**Dynamic, articulate male** now with NYC VHF seeks on-camera position. Production, writing experience, MA Broadcast Journalism. Take a look at my tape. Box E-118.

**Network radio news correspondent** seeks local television news directorship, or anchor position, or combination of both. Highly qualified. Box E-130.

**Demanding quality?** Hard working assistant radio news director is hunting a start in TV. BA Communications. Let's get together! Robert Headland, 412—775-8862, 384 Sixth Street, Beaver, PA 15009.

**Attractive, aggressive 25-yr. old female reporter** wants medium market TV anchor/reporter opportunity. TV reporting/talk show experience, plus degree. Prefer Southwest/California. Box E-147.

## SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

**Female First Phone** well rounded education—audio/VTR operations, audio visual production. Mature person, flexible to budget. Box E-100.

## ALLIED FIELDS

### HELP WANTED SALES

**Broadcasting sales whiz** needed to volunteer time to help the National Gay Archive perform market analyses. Minneapolis area. Resume to Box E-106.

### HELP WANTED TECHNICAL

**Donrey Media Group** is seeking chief technician for their CATV operation in California. Send salary requirements and resume or phone: Director, Broadcast Engineering, Donrey Media Group, PO Box 70, Las Vegas, NV 89101. 702—385-4241, ext. 330. An equal opportunity employer.

## HELP WANTED PROGRAMING, PRODUCTION, OTHERS

**Television Bureau of Advertising** seeking skilled advertising presentation writer with video tape background. Write only. No phone calls. Address to George Huntington, TVB, 1345 Avenue of the Americas, New York, NY 10019.

### HELP WANTED INSTRUCTION

**Instructor, Assistant Professor** to teach a minimum of three broadcasting courses each semester, with emphasis on television production. Appointee will also serve as producer of cable programming originating in cable TV facilities. Doctorate preferred with professional broadcasting experience. Appointment date: 8-29-79; deadline for applications: 7-1-79. Affirmative Action/Equal Opportunity Employer. Send resume, transcript, references to: Dr. Robert T. Ramsey, Department of Communication, Box 3048, Stephen F. Austin State University, Nacogdoches, TX 75962.

**Broadcast Faculty Member/Director** of Audiovisual Services for a small (650 students) liberal arts college starting August 1. Tenure track position involves teaching audio and video production courses, supervising production facilities and directing the audiovisual department. Minimum requirements include a master's degree in a related field and ability to repair audiovisual equipment. Send letter, resume and names and phone numbers of three references to Dr. Michael L. Turney, Chairman, Communication Department, Clarke College, Dubuque, IA 52001 before May 28. Affirmative action, equal opportunity employer.

**Glassboro State College** seeks Instructor or Assistant Professor to teach courses primarily in television production with possibility of some film courses. Professional experience and appropriate terminal degree required. Contact: Richard J. Ambacher, Jr., Chairman, Communications Department, Glassboro State College, Glassboro, NJ 08028. An equal opportunity employer.

### WANTED TO BUY EQUIPMENT

**Wanting 250, 500, 1,000 and 5,000 watt AM FM** transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512—723-3331.

**Instant Cash For TV Equipment:** Urgently need transmitters, antennas, towers, cameras, VTRs, color studio equipment. Call toll free 800—241-7878. Bill Kitchen, Quality Media Corporation (In Georgia, call 404—324-1271.)

**Chyron IIIB.** Eric Address 215—543-7600.

**We need Film Cameras,** 16mm or 35mm, Lenses, Accessories, Editing Equipment, etc. Call Milt Gross, 305—949-9084.

**RCA BTA-1MX** or equivalent AM Transmitter. Will consider others. WRXB St. Petersburg, FL 33712. 813—864-1515.

### FOR SALE EQUIPMENT

**AM and FM Transmitters**—used, excellent condition. Guaranteed. Financing available. Transcom, 215—379-6585.

**5" Air Hellax Andrews HJ9-50.** Can be cut and terminated to requirement. Below Mfgs Price. Some 3" also available. BASIC WIRE & CABLE 860 W. Evergreen, Chicago, IL 312—266-2600.

**Towers**—AM-FM-Microwave-CATV & TV. New and used. Terms available. Tower Construction and Service. 904—877-9418.

**Hitachi FP 1010 Color Camera** with Saticon tubes. Includes 10:1 f1.8 zoom lens, ITE cam-link head, elevator tripod and dolly, and custom cases. This is an excellent camera with very few hours on it for sale at half the original cost. 415—841-4810.

**For Sale—New Unused:** Complete Harris Model TAB-6H-6 Bay Superturndial Antenna, 46 feet in height, tuned to Channel 8 181.25 to 185.75 MHz. Specially priced \$30,000. Contact Gil Schneider or Eddy Smith, PO Box 1941, San Angelo, TX 76902 or call 915—655-7383.

**GE PE-350 Color Cameras:** Excellent condition. 3 Available, \$8,000 ea.

**RCA TR-4 Hi-Band VTRS.** New heads, good condition, 2 Available \$16,000 ea.

**GE 12KW UHF Transmitter:** Ideal for new station, good condition, \$14,000.

**GE-PE-250 Color Cameras:** Includes lens, cables, CCU's, 2 Available \$3,000 ea.

**IVC 500A Color Cameras:** With all accessories, excellent shape, \$7,000 ea.

**RCA TK27B Film Camera:** Available with TP15 Multiplexer \$22,000.

**RCA TP86 Film Camera:** Good condition \$10,000.

**GE PE 240 Film Camera:** Excellent Condition \$8,000.

**New Lenco Terminal Equipment:** Discount prices, fast shipment.

We will buy your used TV equipment. To buy or sell, call Toll Free 800—241-7878, Bill Kitchen, Quality Media Corporation. In GA call 404—324-1271.

**Coaxial Cable 420 Ft.** length of Cablewave HCC-300 50J 3 1/8" Line. New, in factory carton with new warranty. With connectors. Wholesale price \$4,500. Call Toll Free 800—241-7878 Mr. Kitchen. In GA call 404—324-1271.

**Five 3M Analog Drop Out Compensators** Brand new, never been used. Call 312—348-4000.

**2 Hitachi 1000P plumbicon studio cameras,** 75' cables, 10x1 EBC lenses. Low time, excellent condition. \$12,000 complete. Contact Bob Featherly, Dow Chemical Co. Midland MI 517—636-5783.

**Two (2) RCA TG-3 Sync Generators.** Phone 202—686-5895.

**One (1) RCA TK-27 Film Camera** with TP-8 Multiplexer and Pedestal, TP-8 slide projector and TP-16 mm projector. 202—686-5895.

**Parts available for RCA BTA 5F transmitters,** very complete selection. Les Kleven, KBHB, Sturgis, SD 605—347-4455.

**Schafer Model 903** computerized automation system with ITC reel to reel playback units (4), 3 Schafer audiofile units, 3 ITC cartridge playback units, 2 of which are set up for time announce. Extel logger printer teletype encoder, SMC 25 hertz tone generator ... system is capable of stereo operation and also has studio manual control unit. Contact: Dennis Ihl 307—324-2711.

**FOR SALE EQUIPMENT  
CONTINUED**

**VR2000B Amtec**, Colortec, Valcomp, D.O.C., Auto Chroma 1058 Editor 1065 Editec—2 Heads, \$45,000. John Weigand, KFMB-TV, PO Box 80888, San Diego, CA 714—292-5362, Ext. 224.

**Tower, HD 36 inch** triangular, 320 feet, lighted, 1—803—943-2443, Box 293, Hampton, SC 29924.

**Andrew Type FHJ2-50A heliack** 3/8 inch. Three 900 ft. lengths. 10 years old. \$1000 or best offer. RCA BTA-250K 250 watt AM transmitter. \$500 and you haul. Gary Liebisch, Chief Engineer, WSPA-AM, Spartanburg, SC 803—585-9500.

**FM Transmitters (Used)** 20 KW, 15 KW, 10 KW, 7.5 KW, 1 KW. Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701, 314—334-8097.

**Transmitters (Used)** 10 KW, 5 KW, 1 KW, 250 W. Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701, 314—334-8097.

**Priced to sell.** Five each, 3M-D2000 Character Generators, 3M-210 Sync/Color Bar Generators, Electrohome EVM-910R Rack Nine inch B/W Monitors with audio added. Mint condition. Box E-151.

**COMEDY**

**Free sample** of radio's most popular humor service! O'LINERS, 366-C West Bullard, Fresno, California 93704.

**Guaranteed Funnier!** Hundreds renewed! Freebie! Contemporary Comedy, 5804-B Twineing, Dallas, TX 75227.

**Comic Relief.** Funny, bi-weekly comedy service. Only \$28 yearly. Free sample. Whilde Creative Services, 20016 Elkhart, Harper Woods, MI 48225.

**PUBLICATIONS**

**How to Write for TV News.** 32 page booklet. \$1.00 Box 5209, San Francisco, CA 94101.

**MISCELLANEOUS**

**Artist Bio Information,** daily calendar, more! Total personality bi-weekly service. Write (on letterhead) for sample: Galaxy, Box 20093-B, Long Beach, CA 90801. 213—438-0508.

**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.

**Custom, client jingles** in one week. PMW, Inc. Box 947, Bryn Mawr, PA 19010. 215—525-9873.

**Original Jingles,** comedy spots, and music background by Dirty Lips Productions. Complete studio facilities. 111 Presidential Blvd., Bala Cynwyd, PA 215—667-1003.

**Radio and TV Bingo.** Oldest promotion in the industry. World Wide Bingo—PO. Box 2311, Littleton, CO 80160, 303—795-3288.

**INSTRUCTION**

**Free booklets** on job assistance. 1st Class FCC license and D.J.-Newscaster training. A.T.S. 152 W. 4th St. N.Y.C. Phone 212—221-3700. Vets benefits.

**1979 "Tests-Answers"** for FCC First Class License Plus—"Self-Study Ability Test". Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348-B, San Francisco, 94126.

**REI teaches electronics** for the FCC first class license. Over 90% of our students pass their exams. Classes begin June 18 and July 30. Student rooms at the school. 61 N. Pineapple Ave., Sarasota, FL 33577, 813—955-6922.

**First Class FCC License** in six weeks. Contact Elkins Radio License School, PO. Box 45765, Dallas, TX 75245. 214—352-3242.

**RADIO**

**Help Wanted Sales**

**Move up  
to a major market  
and major facility!**

WLKW AM & FM, No. 1 in Providence, has an Account Executive opening now!! Send resume ASAP to Pete Vincelette. EOE.

**Help Wanted News**

**NEWS DIRECTOR**

To Direct Five-Person Staff  
This Is a Pace-Setting Station  
In Broadcast Journalism

KSTT, INC.  
P.O. Box 3788  
Davenport, IA 52808

**Help Wanted Management**

**PROGRAM DIRECTOR**

We are a growing broadcasting company looking for a program director for our AM/FM combination in the booming Reno, Nevada market. Besides being experienced and knowledgeable about all aspects of contemporary programming this person must be interested in assuming general manager's duties within a year's time. If you are that person please contact us. Mortimer Broadcasting Company, PO Box 332, Pacific Palisades, California 90272.

**Situations Wanted Management**

**STATION SOLD.**

V/P & General Manager available after June 15th, 1979 Expertise: Religious & Classical Music formats. Investment opportunities considered. Box E-132.

**Help Wanted Announcers**

**DON'T SEND A TAPE!!**

Unless you're an experienced AM drive jock, you love mornings, you know how to relate to an adult contemporary audience, you want to become involved in the community and make a home here. Mature voice and creative production skill a must. Tape/resume/references to Cliff Blake, PD, 14Q, 34 Mechanic Street, Worcester, Mass. 01608 EOEM/F. A Park City Communications Station.

**IMAGE BUILDER**

18 years station management with emphasis on Public Affairs. Strong oral and written communicator with major-market and industry recognition. Creative but pragmatic bottom-line operator with strong service philosophy. Ideal community relations Director for group or independent. Sunbelt preferred, but all replies answered. Box E-131.

**B. MARC SOMMERS**

Seeking association with company desiring market domination. Medium to major markets.

Box E-144

**AIR PERSONALITY**

with at least five years experience in medium or major market. Bright, interested and interesting. Send tape and resume (no phone calls, please) to:

Jay Cook  
Program Director  
WFIL Radio  
4100 City Line Ave.  
Phila., PA 19131

EOE

**GENERAL SALES MANAGER**

... with eight years of MAJOR MARKET management experience with one company. Abilities to develop, motivate and lead. Extensive retail, agency and national sales success. Knowledge of how to use the right media tools in any kind of situation. Excellent personal and business references. Box E-42.

**Situations Wanted News**

Does anybody need a play-by-play man?

Box E-154

**RADIO MANAGEMENT**

23 years in broadcasting. The past ten in aggressive management. Expense control, audience development, license renewal, agency, rep., & street sales, station owner, etc. Available at once. Jack A. Carpenter 801 Silverwood Tr. North Little Rock, Ar. 72116. (501) 771-1168

**BEACH AREAS ONLY**

THOROUGHLY EXPERIENCED RADIO/TV PROFESSIONAL AVAILABLE JUNE 15.

More than 20 years of doing it all: Phone/talk show moderator, interviewer, news anchor, weather radio PD, music show host. The very best is available to your TV/Radio station at the beach (Southeast preferred). Fringes-conditions-perks more important than salary (No 6-day weeks or screamers, please!). Tapes, resume, references upon request but I prefer to come (at my own expense) and communicate with you personally. If you want a really dependable pro, don't delay—call now: Bob Koolage, 1 Asheville St., Wrightsville Beach, NC 28480 (919) 256-9223.

## TELEVISION

### Help Wanted Management

#### Director of Media & Instructional Services and General Manager

KUAT-TV-AM-FM

the University of Arizona invites application for the director of media and instructional services, and general manager of KUAT. Must have proven managerial ability thorough knowledge of public broadcasting, and ability to provide creative leadership for all media and instructional activities. Letters of application and complete resume should be sent to:

Dr William Noyes  
103 Administration Bldg  
University of Arizona  
Tucson, Ariz 85721

An equal opportunity, affirmative action title IX, section 504 employer

### Help Wanted Technical

#### ENG TECHNICIAN

MIAMI TV Station has openings for Technicians for its expanding Tech Ops Dept. Must be familiar with micro wave equipment and capable of maintaining ENG gear (sony-u-matics, recorders and mini-cams.) 1-2 years experience and FCC first required.

Send resume to Manager of Employment  
PO Box 010787  
Miami, Florida 33101  
Equal Opportunity Employer M/F

#### CENTRAL DYNAMICS LTD.

Expansion of our Engineering group in Montreal has created several new openings. These include analogue and digital video circuit design, requiring several years' experience. Phone or send resume in confidence to:

Jens Laursen  
V.P. Engineering  
Central Dynamics Ltd.  
147 Hymus Blvd.  
Pointe Claire, Que. H9R 1G1  
Tel: 514-897-0810

#### VITAL HAS A FUTURE FOR YOU

Dynamic growth opportunities for video engineers with experience in video switching systems. Enjoy Florida living. Work for hi-technology company. Send resume to: Dale Buzan, Vital Industries, Inc., 3700 N.E. 53rd Avenue, Gainesville, Florida 32601.

### Help Wanted News

#### TOP 50 MARKET STATION

in Southeast seeks imaginative, creative assignment editor with a solid news background. Substantial news experienced required. Box E-133.

## Help Wanted News Continued

#### NEWS DIRECTOR POSITION AVAILABLE

WINK TV, Channel 11, the CBS affiliate in Fort Myers, Florida, is seeking a highly qualified individual to fill the position of news director. Individuals seeking the position should possess a minimum of 3 to 5 years experience as news director and a demonstrated record of achievement in all aspects of news administration, production and operation. Deadline for applicants is June 10. Send resume to: Bob Doty, V.P. and General Manager, WINK TV, PO Box 1060, Ft Myers, Florida 33902.

#### TV NEWS ANCHOR

West Coast Network Affiliate seeks experienced news anchor for early-late news. Excellent compensation and fringe benefits. Send resume and qualifications to Box E-57.

Equal Opportunity Employer



#### CO-HOSTS

Needed for this innovative program. Previous performing and writing experience is desirable, but dedication and ability to work as part of a team are required. Resume and cassette should be mailed to Gene Walsh, PD., WXEX-TV, PO. Box 888, Richmond 23207. ABC affiliate; owned by Nationwide Communications; an equal opportunity employer.

#### REPORTERS ANCHOR PEOPLE MAGAZINE HOSTS

DO YOU HAVE A CHARMING PERSONALITY & FANTASTIC PRODUCING SKILLS?

DO YOU LOVE WORKING IN THE FIELD WITH MINI-CAMS?

DO YOU LOVE PEOPLE?

If so, you are what we're looking for. We're a major group of stations looking for on-air talent for prime time access magazine strips in the top ten markets. Send your resume to Box E-141.

Equal Opportunity Employer, M/F All responses will be kept confidential.



#### WJAR-TV

PM Magazine, Providence, Rhode Island, has openings for the following: producer, production assistant, 2 co-hosts, and 4 feature reporters:

Send resume to Robert Thistle, Executive Producer, PM Magazine, 176 Weybosset Street, Providence, Rhode Island 02903. An Equal Opportunity Employer.

### Help Wanted Programing, Production, Others

#### PUBLIC AFFAIRS TRAINEE

Top-rated TV station in South Florida seeks a bright & aggressive individual with some TV experience but would like to develop a career in public affairs. Emphasis on production, writing, research & narration. Send resume in confidence to:

Manager of Employment  
PO Box 010787 Miami, Fla. 33101  
Equal Opportunity Employer M/F

#### Graphics Designer/Illustrator

Design, illustrate and produce a variety of visual material for television presentation and printed publications. Will construct and paint scenes and props. Experience working with power tools and working knowledge of 35mm photography desirable. Requires one year college or art school training in graphics design or equivalent and one year experience as graphics illustrator or equivalent. Two years full time professional experience may substitute for college or art school work. Closing date for application June 4, 1979. Contact Juan Moncada, University of Washington Staff Employment Office, 1415 N.E. 45th, Seattle, Washington 98105.

Equal Opportunity Affirmative Action Employer

### Help Wanted Sales

#### SALES REPRESENTATIVE

— Due to expanding sales —

A leading manufacturer of Television Broadcast and Post Production equipment has openings for Sales Representatives for the Northeast and Mid-West Regions.

The company has been in business for twenty years and has consistently led the industry in technical innovations in Switchers, Automation and VTR Editing.

The opening is a unique opportunity for personnel with technical sales experience in TV equipment 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: John Barker  
Vice President  
10 West Main Street  
Elmsford, New York  
10523

**Help Wanted Sales  
Continued**

**MARKETING SALES  
EXECUTIVES**

The Television Bureau of Advertising (TvB) is seeking additional broadcasters as Marketing Sales Executives to cover various sales territories. Responsibility includes working with and for television stations and markets in the development of television dollars. Applicants must have previous broadcast sales experience at local stations and/or national reps. Good salary, good benefits and outstanding challenge and opportunity. Resumes only-no phone calls-to Robert Lefko, Executive VP-Sales, TvB, 1345 Avenue of the Americas, New York, N.Y. 10019.

**Situations Wanted News**

**LATE 30's Anchorman**

would like a permanent shot at doing same in your shop. Sort of TV's Mike Royko. Wants Anchor plus interviewing, plus a chance to make a few ripples & ratings. Major markets only: 50K. Box E-149.

**CABLE**

**Help Wanted Management**

**NATIONAL  
DIRECTOR OF MARKETING**

Continental Cablevision is seeking an experienced professional to manage and develop its Marketing Division at the Company's corporate headquarters in Boston.

This individual will report directly to the Vice President/Marketing and will have primary responsibility for the management and administration of the Company's consumer marketing activities and for merchandising those activities within the Company's operating divisions.

The right individual for this position must possess strong managerial, leadership and people skills, be imaginative and creative in merchandising both the product and the capabilities of the division, and have a strong desire for personal growth. Corporate experience in management or marketing required for salary level of \$30,000 plus.

All inquiries will be held in confidence and answered promptly in writing. Send a detailed resume and salary history to:

Thomas P. Willett  
Vice President/Marketing  
Continental Cablevision, Inc.  
54 Lewis Wharf  
Boston, Massachusetts 02110  
An Equal Opportunity Employer

**ALLIED FIELDS  
Help Wanted Sales**

**REGIONAL SALES  
MANAGER**

Excellent growth opportunity with a leading manufacturer of television switching and terminal equipment. We're looking for aggressive, self-motivated individuals who can produce results for us in territories with high sales volume potential. Excellent salary and incentive program with superb benefits package. Send resume and salary history to:

Box E-156

**Help Wanted Sales Continued**

**Sales Manager**

Broadcasting Publications Inc. is accepting applications for a position as Southern Sales Manager. Successful applicant will sell and service advertising space clients from Maryland to Florida, and west to Texas.

Background in broadcasting profession helpful but not required. Sales experience and/or desire to sell essential, with prime importance placed on ability to organize, plan and produce sales with a minimum of over-the-shoulder sales supervision. Excellent growth opportunity for the right person.

Starting compensation based on experience and ability. Outstanding company benefits.

Qualified applicants should send a job resume, including salary requirements, to:

David N. Whitcombe  
Director of Sales and Marketing  
Broadcasting Publications Inc.  
1735 DeSales St., NW  
Washington, DC 20036

**ACCOUNT EXECUTIVE**

Arbitron's New York office has an immediate opening for a Salesperson to call on television broadcasters and broadcasting representatives. We're looking for an outstanding individual with 3-5 years experience in the broadcast sales/research field. If you are a self-starter and don't mind travel, send your resume and salary history to:

Personnel Director

**THE ARBITRON COMPANY**

 a research service of  
CONTROL DATA CORPORATION

1350 Avenue of the Americas  
New York, New York 10019

An Affirmative Action Employer M/F

**Help Wanted Management**

**V.P. Group Head**

Major Media Acct. Some creative, small agency. Communications/ Agency/NYC background necessary. 25-35M.

Box E-152

**Consultants**

Bankers Trust Company, a \$28 billion institution, has a team of seven specialists offering to TV and radio owners a unique financial and advisory service:

- Mergers
- Acquisitions
- Divestitures
- Private Placements
- ESOT's
- Lease Financing
- Management Consulting

Minimum transaction level \$2 million.

Initial, confidential consultation anywhere in the United States at no charge. Call collect: Richard J. Berman, Vice President, Bankers Trust Company, 280 Park Avenue, New York, N.Y. 10017, telephone (212) 692-2301.

**Miscellaneous**



**PROMOTION IDEA NEWSLETTER**

Promotional ideas from broadcasters that work. Both radio and TV. 10 solid ideas per issue, plus more...

\$40.00 — 12 issues  
\$25.00 — 6 issues  
\$5.00 — sample issue

Promotion Idea Newsletter  
304 Union Arcade Building  
Davenport, Iowa 52801

**COMPUTER BILLING  
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for under \$10,000

Data Processing Service  
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**SOUTHWESTERN  
PROGRAMMING  
SERVICE**

(602) 957-0674

# EXCUSES, EXCUSES.

**It's not programming.  
It's not the economic climate.  
It's not the market or the nature  
of the medium that keeps most  
stations' gross below the  
local hamburger entrepreneurs'.  
It's sales training, the lack of.**

What passes as sales training is indoctrination: learning a station's operations procedures; how to write and process an order. Not how to get one.

The School of Hardknocks is a bygone tradition. It's no way to give sales a good swift kick in the charts. It breeds order-taking, off-ratecard selling.

### No place for amateurs.

Advertising is too competitive; too expensive to rely on seat-of-the-pants representation. Retailing advertising time requires expertise in all media. It takes tools and techniques not ordinarily available to small and medium market stations.

### The Big Mac Syndrome.

So maybe you do have an excuse. For the fact is, no individual station has the time nor the resources to train a professional time-selling staff. Which helps explain why 7000+ radio stations can't outgross 5000+ hamburger stands (MacDonald's).

Clearly what this industry needs is a sales training center—its own Harvard Business School—where a station can send its up-and-comers to learn "Consultant Selling," the highest and most successful form of time-selling.

Such a facility is now a reality in Los Angeles—has been, for two years now. It's the KiiS Broadcasting Workshop's pace-setting AE program. This may come as news because the facility has kept a low-profile till the first graduates had a chance to show their stuff.

### The bottomline is outta sight.

Our graduates are averaging \$20K+ their first year out—working in small to medium markets. Many are Sales Managers already; some GMs. After hiring a KiiS-trained AE, some stations have doubled their previous year's gross. Not bad for starters. We must be doing something right.

To find out what exactly, talk with Kersh Walters, Chairman of the AE training program. He'll tell you about the curriculum, the hands-on teaching method, the line-up of instructors (all top-hands), the cost and timing, and more results our graduates have produced—complete with names and phone

numbers of station owners employing them. Kersh's number is (213) 462-5600. Or write, KiiS Broadcasting Workshop AE Training Division, 1220 N. Highland, Hollywood, CA 90038.



Ask him.

# meet your next big opportunity here

The only way to get ahead in broadcasting is to move ahead. Well, finding the right station with the right opportunities for you isn't the easiest task. In fact, it's downright impossible. That's where *Media Placement Systems* comes in. Through computer technology, they can match you up to that perfect station; the one that may mean the next big step in your career. The broadcast industry is growing daily and the job market is



expanding rapidly. At the same time, station managers want the right people. *Media Placement Systems* makes sure your name and qualifications are right there in the decision makers hands.

Sound good?! To find out more, fill out the coupon below or call for immediate listing. It could be your next big opportunity!

P.O. Box 4366 • Santa Barbara • CA • 93103  
805 • 684 • 3066

Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

**MEDIA  
PLACEMENT  
SYSTEMS**

## \$2,000,000.00

**IN SALARIES PLACED  
IN BROADCAST ENGINEERING  
and TECHNICAL SALES PERSONNEL**

We specialize in the placement of well qualified technical people for Television & Radio Stations, Industrial Video Systems, Manufacturers & Production facilities. All locations coast-to-coast, all levels & positions. Nationwide Data Bank for Employees & Employers. No fee to applicant—professional, confidential. Employee & Employer inquiries invited. Phone/Resume Alan Kornish.

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NEW BRIDGE CENTER KINGSTON, PA. 18704  
(717) 287-9635

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L** **BROADCASTER'S  
ACTION LINE**  
The Broadcasting Job you want  
anywhere in the U.S.A.  
1 Year Placement Search \$25.00  
Call 812-889-2907  
R2, Box 25-A, Lexington, Indiana 47138

**MANAGEMENT**  
In search of Broadcast Promotion Talent? Promotion Pro ready for a change? Send job specifications and/or resume to the Broadcasters Promotion Association Employment Bureau, c/o Box Q-45.

### Radio Programming



**LUM and ABNER**  
5 - 15 MINUTE  
PROGRAMS WEEKLY  
**Program Distributors**  
410 South Main  
Jonesboro, Arkansas 72401  
Phone: 501-972-5884

**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



**Business Opportunity**

**BUSINESS OPPORTUNITY**



**THE PERFECT PRINT MEDIA**

- Provides source for print media income
- Cross promote your station
- Eliminate FCC red tape
- Largest circulated "FREE" T.V. Schedule in S.E.
- Complete training program
- Protected distribution area

Call or Write  
 T.V. Tempo, Inc.  
 387 Old Commerce Rd.  
 Athens, Georgia 30601  
 (404)-546-6001

**Radio Surveys**

**7,000 RADIO INDEX Reports**

have been published over the past five years for 56 Top 100 markets. Now, RADIO INDEX Overnights and Newspaper Readership Studies are available to Small Market America. Order one-a-month or one-a-year, by calling TOLL FREE:

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<b>(800) 528-6082</b>	<b>(602) 242-6800</b>

**For Sale Equipment**

**FOR SALE**

60 KW UHF  
 RCA TRANSMITTER  
 WITH SPARE KLYSTRON

CONTACT  
 MAX BERRYHILL  
 WTVX  
 305-464-3434

**Public Notice**

**PUBLIC NOTICE**

The Village of Garden City has extended the time limit for filing applications for a cable television franchise. Applications, prepared in accordance with the Request for Proposals, will continue to be accepted until June 22, 1979.

Fred J. Davis  
 Superintendent of Building Dept.  
 Incorporated Village of Garden City  
 351 Stewart Avenue  
 Garden City, New York 11530

The Board of Directors of National Public Radio will meet in regular session on Thursday, May 24, 1979, at 2:30 p.m. in the Ticonderoga Room of the Hyatt Regency Washington, 400 New Jersey Avenue, N.W., Washington, D.C. Subject to amendment, the agenda includes: Chairman's Report, President's Report, reports from board committees on Audit/Compensation, Long-Range Planning & Legislation, Membership, Programming and Technology & District. The board will also consider the proposed FY 80 NPR Budget.

For information concerning this meeting, please contact:  
 Ernest T. Sanchez  
 General Counsel  
 National Public Radio  
 2025 M Street, N.W.  
 Washington, D.C. 20036  
 (202) 785-5369

The Annual Meeting of the Membership of National Public Radio will take place at 1:00 p.m. on Wednesday May 23, 1979, in the Regency Room of the Hyatt Regency Washington, 400 New Jersey Avenue, N.W., Washington, D.C. Subject to amendment, the agenda includes: Chairman's Report, President's Report and Treasurer's Report.

For information concerning this meeting, please contact:  
 Ernest T. Sanchez  
 General Counsel  
 National Public Radio  
 2025 M Street, N.W.  
 Washington, D.C. 20036  
 (202) 785-5369

May 23-24, 1979, Public Broadcasting Service Executive Committee meeting, Hyatt Regency O'Hare Hotel, Chicago, Illinois. May 23, 6:30 p.m., report and recommendations of the public television system planning project. Meeting reconvenes May 24, 8:30 a.m. Open to the public.

**Wanted To Buy Stations**

Will purchase AM or FM  
 San Francisco Bay area  
 only

Walden Capital Corp.  
 303 Sacramento St.  
 San Francisco, Ca 94111  
 (415) 391-7225

**FM STATIONS WANTED**

Qualified principal looking for small to medium FM's in the West. If you are looking to sell free of brokers' fee, contact Box E-123.

**For Sale Stations**

**H.B. La Rue, Media Broker**

RADIO · TV · CMTV · APPRAISALS

West Coast:  
 44 Montgomery Street, 5th Floor-San Francisco, California 94104 415/673-4474  
 East Coast:  
 210 East 53rd Street, Suite 5D-New York, N.Y. 10022 212/286-0737

**LARSON/WALKER & COMPANY**  
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213/828-0385 Suite 214 11681 San Vicente Blvd. Los Angeles, CA. 90049	202/223-1553 Suite 417 1730 Rhode Island Ave. N.W. Washington, D.C. 20036
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**MEDIA BROKERS APPRAISERS**

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**DESERT.** Strong FM/AM in high growth market. \$2.75 million.

**SUNBELT.** AM in attractive market. \$1.5 million.

**Exclusive Listings**

**CALL**

Frank Calcagno or Brad Hart  
 (212) 692-2430 or (212) 692-2304

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 280 Park Avenue, New York, N.Y. 10017

**R.D. HANNA ASSOCIATES**

(formerly Holt Corporation West)  
**BROKERS-APPRAISERS-CONSULTANTS**  
**(214) 696-1353**  
 5944 Luther Lane  
 Suite 401 - Dallas, Texas 75225

**FOR SALE BY OWNER**

Full time 5kw AM, class A FM. Not in market, 50 miles from Wash., D.C., real estate. 1.25 MM cash. Principals only.

Box E-127

**Reggie Martin & Associates**

Profitable Va. FT AM \$185M terms.

Sm. VA mkt AM/FM adj. big mkt \$285M terms.

Maj. NC mkt FT AM 3x gross \$1.5 mil cash.

Booming Fl. coastal resort FT AM \$710M terms.

Call Ron Jones 804/758-4214  
 Box G-61 Locust Hill, Va. 23092

## For Sale Stations Continued



STATIONS				CONTACT	
W	Small	AM	\$135K	\$32K	Dan Rouse (214) 387-2303
MW	Small	AM	\$168K	\$49K	Warren Gregory (203) 767-1203
W	Medium	Fulltime	\$350K	29%	Bill Whitley (214) 387-2303
MW	Metro	Profitable	\$1.7MM	\$493K	Jim Mackinn (312) 323-1545
MW	Major	Fulltime	\$2.6MM	Cash	Bill Hammond (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

## Select Media Brokers

VA	Daytime	180K	Small
FL	Fulltime AM	170K	Small
NJ	Daytime	650K	Medium
VA	Daytime	425K	Medium
NC	Daytime	225K	Small
GA	Daytime	385K	Small
AL	Fulltime	635K	Small
	AM-FM		
NY	Fulltime AM	1MM	Major
TX	Daytime AM	630K	Medium
FL	Daytime	390K	Medium
SC	Daytime	180K	Small
LA	Daytime AM/	450K	Small
	Fulltime FM		
GA	Daytime	300K	Medium
PA	Daytime	350K	Medium
NC	Daytime	205K	Small
NC	Daytime	175K	Small
GA	Daytime	275K	Metro
GA	Daytime AM	340K	Small
	Fulltime FM		(Distress Sale)

P.O. Box 5, Albany, Georgia 31702  
(912) 883-4908

## RALPH E. MEADOR

Media Broker  
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Lexington, Mo. 64067  
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## BROADCAST OPPORTUNITIES

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ASSOC

- AM AND FM COMBOS IN SOUTHEAST
- NETWORK U.H.F. TV STATIONS
- CABLE SYSTEMS IN THE SOUTH AND NORTHEAST

MEDIA BROKER SPECIALISTS  
TV · RADIO · CATV

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PHONE (305) 561-9334

## HOLT CORPORATION

BROKERAGE - APPRAISALS - CONSULTATION  
OVER A DECADE OF SERVICE  
TO BROADCASTERS

The Holt Corporation  
Westgate Mall, Suite 205  
Bethlehem, PA 18017  
215-865-3775

- 1 kw AM in Southern Ga. Real Estate. \$250,000.
- AM-FM in Kentucky \$360,000. Terms.
- Eastern Georgia. 1kw Daytimer with very good coverage. \$420,000.
- AM/FM—Central Georgia. \$20,000 down. \$260,000.
- Southern Arizona. Fulltimer. Good county population. \$390,000. Terms.
- Southern California. Spanish. \$520,000.
- Central California. Daytimer. \$420,000.
- N.Y. covers more than one million people. Religious. \$1.2 million. Terms.
- North Central Texas. Daytimer. \$400,000.
- South Carolina AM/FM. 100,000 watts and powerful daytimer. \$1.15 million.

Let us list your station. Inquiries and details confidential.

BUSINESS BROKER ASSOCIATES  
615-756-7635 24 HOURS

## BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or money order only.  
(Billing charge to stations and firms: \$1.00).

When placing an ad, indicate the EXACT category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, etc. If this information is omitted, we will determine the appropriate category according to the copy. No make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy. All copy must be clearly typed or printed.

Deadline is Monday for the following Monday's issue. Orders and/or cancellations must be submitted in writing. (No telephone orders and/or cancellations will be accepted).

Replies to ads with *Blind Box* numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using *Blind Box* numbers cannot request audio tapes, video tapes, transcriptions, films or VTR's to be forwarded to BROADCASTING *Blind Box* numbers. Audio tapes, video tapes, transcriptions, films and VTR's are not forwardable, and are returned to the sender.

Rates: Classified listings (non-display) Help Wanted: 70c per word. \$10.00 weekly minimum. Situations Wanted: (personal ads) 40c per word. \$5.00 weekly minimum. All other classifications: 80c per word. \$10.00 weekly minimum. Blind Box numbers: \$2.00 per issue.

Rates: Classified display: Situations Wanted: (personal ads) \$30.00 per inch. All other classifications: \$60.00 per inch. For Sale Stations, Wanted To Buy Stations, Employment Services, Business Opportunities, and Public Notice advertising require display space. Agency Commission only on display space.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Word count: Include name and address. Name of city (Des Moines) or state (New York) counts as two words. Zip code or phone number including area code counts as one word. Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, etc. count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.

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KEITH W. HORTON  
COMPANY, INC.

P. O. Box 948  
Elmira, NY  
14902  
(607) 733-7138

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Consultants  
to the  
Communications  
Industry

# Fates & Fortunes

## Media

**Edward J. Koplar**, VP-programing, KPLR-TV St. Louis, appointed president. **Harold Protter**,



Koplar



Protter

VP-general manager, named executive VP-chief operating officer.

**Alan J. Bell**, area vice chairman of Group W, joins KTVU(TV) Oakland-San Francisco as general manager and VP of licensee of station, Miami Valley Broadcasting Corp. He succeeds William A. Schwartz, who was named president of broadcasting division of Cox Broadcasting, Atlanta (BROADCASTING, April 2). Miami Valley is owned by Cox.



Bell



Bouloukos

**Don P. Bouloukos**, general sales manager, WLS(AM) Chicago, appointed VP-general manager, succeeding Martin Greenberg, now president, ABC-owned FM stations (BROADCASTING, May 7).

**Ron Weston**, account executive, WINS(AM) New York, named director of ABC American FM Radio Network there.

Elected VP's, Scripps-Howard Broadcasting: **Edward Cervenak**, general manager of company's WEWS(TV) Cleveland; **Robert Regalbuto**, general manager of its WPTV(TV) West Palm Beach, Fla., and **James E. Smith**, assistant to president for sales at Scripps-Howard Cleveland headquarters.

**John T. Caldwell**, general manager of non-commercial WGBY-TV Springfield, Mass., joins noncommercial WTVS(TV) Detroit as president and general manager.

**John Page Otting**, VP-general sales manager, WEBN(FM) Cincinnati, joins WKLO(AM)-WCSN(FM) Louisville, Ky., as president and general manager.

**S. Richard Kalt**, VP of General Communicorp, New Haven, Conn., which owns WPLR(FM) there and WOMN(AM) Hamden,

Conn., appointed senior VP for sales and operations and general manager. **Gary Pease**, from Society National Bank of Cleveland, joins General Communicorp as VP for development and control.

**Robert Putnam Jr.**, VP-general manager, WBVM(AM)-WOUR(FM) Utica, N.Y., joins WLAD-AM-FM Danbury, Conn., as general manager.

**Ted Arnold**, VP-general manager, WHBF-AM-FM Rock Island, Ill., retires after 41 years with station.

**Joe Fife**, in advertising capacity with WONS(AM)-WBGM(FM) Tallahassee, Fla., appointed VP-station manager.

**James LeVitus**, president of Clarion Corp. of America, part of Clarion Co. Ltd., Tokyo based auto sound manufacturer, appointed president of American Subscription Television of California.

**Hugh F. Del Regno**, VP-director of business affairs, Metromedia Television, Los Angeles, joins Starr Broadcasting Group, owner of eight radio and two television stations, as VP-chief financial officer. He will be based in Los Angeles, when company moves from East Coast headquarters.

**Kenneth Meyer**, VP-personnel, Harcourt Brace Jovanovich, New York, joins Viacom International as VP-human resources.

**Charles Stephen Currie**, program-promotion manager, WDSU-TV New Orleans, joins KOIN-TV Portland, Ore., as broadcast operations manager.

**Robert P. Schuller**, general manager, WCMP-AM-FM Pine City, Minn., joins KEIN(AM) Great Falls, Mont., as station manager.

New officers, Concert Music Broadcasters Association: **Hal Rosenberg**, KFSD-FM San Diego, president; **John K. Major**, WFMT-FM Chicago, executive VP; **Maurice Loewenthal**, WTMI(FM) Miami, VP; **Robert Conrad**, WCLV(FM) Cleveland, secretary, and **Fred Miller**, WDCS(FM) Portland, Me., treasurer.

New officers, Dallas chapter of American Women in Radio and Television: **Susan Ziller**, Telerep, president; **Lynn Bovea**, KXTX-TV, VP and president-elect; **Kathy McCauley**, KCBN Advertising, recording secretary; **Wanda Tucker**, Katz, corresponding secretary, and **Sandi McQuality**, Tracy-Locke, treasurer.

## Broadcast Advertising

**Julian AvRutick**, formerly president and one of founders of Ammirati, Puris, AvRutick, which was at one time subsidiary of Young & Rubicam, named executive VP and director of marketing for Y&R USA and regional director for agency's Southern region. He will be based in New York.

**K. Kay Inouye**, VP-managing director of D'Arcy-MacManus & Masius, Los Angeles, elected executive VP. **David Allemeier**, senior writer, **Robert Houston**, senior art director, and **Stephen Jarvis**, art director, DM&M St.

Louis, named associate creative directors. **Maren Gibson**, production artist, Famous-Barr Co., joins DM&M in St. Louis as staff artist.



Inouye



Prins

**Marion L. Prins**, president of marketing-creative company, Marion L. Prins & Associates, Chicago, joins McCann-Erickson as executive VP-regional manager of McCann/Chicago.

**Allan Tractenberg**, account supervisor on Pepsi account, and **David Seal**, account supervisor on Lever account, BBDO, New York, elected VP's.

**Alan Sheldon**, VP-domestic business affairs manager, in charge of financial area of Young & Rubicam USA, New York, elected senior VP.

**Jay Levinson**, VP-account supervisor, Bozell

**"The person you describe is the person I'll deliver"**

Joe Sullivan

"Finding a first-rate executive isn't enough.

"You want the *right* one.

"Right for your company. Right for you.

"I understand your needs. I relate them to my own 18 years of executive responsibilities in media and communications. When you tell me what you want, I search out and deliver the right person.

"I know where to look. How to evaluate critically in terms of your specific preferences. And how to create the right climate for successful recruiting.

"You get an effective, knowledgeable, professional search. And you get exactly the person you're looking for."

**Joe Sullivan & Associates, Inc.**  
**Executive Search and Recruitment**

1270 Avenue of the Americas  
New York, New York 10020  
(212) 765-3330

& Jacobs, New York, joins Romano Berger & Wollman Advertising there as VP-director of media and marketing services.



Lunn

**William J. Lunn Jr.**, president of RC Cola USA, Chicago, joins Benton & Bowles as senior VP and general manager of Chicago office.

**Robert Barocci**, chairman and chief executive officer of Leo Burnett Ltd., London, named regional managing director for Europe, United Kingdom and

Canada. He will relocate to Burnett headquarters in Chicago, but date has not been set.

**Tom Scharre**, copy supervisor, Needham, Harper & Steers, joins Tatham-Laird & Kudner, Chicago, as associate creative director. **Rose Grodek**, broadcast buyer, D'Arcy-MacManus & Masius, joins TLK in same capacity. **Stephanie Mayes**, executive secretary, Chicago Advertising Club, joins TLK as print coordinator.

**Steven Murphy**, director of management services, and **Joseph Poulin**, director of sales research, both in sales strategy division of Blair Television, New York, named VP's. **Philip I. Kent**, marketing assistant in Blair's market development division, appointed to new post of director of marketing services. **Murray Berkowitz**, account executive with Blair's ABC-green team, and **Richard Morris**, ac-

count executive with NBC-green team, named assistant sales managers of respective teams.

**Kenneth MacQueen**, with Katz Television, New York, named VP of Katz Television Broadcast Group, coordinating planning and administrative activity of Katz American Television and Katz TV Continental. **JoAnn Levey**, spot media supervisor, Western International Media, Los Angeles, joins sales staff of Katz American Television there.

**Thomas Post**, from William Esty Advertising, New York. **Gerard Mulderrig Jr.**, from Telerep, New York, and **Daniel Wong**, from Storer Television Sales in Detroit, join HR Television II sales divisions, New York, red, white and blue sales teams, respectively. **Bob Hanson**, from HR in New York, transferred to white division in Chicago. **Joann Kelleher**, from Media Bureau, and **Jeff Stern**, from Mars Advertising in Detroit, join sales staff of HR Television in Chicago. **Kitty Gillooly**, broadcast buyer from Campbell-Ewald, joins HR Television in Detroit.

**Michael Velazquez**, account executive, ABC-TV Spot Sales, Los Angeles, transferred to New York in same capacity.

**Deanna Harris**, account executive, WEEI(AM) Boston, joins CBS Radio Spot Sales, San Francisco, as account executive.

**Ronny Wach**, research analyst, Metro TV Sales, New York, joins Top Market Television there as research-planner for Post-Newsweek stations WDIV(TV) Detroit and WJXT(TV) Jacksonville, Fla.

**Pamela Caldwell**, senior broadcast buyer, Clinton E. Frank, joins Pro Radio, Chicago, as account executive.

**Richard W. Chapin**, president, Stuart Broadcasting, Lincoln, Nebr., named chairman of the Radio Advertising Bureau state liaison committee, which will coordinate appearances of radio executives at state broadcasters association meetings at which RAB's new advertising campaign will be explained (BROADCASTING, May 14).

**F. Patrick Duffy**, account executive, KABC(AM) Los Angeles, appointed sales manager.

**Rod Whisenant**, account executive, KHOU-TV Houston, named local sales manager.

**Debbie Gilstrap**, national sales manager, KLAZ-AM-FM Little Rock, Ark., named general sales manager.

**Kristina Karavitis**, account executive, KRTH(FM) Los Angeles, named local sales manager. **Hal Merrill**, account executive, KTLA(TV) Los Angeles, and **Michael Sonberg**, account executive, KNX-FM Los Angeles, join KRTH as account executives.

**Allen R. Shaw**, general manager, WAIV(FM) Jacksonville, Fla., joins Florida Network, Orlando, as director of sales.

**Jim Tiller**, from WOHN(AM) Herndon, Va., joins WRAL(FM) Raleigh, N.C., as sales manager.

**John Paul Jones**, general manager, WNCT-AM-FM Greenville, N.C., joins WNAX(AM) Yankton, S.D., as national sales manager.

**Joyce Malament**, account executive in market development for NBC, New York, and **Richard Brown Jr.**, development officer for noncommercial WETA-FM-TV Washington, join WPIX-FM New York as account executives.

**Cheryl G. Kerns**, in retail sales development department of Gateway Communications, Altoona, Pa., named account executive for Gateway's WTJ-TV Altoona.

**Bernard Black**, sales and marketing director for national management research firm, Roth Young of Miami, joins WINZ(AM) Miami as account executive.

**Phyllis Johnson**, from KFNB(FM) Oklahoma City, joins sales team of KEBC(FM) there.

**Wanda Wagner**, from Reading (Pa.) *Merchandise*, joins WRFY-FM Reading sales department.

**Lisa Fitzsimmons**, graduate, University of Maryland, College Park, joins WASH(FM) Washington as sales assistant.

## Programing

**Mary Alice Dwyer**, director of daytime and children's programs, NBC Entertainment, New York, named VP-children's programs.

**Scott M. Siegler**, program executive for NBC-TV, joins CBS Entertainment, Los Angeles, as director of dramatic program development.

**Andrew Susskind**, from Talent Associates, Los Angeles, joins Time-Life Television there as director of comedy development.

**E.A. Bowen**, VP-finance and administration, 20th Century-Fox Film Corp., Beverly Hills, Calif., named senior VP.

**Ron Roth**, VP-movies and long form development for Columbia Pictures Television, Burbank, Calif., becomes contract producer for CPT. **Ollie Hesketh**, promotion manager, WKBS-TV Burlington, N.J. (Philadelphia), joins CPT Distribution in Burbank as director of advertising and sales promotion.

**Warren Lieberfarb**, VP of Lorimar Productions, Burbank, Calif., appointed senior VP responsible for advertising and publicity departments.

**John Olds**, from Allied Artists, joins Buena Vista Distribution, Walt Disney company, as Pacific Coast district manager.



Friedman

**Steve Friedman**, associate producer of NBC-TV's *Today*, based in Los Angeles, named producer of series in New York.

**Jay Garfinkel**, associate program producer for *Evening Magazine*, KYW-TV Philadelphia, appointed executive producer of programing. **Russ Stanton**, creative director, WHNT-

TV Huntsville, Ala., joins KYW-TV as story producer for *Evening Magazine*.

**David Simon**, program manager, WKBD-TV Detroit, joins WTTG(TV) Washington as program director.

**Sally Ihne**, instructional services consultant for community colleges in Iowa Department of Public Instruction, joins Iowa Public Broadcasting Network, Des Moines, as director of educational services.

**Dan Kruse**, program director, WVNH(AM) Salem, N.H., joins WCGY(FM) Lawrence, Mass..

# SYNCOM

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cable properties.

as production manager and air personality.

## News and Public Affairs

**Charles Kaye**, freelance writer in New York and former news director for WHN(AM) there, joins WINS(AM) New York as news director.

**Robert J. Jordan**, executive news producer, WBZ-TV Boston, appointed assistant news director, succeeding Don Ross, who became news director (BROADCASTING, May 7).

**Sandy Gilmour**, reporter for KUTV(TV) Salt Lake City, named NBC News correspondent based in Houston.

**Don Porter**, general assignment reporter, KGW-TV Portland, Ore., named Washington bureau chief of King Broadcasting, licensee of station.

**Charles Munro**, executive producer, 11 p.m. news, WXYZ-TV Detroit, named executive producer of all news for station.

**Dan Medina**, from KMOL-TV San Antonio, Tex., joins KXAS-TV Fort Worth as reporter. **Robert King**, news producer, WPVI-TV Philadelphia, joins KXAS-TV in same capacity.

**Steve Dawson**, investigative reporter, WTLV(TV) Jacksonville, Fla., joins WCKT(TV) Miami as assistant producer and reporter.

**Don Clouston**, from KAYS-TV Hays, Kan., joins KTSB(TV) Topeka, Kan., as general assignment reporter and weekend sports anchor. **James Hall**, from WREN(AM) Topeka, joins KTSB as weekend weather reporter.

**Barbara Bernhard**, former reporter for National Public Radio's *All Things Considered*, joins noncommercial KUOW(FM) Seattle as news director.

**Bill Gallagher**, recording engineer for Greater Media's Magic Music syndication and newscaster for co-owned WPEN(AM) Philadelphia, joins WILM(AM) Wilmington, Del., as anchor.

## Promotion and PR

**Ilene Amy Berg**, supervisor of broadcast publicity, ABC Public Relations, East Coast, New York, named manager of broadcast publicity.

**Ron Crowe**, promotion manager, KXAS-TV Fort Worth, joins KHOU-TV Houston in same capacity.

**Cortland Anderson**, executive VP, Corporation for Public Broadcasting, Washington, joins Washington Post Co. there as VP-corporate affairs. He succeeds **John M. Dower**, corporate VP for public relations, who is retiring after 16 years with company.

**Cathy Czerwinski**, on-air producer-writer, WXYZ-TV Detroit, named assistant director of creative services.

## Cable

**John Calvetti**, president of Prism, regional pay television network, Philadelphia, resigns. **Lou Scheinfeld**, president of Prism from its inception in 1976 until 1978, who has been handling special projects for Spectacor, parent company of Prism and WIOQ(FM) Philadelphia, becomes interim president of Prism until successor is named.

**Robert Gross**, national launch manager for Tele-Communications, Denver, named national field manager of Showtime Entertainment, New York.

**Julian (Jay) Rush Jr.**, legal adviser to bureau chief, Cable Television Bureau, FCC, Washington, joins Horizon Communications Corp., Evansville, Ind.-based cable television company, as general counsel and corporate secretary.

**Stephen Miller**, from Warner Cable, Martinsburg, W. Va., joins GTE Sylvania, CATV operations, as sales engineer for north central region.

## Broadcast Technology



Harper

**John D. Harper**, former chairman and chief executive officer of Aluminum Co. of America, Pittsburgh, elected chairman of Communications Satellite Corp., Washington. Harper has been vice chairman of Comsat since January, and succeeds retiring **John H. McConnell**, who will continue as

director.

**Dr. Robert Cooper**, director of NASA's God-

dard Space Flight Center in Greenbelt, Md., appointed VP-engineering of Satellite Business Systems, McLean, Va.

**Elizabeth Sauter**, with professional products department of Sharp Electronics, Paramus, N.J., named sales administrator.

**David Hudson**, director of engineering, Far East Broadcasting Co., joins staff of Hammett & Edison, consulting engineers in San Francisco.

## Allied Fields

**Robert O. Mahlman**, vice president and general manager, ABC Radio Network, resigned to form own consultancy firm, Robert L. Mahlman Inc., Bronxville, N.Y., with early client RKO Radio Network (BROADCASTING, May 14).

**William D. Garrison Jr.**, formerly assistant director of State of North Carolina's Washington office, has been named director of congressional relations and public affairs of National Telecommunications and Information Administration.

**Carolyn Lewis**, associate professor, graduate school of journalism, Columbia University, New York, appointed by President Carter to serve on special commission to investigate Three Mile Island nuclear power plant accident. Lewis was reporter for United Press, broadcast services, *Washington Post* and National Public Affairs Center for Television for 25 years before becoming professor.

**Patricia Liguori**, research market specialist, Major Market Television, New York, joins Arbitron Television there as client service representative. **Cathy Darnley**, sales assistant for Katz Agency in Los Angeles, joins Arbitron Radio Station Sales there as client service representative.

**Richard Zimmerman**, formerly with Maine Public Broadcasting Network, joins Instructional Communications Center, University of Louisville (Ky.), as producer-director.

## Deaths

**Hugh N. Boyd**, 67, board and editorial chairman of Home News Publishing, New Brunswick, N.J., died May 13 at Princeton Medical Center in Princeton, N.J., of injuries from fall nine days earlier. Home News is licensee of WKPT-AM-FM-TV Kingsport, Tenn., WRKI-AM-FM Brookfield and WSWG(AM), Torrington, both Connecticut, and WEVU(TV) Naples, Fla. Survivors include his wife, Martha, and son, William M., publisher and president of company.

**Anita L. Altobello**, 47, former manager of WAVA(FM) Washington, died May 3 at her home in Vienna, Va., of cancer. She worked for Arthur W. Arundel Enterprises, communications firm, in early 1960's and was named manager of WAVA in 1976 when it was owned by Arundel. She retired less than a year later because of sickness. Survivors include her mother, brother and three sisters.

**Joe M. Morales**, 51, program director, KLVL(AM) Houston, died May 7 in Houston area hospital of heart failure. Morales had been program director since 1950. His father, Felix H. Morales, is owner of KLVL and KFHM(AM) San Antonio, Tex. Survivors include his father, wife, Lorraine Cano, two daughters, one son, and mother.



**Flooded out.** WJXN(AM) Jackson, Miss., has been silenced by flood waters from the Pearl River. Studios, equipment, and the station's collection of broadcast memorabilia were destroyed April 14 when 12 feet of water engulfed the area. Efforts to get the gospel-formatted station back on the air are being organized out of a mobile home, and so far, a transmitter, audio console, turntables, cart machine and other equipment have been purchased.

# Stock Index

Exchange and Company	Closing Wed. May 16	Closing Wed. May 9	Net Change in Week	Percent Change in Week	PIE Ratio	Market Capitali- zation (000,000)	Exchange and Company	Closing Wed. May 16	Closing Wed. May 9	Net Change in Week	Percent Change in Week	PIE Ratio	Market Capitali- zation (000,000)
<b>BROADCASTING</b>													
N ABC	36 1/4	35 3/4	+ 1/2	+ 1.39	8	\$1,004	N Columbia Pictures	21 1/2	23	- 1 1/2	- 6.52	3	\$209
N Capital Cities	38 5/8	39	- 3/8	- .96	10	540	N Disney	34 1/4	34 1/8	+ 1/8	+ .36	11	1,110
N CBS	44 7/8	45 3/8	- 1/2	- 1.10	6	1,260	N Filmways	16 1/4	16 1/2	- 1/4	- 1.51	9	81
N Cox	60	60			12	400	N Four Star*	1 1/4	1 1/4			13	
A Gross Telecasting	21	21 7/8	- 7/8	- 4.00	7	16	N Gulf + Western	14 1/4	14 3/8	- 1/8	- .86	3	686
O Kingstip Commun.	16	16			29	7	N MCA	41	38 3/4	+ 2 1/4	+ 5.80	7	955
O LIN	37 3/4	39 1/2	- 1 3/4	- 4.43	9	105	N MGM	21	21 1/4	- 1/4	- 1.17	10	611
N Metromedia	52 1/4	52 3/8	- 1/8	- 2.3	7	240	N Transamerica	16 7/8	16 5/8	+ 1/4	+ 1.50	5	1,111
O Mooney	5 3/4	5 3/4				2	N 20th Century-Fox	39 7/8	39 3/4	+ 1/8	+ .31	6	370
O Scripps-Howard	48	48			9	124	O Video Corp. of Amer.	6 5/8	7	- 3/8	- 5.35	22	6
M Starr	14 1/4	14 1/4			45	22	N Warner	33 1/2	33	+ 1/2	+ 1.51	7	656
N Storer	39 1/4	38 3/4	+ 1/2	+ 1.29	10	194	A Wrather	14	15 3/8	- 1 3/8	- 8.94	38	32
N Taft	20 3/8	20 7/8	- 1/2	- 2.39	7	173							
<b>BROADCASTING WITH OTHER MAJOR INTERESTS</b>													
A Adams-Russell	12 7/8	12 5/8	+ 1/4	+ 1.98	10	\$16	O BBDO Inc.	29	30 3/4	- 1 3/4	- 5.69	6	\$72
N American Family	11 1/4	11 5/8	- 3/8	- 3.22	5	118	N Comsat	42 3/8	41 3/4	+ 5/8	+ 1.49	10	339
N John Blair	26 5/8	26 1/4	+ 3/8	+ 1.42	6	65	O Doyle Dane Bernbach	19 1/2	20 1/4	- 3/4	- 3.70	7	34
N Charter Co.	17 1/4	16	+ 1 1/4	+ 7.81	15	331	N Foote Cone & Belding	17 3/4	17 5/8	+ 1/8	+ .70	6	46
N Chris-Craft	12 3/8	11 1/2	+ 7/8	+ 7.60	7	45	N Grey Advertising	35	35			4	21
N Coca-Cola New York	6 3/4	6 5/8	+ 1/8	+ 1.88	9	119	O Interpublic Group	33 5/8	35 1/2	- 1 7/8	- 5.28	7	80
N Combined Comm.	31 1/4	31 3/4	- 1/2	- 1.57	11	331	O MCI Communications	6 1/2	7 3/8	- 7/8	- 11.86	81	134
N Cowles	19 1/4	20 1/4	- 1	- 4.93	15	76	A MovieLab	5 1/4	5 1/4			9	7
N Dun & Bradstreet	33 3/4	33 5/8	+ 1/8	+ .37	13	939	A MPO Videotonics	4 1/2	4 1/2			4	2
N Fairchild Ind.	31 1/2	32	- 1/2	- 1.56	7	179	O A. C. Nielsen	24	24			11	263
N Fuqua	10 3/4	11 1/4	- 1/2	- 4.44	5	136	O Ogilvy & Mather	20 1/4	20 3/4	- 1/2	- 2.40	6	73
N Gannett Co.	41 5/8	41 7/8	- 1/4	- .59	13	1,119	O TPC Communications	7 5/8	7 7/8	- 1/4	- 3.17	14	6
N General Tire	25 1/4	25 1/4			5	585	N J. Walter Thompson	25 3/4	26 3/8	- 5/8	- 2.36	6	68
O Gray Commun.	24 1/2	24 1/2			8	11	N Western Union	17 3/4	17 1/8	+ 5/8	+ 3.64	8	269
N Harte-Hanks	19 7/8	19 1/2	+ 3/8	+ 1.92	11	184							
N Jefferson-Pilot	31 1/4	31 1/8	+ 1/8	+ .40	8	715							
O Marvin Josephson	14 3/4	15	- 1/4	- 1.66	8	37							
O Kansas State Net	19 1/8	19	+ 1/8	+ .65	16	34							
N Knight-Ridder	21 3/8	22 1/8	- 3/4	- 3.38	9	706							
N Lee Enterprises*	22 5/8	22 5/8			12	164							
N Liberty	31 3/4	32 3/8	- 5/8	- 1.93	7	214							
N McGraw-Hill	25	25 5/8	- 5/8	- 2.43	10	619							
A Media General	20 3/4	21 1/8	- 3/8	- 1.77	9	154							
N Meredith	28 1/2	29 1/4	- 3/4	- 2.56	6	88							
O Multimedia	25 1/4	25 1/2	- 1/4	- .98	11	168							
A New York Times Co.	24 1/2	25 1/2	- 1	- 3.92	19	284							
N Outlet Co.	19 7/8	19 1/2	+ 3/8	+ 1.92	5	48							
A Post Corp.	15 5/8	15 1/2	+ 1/8	+ .80	7	28							
A Reeves Telecom	5 1/8	5 1/4	- 1/8	- 2.38	57	12							
N Rollins	21 1/2	20	+ 1 1/2	+ 7.50	10	288							
N San Juan Racing	15 1/8	15 5/8	- 1/2	- 3.20	19	37							
N Schering-Plough	28 3/8	28 3/8			8	1,520							
A Sonderling	25 3/8	26 1/8	- 3/4	- 2.87	8	28							
N Tech Operations	8 3/8	7 1/4	+ 1 1/8	+ 15.51	21	11							
N Times Mirror Co.	28 1/2	28 7/8	- 3/8	- 1.29	8	967							
O Turner Comm.	13	12 3/4	+ 1/4	+ 1.96		128							
A Washington Post	21 3/4	22 5/8	- 7/8	- 3.86	7	349							
N Wometco	18 1/2	19 3/4	- 1 1/4	- 6.32	8	157							
<b>CABLECASTING</b>													
A Acton Corp.	9 7/8	10 1/8	- 1/4	- 2.46	7	\$23							
O Ameco+													
O Athena Comm.	4 1/4	4 3/4	- 1/2	- 10.52		9							
O Burnup & Sims	6 1/4	6	+ 1/4	+ 4.16	33	52							
O Cable Info.	5 3/4	5 1/4	+ 1/2	+ 9.52	29	3							
O Comcast	18 1/2	18	+ 1/2	+ 2.77	18	30							
O Commun. Properties*	16 1/2	16 1/2			17	82							
O Entron*	1 1/4	1 1/4			1	1							
N General Instrument	36 1/2	37 7/8	- 1 3/8	- 3.63	10	284							
O Geneve Corp.	12 1/4	12 3/4	- 1/2	- 3.92	5	13							
O Tele-Communications	28 1/2	28 1/2			35	151							
N Teleprompter	15 1/4	15 7/8	- 5/8	- 3.93	20	304							
O Texscan	2 7/8	2 7/8			17	2							
N Time Inc.	36 1/2	36	+ 1/2	+ 1.38	7	1,019							
O Tocom	9 1/2	9 1/2			20	14							
O UA-Columbia Cable	51 1/2	51 1/4	+ 1/4	+ .48	24	86							
O United Cable TV	34 1/2	33 1/2	+ 1	+ 2.98	24	70							
N Viacom	28 7/8	30 1/4	- 1 3/8	- 4.54	15	109							
<b>PROGRAMMING</b>													
<b>SERVICE</b>													
<b>ELECTRONICS/MANUFACTURING</b>													
<b>Standard &amp; Poor's 400 Industrial Average</b>						109.8    113.59    -4.41							

A-American Stock Exchange  
M-Midwest Stock Exchange  
N-New York Stock Exchange  
O-over the counter (bid price shown)  
P-Pacific Stock Exchange

\*\*No P/E ratio is computed, company registered net loss  
\*\*\*Stock split  
+Traded at less than 125 cents

Over-the-counter bid prices supplied by Hornblower & Weeks, Hemphill-Noyes Inc., Washington

\*Stock did not trade on Wednesday, closing price shown is last traded price

P/E ratios are based on earnings per-share figures for the last 12 months as published by Standard & Poor's Corp. or as obtained through Broadcasting's own research. Earnings figures are exclusive of extraordinary gains or losses.

## Cable's Robert Hughes: starting over at the top

As is his industry, Bob Hughes is in transition.

This week in Las Vegas, for example, he will relinquish the gavel of cable television's biggest trade association, the National Cable Television Association, after a year as its chairman. Earlier this year, he turned over the reins of Communications Properties Inc., the country's eighth largest multiple system operator, to Times Mirror Co. in an \$85-million deal.

Although he likes to tell people he is unemployed (after stepping down as CPI chairman in March), Hughes is continuing his affiliation with the company as a consultant—a role that gives him the time to work out his next deals involving a new cable system, an Austin, Tex., bank, and (seriously) an island in the Bahamas.

The island is Bimini, one-time retreat of such public figures as author Ernest Hemingway and politician Adam Clayton Powell. It houses a recreation complex, once owned by Rockwell International, that Hughes and several partners plan to acquire, along with 750 of the island's 1,000 acres. Involving a price tag "in seven figures," Hughes says, "it's probably the craziest thing I've ever been involved in"—and, he adds, the most fun.

At 43, after 10 years at hard labor in cable, Hughes is ready for a little fun in his professional life. Having helped build CPI "from only an idea," he shared the industry's bad times. In 1973 and 1974, for instance, when business was operating at a loss, "I can remember some very touch-and-go business with bankers," he says. Then there were the 2,000 stockholders to please. "In a public company, your time is not your own," he says. "There wasn't any time to do anything but build CPI."

Although CPI was his first personal venture into cable television, Hughes was involved with the industry long before CPI's founding in 1968. In an accent that betrays his rural Oklahoma upbringing, Hughes tells how he first came into contact with cable while working at his first job out of Harvard business school. He was vice president of Texas Capital Corp., a small-business investment firm in Austin, Tex. In 1963, "when banks wouldn't even look at cable," Hughes recalls, Texas Capital began putting together financing for cable systems. From 1964 to 1968, "I spent half my time doing that . . . I started getting excited about it." At that time, he says, cable was just beginning to grow out of its traditional role as simple retransmission system for markets that received weak over-the-air TV signals, and was expanding into markets that already had three network affiliates.



Robert William Hughes—president, Prime Cable Corp.; b. Aug. 26, 1935, Ponca City, Okla.; BS, chemical engineering, University of Oklahoma, 1958; petrochemical engineer, Continental Oil Co., 1958-60; MBA, Harvard University, 1962; vice president, Texas Capital Corp., Austin, Tex., 1962-68; vice president, Communications Properties Inc., Austin, 1968-76; president, 1976-79; m. Gail Walker, December 1977; two children by previous marriage: Kyle, 16, and Craig, 14; one stepson, Lee, 3.

In 1968, he and two associates, Jack Crosby and Ben Conroy, founded CPI, operating three systems in Texas—Del Rio, Uvalde and Kerrville—with a total of 15,000 subscribers. When they sold out to Times Mirror in January this year, the company had 325,000 subscribers and two more franchises, in Hartford, Conn., and Louisville, Ky., with over 100,000 subscribers each.

Hughes doesn't credit all his success to his own business acumen. "It's gratifying to look back and see that we all survived—thanks to the satellite," he says. "I don't know what we'd have done in this industry if it hadn't been for the satellite."

Over a year ago, Hughes was quoted in **BROADCASTING** as saying things looked bad for the cable industry, mostly because of the FCC's restrictions on distant signal importation. It was his judgment at the

time that CPI's Louisville franchise should lie fallow until some better programming came along than the system would be allowed to pick off the air under the FCC's rules.

It did, but it wasn't standard television programming; it was satellite programming—pay channels, children's programming, the Madison Square Garden sports package and finally the superstations. Satellite-transmitted programming was important, Hughes says, "because it eliminated a lot of the teeth of the syndicated exclusivity rule."

The Louisville system has now been built and put into operation, and Hughes now has nothing but optimism about cable's future. This week's NCTA convention will demonstrate, he thinks, that the trend toward new and innovative programming for cable is continuing. But his long-range prognosis for cable is for dramatic development in the nonprogramming areas. He has in mind things like burglar alarms, fire alarms and medical alert services, "and I think those are just scratching the surface." And he adds: "If we don't begin focusing a lot more on other types of broadband uses . . . the telephone companies will."

Hughes's confidence in cable's future is backed by his new venture, an MSO called Prime Cable Corp. he is forming with his old partner, Jack Crosby. They signed a contract for their first franchise—in Jackson Hole, Wyo.—last month and are negotiating for others on the Eastern seaboard. Hughes thinks it will grow to "some size."

He and his partners plan to keep the firm private, however. He thinks in that way he'll be able to allocate more time to his other ventures, to his wife of 18 months and three children (from previous marriages; two from his, one from hers), and to such favorite leisure pursuits as tennis and golf.

Hughes says he is relieved to be finishing his year as NCTA chairman, a job that has consumed more than 60 of his working days. It has been a year of momentous events in Washington—the introduction of the first and second Communications Act rewrites and Senate Communications Act revision bills, the revival of the retransmission consent proposal and proposed removal of signal carriage restrictions by the FCC. But, as Hughes looks at it, it has been remarkably trouble-free. "All cable operators were recording profits," he says. "Everybody is happy."

That prompts his parting advice to incoming NCTA Chairman Douglas Dittrick and the rest of the industry: "Don't become complacent." It's advice that Hughes, with three new careers on the drawing board, is heeding himself.

## Pie in the sky

There was vociferous argument last week for and against the inclusion in the Communications Act rewrite of a provision requiring cable systems to obtain the consent of television stations or program owners before retransmitting distant signals. Cable interests hate the proposal no less now than they did when it was advanced, and then discarded, as an FCC rule back in 1968. Superstations, which had not been invented at the origin of the idea, hate it now with the passion of discovery. The proposal commands support from those that foresee the devaluation of their own properties if cable is allowed the virtually unrestricted use of broadcast programming relayed by satellite.

The cable industry argues that it pays enough, about \$14 million a year, in compulsory copyright fees for the signals it takes off the air. The superstation superchief, Ted Turner, argues that he would be put out of business if he had to pay for programs on a scale equal to the nationwide stretching of his signal by satellites and cables. Both assert the high purpose of their mission to increase diversity in program supply, and both minimize the potential damage that distortions of the delivery system may cause to on-the-air television.

It is true that few broadcasters can prove economic injury by cable up to now, but if the aspirations of the cable-superstation combination are realized, by definition broadcasters everywhere will begin seeing programs they bought for presumably exclusive use imported to their markets from distant stations. A dilution of audience and advertising values is inevitable. (It must also be noted that the process of unrestricted importation will lead to at least as much program duplication as diversity.)

As the law and FCC rules now stand, the marketplace offers no way for broadcasters and program suppliers to arrest the erosion of exclusivity. The compulsory license inserted in the copyright law at the connivance of cable and major program sources (the latter now regretting the deal) eliminates all chance of price negotiations between cable and broadcaster or cable and broadcast program supplier. An FCC rule, adopted in 1973 for other purposes, would seem to deny a local broadcaster all chance of negotiating exclusivity against the use of a syndicated program by a superstation entering his market. The rule prohibits stations from acquiring territorial exclusivity beyond 35 miles.

The existing cable-superstation arrangement can be justified only if it can also be agreed that Avis should be empowered by government law and rule to rent cars from Hertz at, say, one percent of retail price and re-rent them to customers at full market value in cities where Hertz is also trying to do business. Avis would soon rise above its role as number two to become not only number one but also one and only.

Absent the restoration of realistic marketplace rights in the cable-superstation-broadcasting system, the same thing could happen there.

## Layer of a cornerstone

In their pantheon of heroes, few broadcasters would think to include David L. Bazelon, who last week announced his intention, at the approaching age of 70, to go into semiretirement as senior judge of the U.S. Court of Appeals in Washington. Judge Bazelon, who served as chief judge of that important court from 1962 to 1977, wrote and participated in more opinions disadvantaging broadcasters than favoring them. Yet in his recent years he

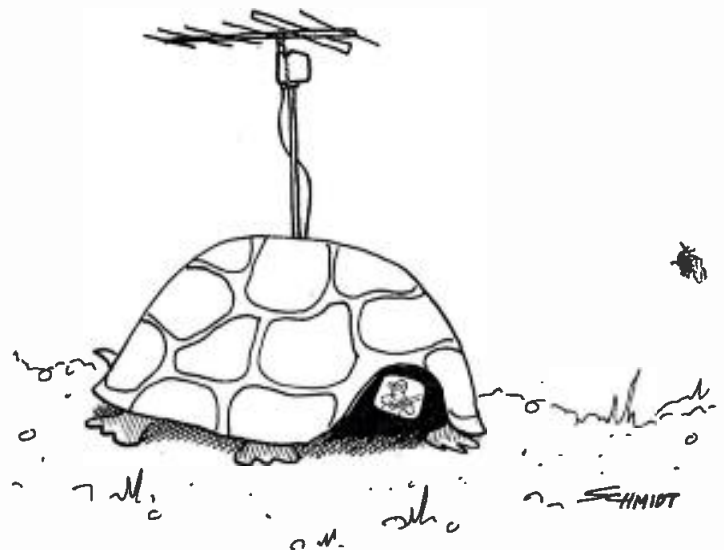
may have done more than he is credited with doing to prepare the way for current moves toward the deregulation of broadcasting.

In his first 23 years on the appellate court and first 10 as chief judge, Bazelon voted consistently to expand federal controls. Then, in November 1972, he issued a long and thoughtful dissent to an opinion affirming a denial of license renewal on, among other grounds, violation of the fairness doctrine. Judge Bazelon had suddenly developed qualms about the constitutionality of a central feature of the regulatory scheme. In so doing, he put himself at odds with a benchmark decision of the Supreme Court, issued in June 1969 in the so-called Red Lion case, holding the fairness doctrine and the FCC's right-of-reply rules to be constitutional.

The Supreme Court had reasoned that the "scarcity" of broadcasting facilities justified a lower order of First Amendment protection for broadcasters than that enjoyed by the printed press. Red Lion, said Judge Bazelon, cannot be the "final word." Broadcasting, he said, had developed into a full-fledged journalistic medium with far more stations than daily newspapers. "We should recall," he wrote, "that the printed press was the *only* medium of mass communication in the early days of the republic—and yet this did not deter our predecessors from passing the First Amendment to prohibit abridgement of its freedoms."

He amplified the theme in a 1977 opinion concurring in the overturning of the FCC's new standards of prohibited indecency, adopted in the George Carlin dirty-words case. He asserted that in the application of obscenity laws, broadcasters are entitled to no less First Amendment shelter than is given the proprietors of other media. Although that appellate decision was later overturned by the Supreme Court—a poor refuge for any First Amendment case in the court's present composition—the Bazelon theories survive in other forums. In both the Congress and the FCC, the present rationale for the removal of various federal controls comes from Bazelon's declaration that the scarcity argument is outmoded.

Who knows? In time his views on First Amendment parity may also be adopted where law is interpreted or made. When that time comes, David L. Bazelon's place will be where the light is brightest in the pantheon.



Drawn for BROADCASTING by Jack Schmidt

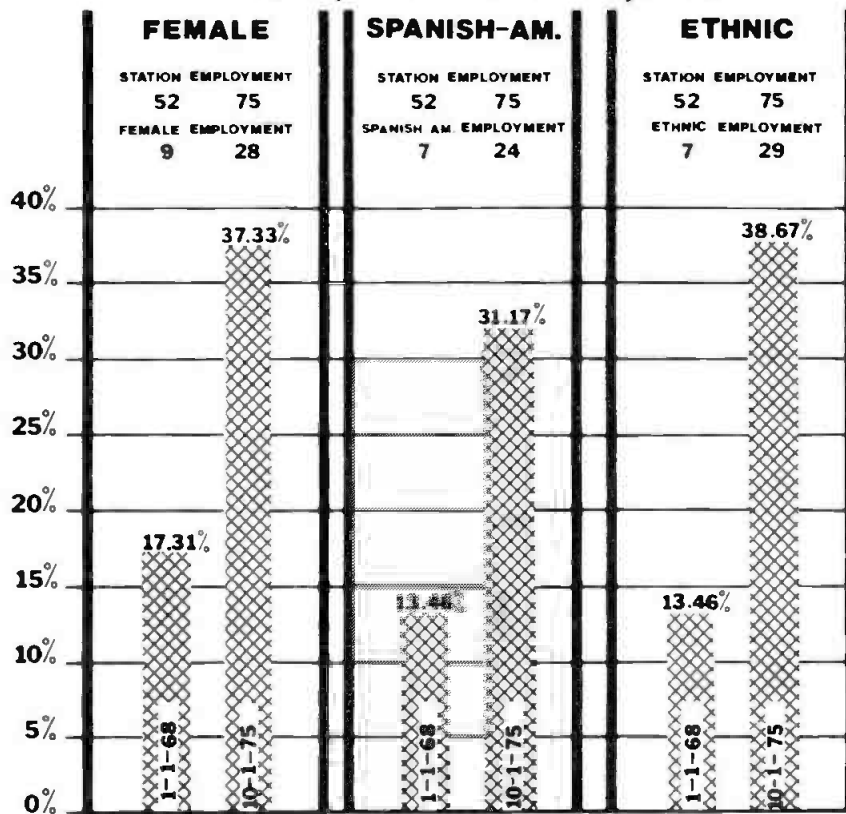


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