

Oct. 15, 1979

**Minorities in broadcasting:
The toehold is becoming a beachhead**

Broadcasting Oct 15

The newswweekly of broadcasting and allied arts

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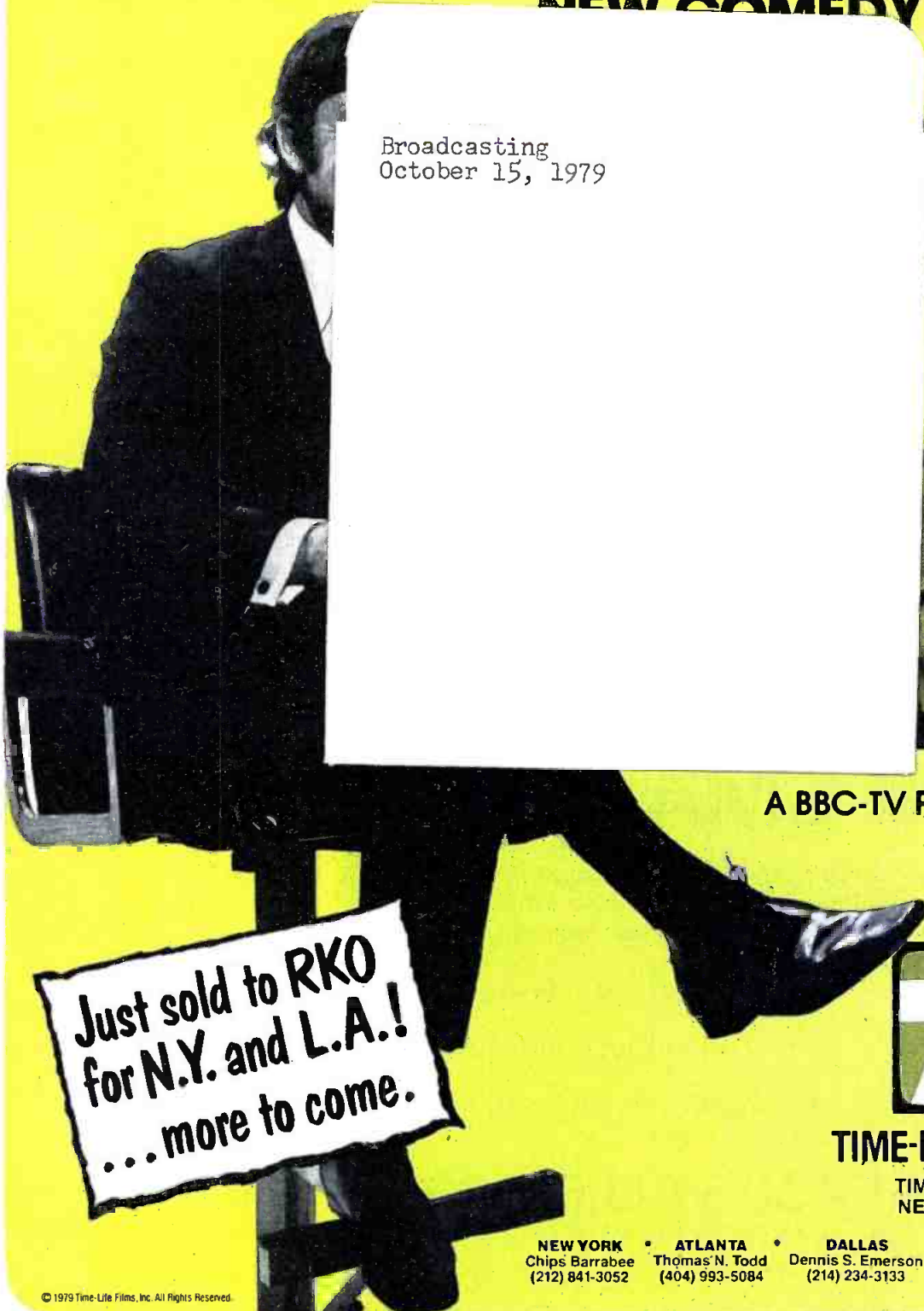
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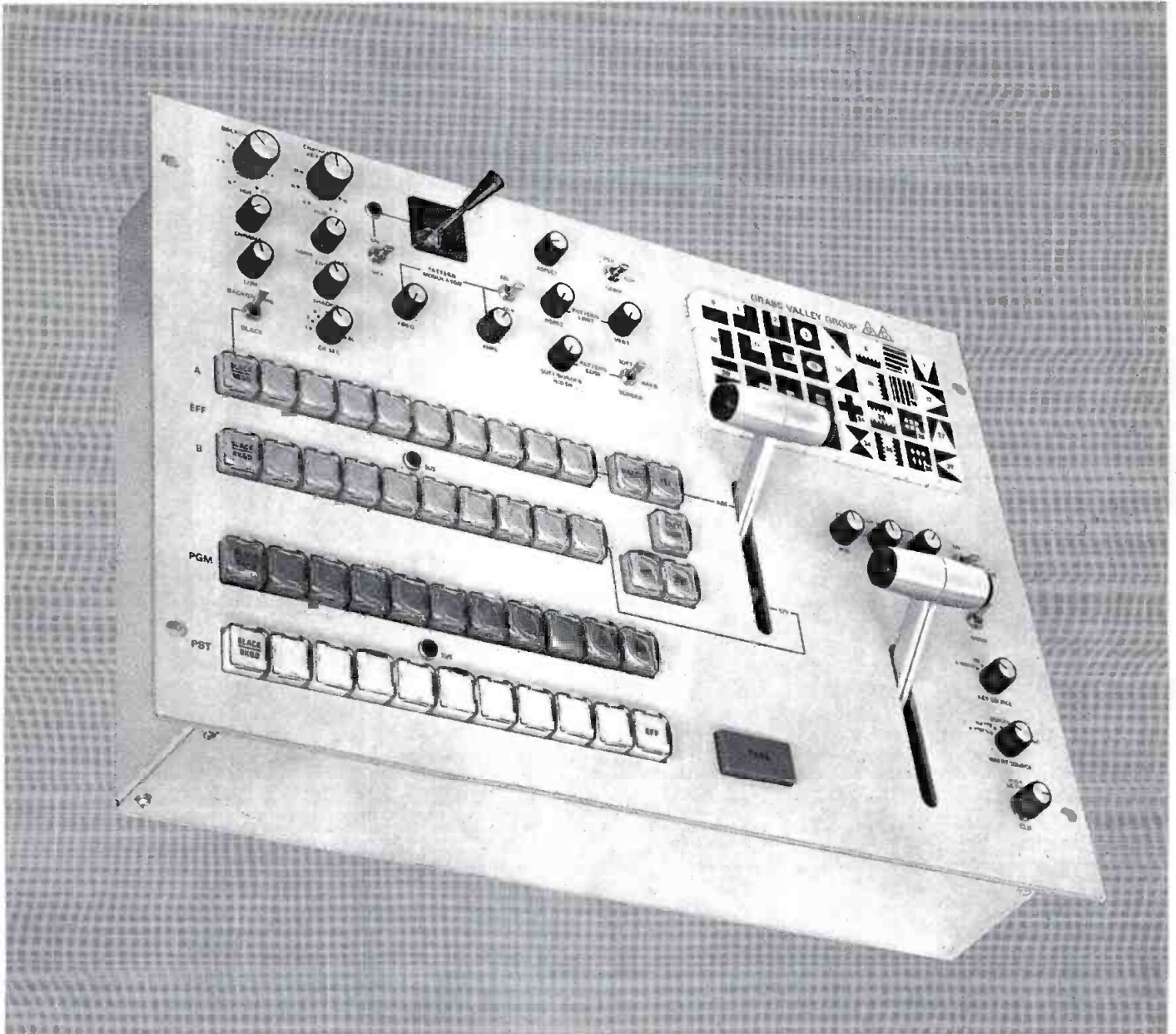


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The Week in Brief

SHELTER IN A STORM □ Broadcast stocks take a tumble along with the rest of the market, but analysts feel that in the long run, radio-TV issues will hold up well in recession. **PAGE 20.**

RADIO FIRSTERS □ NRBA meets in Washington, 4,000 strong, and devotes four days to the medium, undistracted by television. **PAGE 20.** Programers talk up, and down, various formats. **PAGE 52.** Channel spacing on both dials dominates several technical sessions. **PAGE 62.** Brokers agree that radio stations, AM or FM, are a good buy. **PAGE 70.**

PUSH IS ON □ James Quello's term at the FCC isn't up for nine months yet, but some broadcasters are already asking the White House to renominate him. There may be a problem, however, since the Carter administration is said to be looking for a Hispanic to fill the post. **PAGE 22.**

FOUR AT ONCE □ The heads of the commercial networks and PBS talk competition in Boston forum. **PAGE 22.**

LOOKING TO THE SKIES □ The Public Service Satellite Consortium was also in the capital last week, discussing the potentials and the limitations of the birds. **PAGE 23.**

KISSINGER-FROST FACE-OFF □ The NBC interview of the former secretary of state is marked by heated exchanges and a behind-the-scenes walkout by Frost after he says the network told him to go easier and was going to give Kissinger more time to elaborate on some of his answers. **PAGE 24.**

MINORITIES IN BROADCASTING □ This special report assesses the progress made and obstacles still faced by minorities getting into broadcast ownership. It looks at minority employment in the industry. **PAGE 27.** The 100 stations controlled by blacks. **PAGE 47.** The 17 stations controlled by Hispanics. **PAGE 48.**

DIAMONDS ARE NBC'S BEST FRIEND □ The major leagues' playoffs enable the network to take first place in the ratings for the week ended Oct. 7. **PAGE 40.**

MORE QUIT KOOL-TV □ Management's directive requiring news employees to sign a "loyalty oath" prompts four more staffers to resign. **PAGE 68.**

PAPAL PROGRESS □ The second week of Pope John Paul's visit was, like the first, an occasion for all-out coverage by the country's broadcasters—as demonstrated by the photos on **PAGE 66** documenting such efforts as those of WLS-TV Chicago, KCCI-TV Des Moines, Iowa, and WDM-TV Washington.

A CHANCE TO EXPLAIN □ In the wake of the confusion and outrage over the Supreme Court's Gannett decision, the high court agrees to hear a Richmond case that may clarify some of the justices' intention. **PAGE 76.**

TAKE ANOTHER LOOK □ Metromedia asks the U. S. Court of Appeals in Washington to further refine its doctrine as to who has standing to file at the FCC. The request follows a petition to deny renewals of Washington TV stations on the basis they aren't adequately serving local singles. **PAGE 74.**

DEBATE POLICY □ The Federal Election Committee begins a new effort to draft regulations concerning sponsorship and conduct of political debates between candidates for federal office. **PAGE 74.**

KEEPING THE FCC'S HOUSE IN ORDER □ When Don Lichtwardt took over as executive director of the FCC four years ago, he was determined not to be bogged down by red tape and bureaucracy. And he has succeeded at an agency that by its own nature cannot make long-range plans. Much of the credit is due to his "can-do" approach to problems and a readiness to lay all his cards on the table. **PAGE 97.**

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Pipeline

Seasoned staffers at FCC report Broadcast Bureau now is being run directly from office of FCC Chairman Charles D. Ferris. Play is from Frank W. Lloyd, Ferris number-one aide, to Frank Washington, who moved from Ferris's legal assistant (number-two job) to deputy chief of Broadcast Bureau. Ostensibly Washington is under Broadcast Bureau chief, Richard J. Shiben, career civil servant who assumed top slot after devious parlay of staffers last June. Shiben's first act was to "ask" for transfer of chairman's liberal lawyer as "best qualified" for post—to no one's surprise.

Lead-in problems

Affiliate fears that weakness in ABC-TV schedule at 10-11 p.m. will hurt local news that follows (see page 52) seem to be confirmed by Nielsen overnights. For first two weeks of three-network, new-season competition Sept. 17-28 (excluding third week of baseball playoffs and papal coverage), ABC-owned station late-news ratings are down 12% in New York, 25% in Chicago and 28% in Los Angeles.

Curiously, losses aren't being fully made up by NBC and CBS. In New York, WABC-TV has 13.3 rating/29 share to WCBS-TV's 10.2/21 (up 2%) and WNBC-TV's 11.2/24 (down 2%). In Chicago, ABC's WLS-TV scored 18.1/29 to CBS-owned WBBM-TV's 17.9/28 (up 1%) and NBC-owned WMAQ-TV's 13.1/23 (up 16%). And in Los Angeles, it's KABC-TV's 10.3/27 to CBS-owned KNXT's 7.5/20 (up 10%) and KNBC's 10.4/28 (up 5%).

Backfire

Carter White House may have thought it had choice opportunity to make political points with media when Broadcasters Census Committee of Eighty was in Washington on Thursday (see page 22). But things didn't work out that way. Committee members were in for briefing on aid to Census Bureau in its attempt to get full and accurate population count next year. What they also received was briefing from administration officials on energy, SALT II treaty and communications policy—and, from Sarah Weddington, White House political liaison, "overview" of achievements claimed for Carter administration in various fields. It was too much for some broadcasters who said they had traveled to Washington to discuss census matters, not to hear administration line.

Complaints heard after three-hour morning session on administration matters, however, were not consistent.

Along with grumbling about time wasted on noncensus talk was grumbling about absence of members of administration's "first team." Broadcasters knew President Carter was traveling, but they would have liked to hear from cabinet secretaries rather than middle-level types that were trotted out. (Juanita Kreps, departing secretary of commerce, appeared in afternoon to explain importance of census.)

Revving up

Robert Schmidt, former president of National Cable Television Association, is gathering investors and management team for new company that will offer "nonentertainment" services to cable systems. Schmidt will go public with plans at Western cable show to be held in Anaheim, Calif., next December.

No go

Action in AM stereo looks unlikely soon at FCC in light of low priority assigned to proposed new service. Most of manpower at FCC these days is being applied to developing positions for Region II radio conference scheduled for Buenos Aires next March. According to FCC's Wilson LaFollette, Region II conference and National Telecommunications and Information Administration's 9 khz spacing proposal have swamped staff.

Time enough

Original Oct. 20 adjournment date for Congress won't be met, as everyone expected, and guess now is legislators will wrap up session week of Nov. 19. This leaves plenty of time for FCC and NTIA oversight hearings by Representative Lionel Van Deerlin's (D-Calif.) Communications Subcommittee, which hasn't yet set dates for either. But FCC hearings will come first, probably around first week in November.

Question being debated is whether witnesses from outside commission should testify. If outsiders are invited, representatives of General Accounting Office will top list. Subcommittee is currently scrutinizing FCC response to GAO report, which gave agency low marks.

Broadcaster vacancy

Carter administration has not yet had chance to focus on search for successor to R. Peter Straus as director of Voice of America (BROADCASTING, Oct. 8). But official at parent International Communication Agency indicated search was for someone with strong broadcasting

credentials. It would be against recent tradition if someone without those credentials were picked. Before Straus, director was Kenneth Giddens, of WKRG-AM-FM-TV Mobile, Ala.; before him, it was John Charles Daly, one-time head of ABC News, and before Daly, it was NBC's John Chancellor.

Hired gun

United Church of Christ's Office of Communication and *New York Times* television correspondent, Les Brown, have joined forces to produce book warning viewers that reform of television—which book says is needed—is public's responsibility. "Keeping Your Eye on Television," whose publication date is today (Oct. 15), is published by oldest church press in America, Pilgrim Press, of New York, which is owned by United Church of Christ.

Office of Communication director, Dr. Everett Parker, one of original and still one of most prominent activists in citizen media movement, asked Brown to write book, he said, "to tell people what they need to know to protect their interest" in television. Eighty-four-page book sells for \$4.95. Parker wrote introduction.

Shopping tour

Among those with whom FCC Chairman Charles D. Ferris discussed prospect of becoming technical head of FCC prior to naming of Rand Corp.'s Stephen J. Lukasic, who was given title of chief scientist (BROADCASTING, Oct. 1), were at least two others identified with federal establishment, it's now learned. High on list was Charles L. (Chuck) Jackson, engineering specialist on staff of Chairman Lionel Van Deerlin's House Subcommittee on Communications.

Another reportedly interviewed by chairman was George Jacobs, director of research and engineering of Board of International Broadcasting.

SSTV: still from Missouri

NAB's board of directors wants first-hand look at Comsat's plans for satellite-to-home subscription TV, but it won't happen at this week's (Oct. 14-15) board meeting in Washington. Joseph V. Charyk, Comsat president, had extended invitation for briefing but tight schedule precluded acceptance now. Both joint board chairman, Thomas E. Bolger, WMTV(TV) Madison, Wis., and NAB president, Vincent T. Wasilewski, have made SSTV briefing "must" because of widespread interest and feared effects on existing broadcast structure if implemented.

Business

RADIO ONLY

Miller Brewing Co. □ Eleven-week campaign for Lowenbrau beer begins this week in about 15 markets including Washington and Baltimore. Agency: McCann-Erickson, New York. Target: men, 18-34.

Fine Jewelers Guild □ Six-week campaign begins Nov. 5 in Chicago and about 50 Florida markets. Agency: Glenn, Bozell & Jacobs, Dallas. Target: adults, 25-54.

Midway Airlines □ Six-week campaign for air travel begins this week in Detroit, Chicago, Cleveland and Kansas City, Mo. Agency: Stern Walters, Chicago. Target: men, 25-54.

Cumberland Packing Corp. □ Four-week campaign for Butter Buds, natural butter flavored granules, begins in November in seven markets including

New York, Philadelphia and Portland, Ore. Agency: Stiefel/Raymond, New York. Target: women, 25-54.

White Hen □ Three-week campaign for convenience store franchise begins Nov. 5 in Boston, Chicago and Milwaukee. Agency: Jordan/Tamraz/Caruso, Chicago. Target: adults, 18-49.

Oregon-Washington-California Pear Bureau □ Three-week campaign begins Nov. 1 in about 43 markets including New York, Los Angeles, Chicago, Detroit and Boston. Agency: David Evans/Pacific Inc., Portland, Ore. Target: women, 25-54.

Bristol-Myers □ Two-week campaign for Vitalis Super Hold hair grooming aid begins Oct. 22 in six markets including Portland, Ore., and Seattle. Agency: Foote, Cone & Belding, New York. Target: men, 18-34.

Stouffer □ Two-week campaign for frozen french bread pizza begins Nov. 12

Advantage

Back in beer. McCann-Erickson Inc., New York, which was dropped as agency for Miller Brewing Co. as of Nov. 30 (BROADCASTING, Aug. 13), has acquired another beer account—portions of Pabst Brewing Co. Though it doesn't compare with estimated \$85 million placed in advertising by Miller assignment of Pabst Blue Ribbon, Pabst Special Dark and Andeker beers will bring about \$15 million (\$10 million in broadcast) into McCann. Products have been handled by Young & Rubicam, Chicago.

□
Special sales. Katz Agency, New York, is setting up corporate sales department to specialize in sports and other special broadcast programming. It has appointed Inez Aimee, sales and marketing vice president for NFL Films, to new post of Katz vice president for special sales development, to seek advertiser investment in those sectors for TV and radio.

Rep Report

KVBC-TV Las Vegas (formerly KORK-TV): To Blair Television from Peters, Griffin, Woodward.

□
WWKR(AM)-WNIC(FM) Detroit: To RKO Radio Sales from McGavren-Guild.

□
WROX(FM) Washington: To Blair Radio from McGavren-Guild.

□
KAEZ(FM) Oklahoma City: To R. A. Lazar & Co. (no previous rep).

□
WKJJ-AM-FM Louisville, Ky.: To Torbet Radio from Eastman Radio.

in Baltimore, Washington, Philadelphia and New York. Agency: Creamer Inc., Pittsburgh. Target: adults, 25-49.

TV ONLY

Woolworth □ Fifteen-week campaign for J. Brannan division begins this week in about 40 markets. Agency: Sawdon & Bess, New York. Target: adults, 18-49.

Charles F. Cate & Sons □ Thirteen-week campaign for Dailey's pickles begins Oct. 22 in Rhode Island,

"I'll speak up when the bureaucrats speak out."



One side of any story is one too few. Especially when the rights and freedoms of millions of people are involved.

I'm Anne Browder, Assistant to the President of The Tobacco Institute. And it's my job to get the American public some of the facts on smoking that the government would rather keep to itself.

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Anne Browder's background includes 15 years in the broadcasting communications industry with the National Broadcasting Company and Television News, Inc. She is also a member of American Women in Radio and Television. To arrange for a guest appearance, write The Tobacco Institute, 1875 I Street, N.W., Washington, D.C. 20006; or call (800) 424-9876.

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Massachusetts, Connecticut and New Hampshire markets. Agency: Bradham-Hamilton Advertising, Charleston, S.C. Target: children, 6-11; women, 18 plus.

Child World □ Ten-week campaign for toy store chain begins this week in about 14 markets. Agency: W. B. Doner, Memphis. Target: women, 25-49.

Hanover Brands □ Eight-week campaign for frozen vegetables begins this week in 13 markets with spots running during day times and early fringe. Agency: Manoff Geers Gross, New York. Target: women, 25-54.

Polaroid □ Six-week campaign for One-Step cameras begins Oct. 29 in 29

markets with some spots running during fringe times. Agency: Doyle Dane Bernbach, New York. Target: adults, 18-49.

Regency Electronics □ Four-week campaign for electronic scanner begins Nov. 29 in about 60 markets with spots in late fringe and news times. Agency: RMS, Advertising, Indianapolis. Target: men, 25-54.

Cannon □ Four-week campaign for calculators begins Nov. 5 in Los Angeles. Spots will be placed in late fringe, prime access, and news and sports times. Agency: Dentsu, Inc., New York. Target: adults, 25-54.

Prince Matchabelli □ Four-week campaign for Aviance fragrance begins Nov. 19 in 14 markets including New York, Boston, Philadelphia, Detroit, Los Angeles and San Francisco. Agency: Della Femina & Travisano, New York. Target: women, 18-34.

Sunbeam □ Three-week campaign for men's electric shavers begins in late November in about 20 markets with spots running during fringe, news and sports programming. Agency: N.W. Ayer, Chicago. Target: men, 18-49.

American Can Co. □ Five-week campaign for Dixie Living Ware begins Nov. 5 in 10 markets. Agency: SSC&B, New York. Target: women, 25-49.

Northern Electric Co. □ Five-week campaign for electric blankets begins Nov. 12 in 40 markets. Agency: Co-Ordination Group, Chicago. Target: women, 35 plus.

Timex □ Five-week campaign for alarm clocks begins Nov. 12 in 48 markets including Boston, Chicago, Detroit and Philadelphia with spots placed primarily during fringe times. Agency: Kenyon & Eckhardt, Boston. Target: women, 18-49.

Archway □ Four-to-six-week campaign for cookies begins in late October in 55 markets with spots placed in day, fringe and prime times. Agency: United Advertising, Chicago. Target: women, 25-64.

Rich 'n' Creamy □ Four-week campaign for ice-cream begins Nov. 12 in approximately 100 radio markets and about 30 TV markets. Agency: D'Arcy-McManus & Masius, Atlanta. Target: women, 18-49.

Flav-O-Rich □ Four-week campaign for dairy products begins Nov. 12 in about 100 radio markets and about 30 TV markets concentrating on Southeastern states. Agency: D'Arcy-McManus & Masius, Atlanta. Target: women, 25-54.

BAR reports television network sales as of Sept. 9

ABC \$1,049,461,000 (36.1%) □ CBS \$962,665,200 (33.1%) □ NBC \$894,333,000 (30.8%)

Day parts	Total minutes week ended Sept. 9	Total dollars week ended Sept. 9	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.	149	\$1,219,000	5,805	\$42,493,100	\$37,052,500	+14.7
Monday-Friday 10 a.m.-6 p.m.	1,038	17,339,600	36,358	626,021,700	577,478,200	+8.4
Saturday-Sunday Sign-on-6 p.m.	392	13,533,300	11,891	319,490,900	272,434,200	+17.3
Monday-Saturday 6 p.m.-7:30 p.m.	105	4,078,300	3,543	162,523,500	145,075,600	+12.0
Sunday 6 p.m.-7:30 p.m.	29	2,301,100	880	49,958,200	42,905,800	+16.4
Monday-Sunday 7:30 p.m.-11 p.m.	415	42,426,400	14,871	1,489,208,500	1,328,341,100	+12.1
Monday-Sunday 11 p.m.-Sign-off	263	10,202,100	8,502	216,763,300	175,737,100	+23.3
Total	2,391	\$91,099,800	81,877	\$2,906,459,200	\$2,579,024,500	+12.7

Source: Broadcast Advertisers Reports



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Every Friday and Saturday two Atlanta theaters present

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So far more than \$25,000 has been distributed to national organizations such as the American Cancer Society and The Heart Association, as well as to local groups such as the Atlanta Association of Retarded Citizens.

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one of the many ways we try to pay our social debt to the communities we serve; but among the distinctions of this project is that it's not a one-shot. It can keep producing so long as the audiences keep coming.

And with the money we raise, maybe we can keep the next Bogie with us a little longer.



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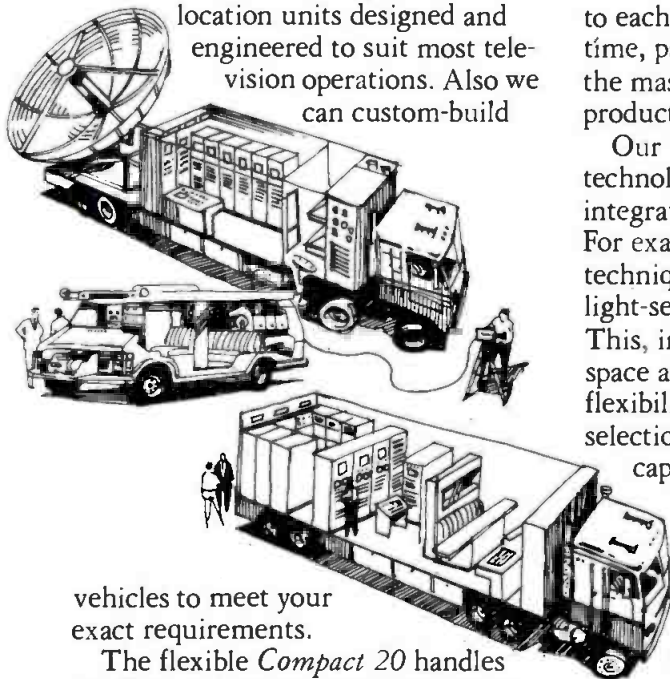
Charlotte: WBT, WBCY-FM, WBTV, Jeffersonics, Jefferson Productions, Jefferson Data Systems. Richmond: WWBT
Atlanta: WQXI, WQXI-FM. Denver: KIMN, KIMN-FM. Greensboro: WBIG. Wilmington: WWIL, WHSL.

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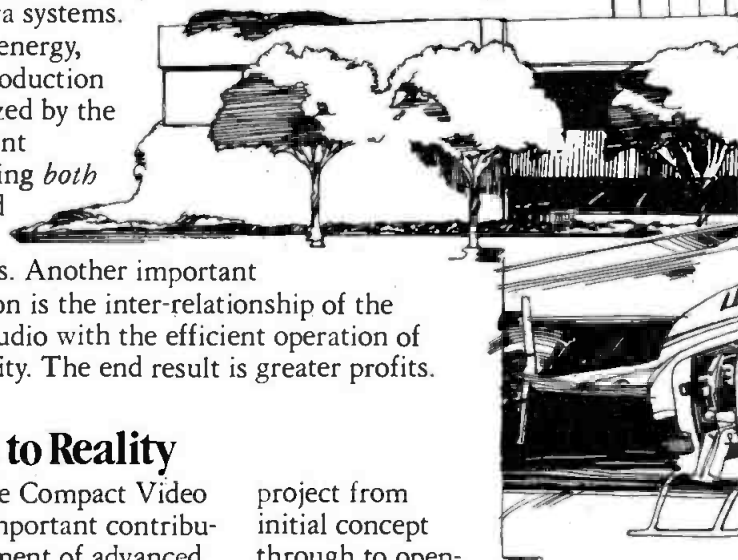
Whether you choose from among our standardized line or a Compact custom-built mobile unit, you will have automatically opted for maximum efficiency, maximum performance... and maximum profits.

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Compact Video leads the way in the consultation, design and construction of turnkey television broadcast centers. Our approach to each project is to maximize cost-effectiveness while, at the same time, paying heed to human engineering necessities. Integral to the master plan is the compatibility of administrative support to production.

Our "Step Ahead" philosophy keeps us at the forefront of technological advances, so that any television center we undertake integrates the latest concepts in video and audio state-of-the-art. For example, careful attention is paid to new concepts in lighting techniques for complete compatibility with the new-technology, light-sensitive camera systems.

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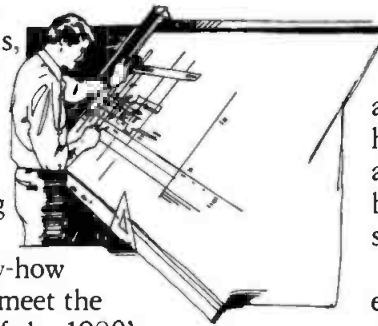
For nearly a decade Compact Video Systems has made important contributions to the development of advanced telecommunications facilities and services.

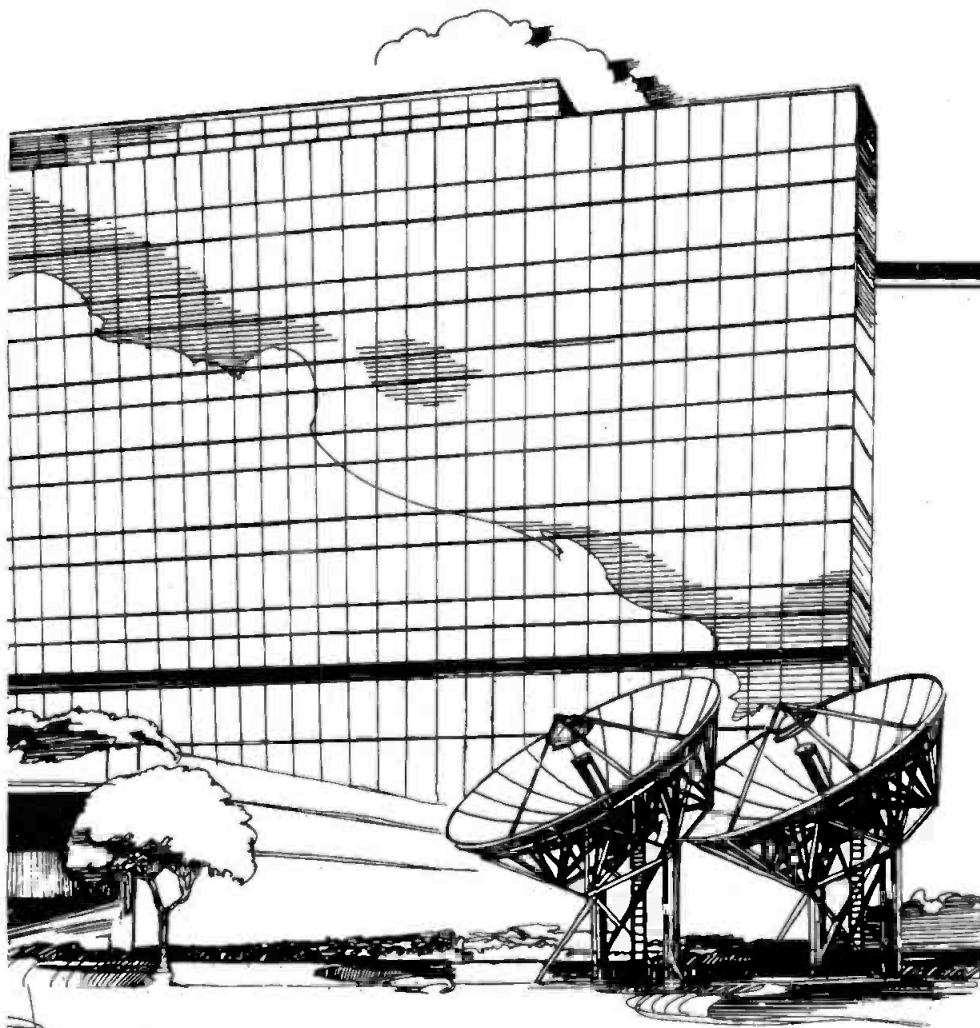
Now, on the threshold of a new era in telecommunications, Compact is putting its years of in-depth engineering and operational know-how to work to meet the challenge of the 1980's.

Working closely with your company's president, financial officer, chief engineer and production head, Compact gets involved in your facilities

project from initial concept through to opening day. And more than expert engineering goes into it. Working from your business plan, we develop a comprehensive blueprint that incorporates all details to insure optimum electronic and human performance. We believe human considerations, so vital to any creative enterprise, must not be subordinated to engineering solutions.

Comprehensive planning and detailed execution incorporates five primary stages: consultation; engineering/architectural design; equipment procurement; construction and system interface; checkout, documentation and training.





Compact designed and installed Entertainment and Sports Programming Network's new satellite broadcast center in Bristol, Connecticut. We helped Osmond Productions establish its television production facility in Orem, Utah. And we're building a seven story video and sound center in Burbank, California.

State of the Art

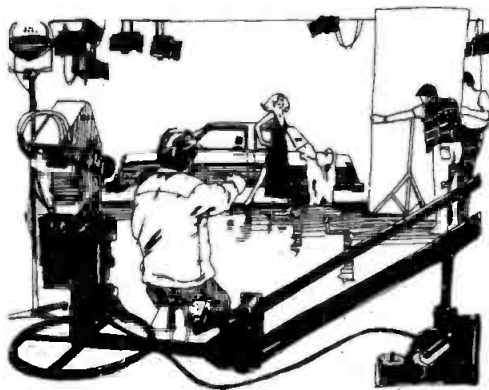
Compact's subsidiary, Image Transform, pioneered state-of-the-art noise reduction and image enhancement and received round-the-world plaudits when it "cleaned up" television pictures from the moon for NASA. And, Image Transform will be playing an ever-increasing role in "cleaning up" satellite transmissions from here on earth and above.

State-of-the-art is built into every Compact facility. From the latest in high-efficiency highly flexible mobile location systems to custom-built production studios and post-production systems.



To find out how Compact quality, reliability and comprehensive planning can help your television operation get the most out of tomorrow, contact us today.

We build Intercommunications Systems



We're a telecommunications company that's heavily into intercommunications, too. Our subsidiary, RTS, Systems Inc., builds high performance intercommunications systems that are literally the talk of the industry. RTS systems are widely used in television studios and on location, while industrial users include security and operation personnel, construction crews, large scale research teams and manufacturing teams.

See us at SMPTE Booth 523-531

Compact Video Systems INC

Sales Division

West Coast Headquarters (213) 843-3232
2813 W. Alameda Avenue Telex: 66-2404
Burbank, CA 91505 Call Back: Image Trans

Chicago (312) 337-5333
625 No. Michigan Avenue, Suite 500
Chicago, IL 60611

New York (212) 986-2430
122 E. 42nd Street, 17th Floor
New York, NY 10017

London (01) 205-2323
17 Old Church Lane
Kingsbury London, NW98TG England

A Step Ahead

Monday Memo®

A broadcast advertising commentary from David R. Klemm, vice president-director of marketing operations, Blair Radio, New York

Quality: radio's most important product

As diversity of radio programming expands, the need for quality intensifies for the advertiser and the radio station operator.

At any time in a broadcast day, there may be comparative program sampling—dial-changing by listeners. Radio listeners use 2.6 radio stations in an average week. The reason is obvious: Listener input needs change through a day, through a week. The same listener may, at various times, seek an information service or music contrast, personality programming or uninterrupted background. Today's radio programming spectrum usually can serve listeners, whatever their moods, in large and small markets alike.

Quality—which for radio and advertisers can be as difficult to define and measure as it is subjective—is perceived differently by different persons.

Because radio's rapport with its partisan listeners is highly personal, obtaining a true understanding of and an insight into their individual perceptions is an extraordinary challenge. Listeners rarely can verbalize the intrinsic value they receive from specific stations they hear. Yet we know that listeners identify one or two stations—above others—as having "better quality." Perhaps it's "better" news, "better" personalities or a "better" technical signal.

Perhaps more than most businesses, radio stations are faced continuously with the challenge of overcoming obstacles to human communications—obstacles that may include conditions such as the listeners' receptivity. Radio advertisers need a quality ambiance, which relates to a station's signal projection.

In today's intensively prolific radio industry, abandoning station programming quality to chance is far too risky. See-saw ratings or sub-par audience response are inevitable results when stations lack consistent program quality.

Management—at the top and on all department levels,—must be attuned to consistent measurement and control of station quality. One essential aspect of maintaining quality is the establishment of fail-safe systems that prevent mistakes in programming, in technical output, in billing and accounting, and in sales.

Awareness of the importance of maintaining a consistently high-quality operation grows sharply when the stinging true cost of inferiority becomes apparent. For some stations, the price tag of mis-scheduled spots or technical malfunctions often is staggering. Where there is nonconformance to a desired standard of performance, there is inferiority—a lack of



David R. Klemm, who has been with Blair Radio since 1965, counsels on marketing and programming strategy for Blair-represented stations in more than 75 markets in his capacity as vice president and director of marketing and operations. He brought a strong radio station background to Blair, having served as general manager of WLCY(AM) Tampa, Fla., in 1965 and earlier as director of operations for WXYZ(AM) Detroit and program director of WANE(AM) Indianapolis.

quality. Such blemishes also are costly for advertisers in terms of paperwork, missed impact and station/rep relations.

Quality as a vital component of radio broadcasting isn't defined simply as "goodness" or soft, rich orchestral music. Quality also consists of standards that are clearly defined by radio station management. Those standards and criteria of performance must be precisely stated for station personnel to grasp, to understand fully and to be measured by, continually. Stations and advertisers need to set forth clear-cut definitions for each other's understanding.

Incorrectly, some in radio feel that quality in the medium is an intangible and thus is not measurable. But quality can be measured in the most simple terms: listener response and advertiser support. If a station fails to perform well in those areas, how much is the cost of that failure? Wouldn't it then be logical to invest that sum in the prevention of failure?

It becomes expensive not to do things correctly the first time. A station or agency that has to reschedule spots because of poor quality, for example, may be squandering commercial air time or buyer time

that otherwise could be sold or used more effectively. It's always cheaper to spend the time and funds at the outset to get a job done well for stations and agencies alike.

Management, with quality as its objective, helps assure better performance. There actually is very little that an individual employe can do without the total commitment, encouragement and personal concern of management. Employees at all levels can contribute to a station's success and to an advertiser's results when they have management's commitment providing the guidelines for quality.

It's often said that a radio station reflects the image of its management. True also for ad agencies. In my opinion, there is clear support for that statement among stations and agencies that represent and project quality. But management should be conscious of the fact that producing and sustaining quality isn't an overnight achievement. The results of quality performance begun today take time to be realized. Ultimately, prevention of operating defects will result in a better sounding radio station, or a more efficient and creative ad campaign.

Quality in radio advertising really isn't difficult to accomplish. It's just hard to make the genuine commitment, and to take early action. But if you wait for a breakdown or a crisis, you've already taken the first step—in the wrong direction.

To succeed at quality attainment, the goals must be set realistically—perhaps in stages; each plateau defining more exacting objectives.

Caution should be an important byword, however, although not at the risk of eliminating creativity or excitement. Successful radio stations and advertising campaigns necessarily recognize today's user as better educated, more exposed and as having more discerning taste. Thus, quality becomes advantageous when comparison to similar stations and/or advertising is made. Today, and in the 1980's, consumers are becoming quality-smart.

Ultimately, the true character of the advertising or the station's programming will clarify as time goes by... and competitors sharpen their skills.

Thus, to grow, quality standards need to be upgraded to project improving performance and sincere concern for consumer satisfaction. For with customers' belief in the advertising and the radio station they're tuned to, the quality profile works to everyone's advantage.

The dynamics of quality can generate an advertising and programming atmosphere of credibility. Trust emerges with quality, and confidence gains with the consumer/listener to make radio a highly productive advertising medium.

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**62 hours
... in color**

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WPIX	New York	WOFL-TV	Orlando-Daytona Beach
KTLA	Los Angeles	WDRB-TV	Louisville
WGN-TV	Chicago	WKEF	Dayton
WTAJ-TV	Philadelphia	WTVZ	Norfolk-Portsmouth
WTTG	Washington	KSTU	Salt Lake City
WUAB-TV	Cleveland	WAST	Albany-Schenectady-Troy
KTVT	Dallas-Ft. Worth	WJKS-TV	Jacksonville
WPGH-TV	Pittsburgh	WUHF	Rochester (N.Y.)
KHTV	Houston	KJEO	Fresno
KMSP-TV	Minneapolis-St. Paul	KHQ-TV	Spokane
KDNL-TV	St. Louis	KGGM-TV	Albuquerque
WTOG-TV	Tampa-St. Petersburg	KITV	Honolulu
KSTW-TV	Seattle-Tacoma	WWLP	Springfield (Mass.)
WMAR-TV	Baltimore	WLEX-TV	Lexington
KPTV	Portland (Ore.)	WRBT	Baton Rouge
XETV	San Diego	WAAY-TV	Huntsville-Decatur
WVTV	Milwaukee	KBJR-TV	Duluth-Superior
KBMA-TV	Kansas City	WCBD-TV	Charleston (S.C.)
KPHO-TV	Phoenix	KSHO-TV	Las Vegas
WHBQ-TV	Memphis	KTVN-TV	Reno
KTVY	Oklahoma City		

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The Professional

She Works For You: Nancy Cook

Nancy always goes that extra mile. When you have a territory the size of Arizona and New Mexico, you have to.

Nancy is the AP's Broadcast Executive in those parts, but that doesn't stop her from pitching in when a story breaks.

Not long ago, she dashed 100 miles to cover a hostage drama in, of all places, a cave in Carlsbad, NM.

Nancy knows it all, news and sales. We like that. We're like Nancy Cook.

Professional.

AP

Associated Press
Broadcast Services
(212) 242-4011



Datebook

■ indicates new or revised listing

This week

Oct. 14-15—*North Dakota Broadcasters Association* fall convention. Ramada Inn, Minot, N.D.

Oct. 14-16—Second national conference of "action line" journalists, sponsored by *Action Line Reporters Association*. Key Bridge Marriott motel, Arlington, Va.

Oct. 16—New deadline for FCC comments on proposal establishing table of assignments for noncommercial educational FM stations and new classes of stations (Docket 20735). Previous deadline was May 2. Replies are now due Nov. 30.

Oct. 15—*National Association of Broadcasters* legal workshop. Austin Marriott hotel, Austin, Tex. Luncheon speaker is Senator Barry Goldwater (R-Ariz.).

Oct. 15—Deadline for entries for third annual media awards sponsored by *Odyssey Institute* for "excellence in reporting and programing concerns of children." Information: Office of Public Information, Odyssey Institute, 656 Avenue of the Americas, New York 10010; (212) 691-8510.

Oct. 15-16—Annual convention and exhibit, *Common Carrier Association for Telecommunications*. Sheraton Inn Washington-Northeast.

Oct. 15-17—*Texas Association of Broadcasters* fall convention. Marriott hotel, Austin.

Oct. 15-17—*CBS Radio Spot Sales* seminar. Montauk Yacht Club, Montauk, N.Y.

Oct. 16—*Radio Bureau of Advertising* Co-op Confidential workshop on co-op sales. Hyatt Regency, Atlanta.

Oct. 16—Inauguration of Kathryn Nettles of Cox Broadcasting as president of D.C. chapter of *American Women in Radio and Television*. Federal Reserve System building, Washington. Information: Dorothy Townsend, CBS, (202) 457-4503.

Oct. 17—*Association of National Advertisers* corporate advertising workshop. Plaza hotel, New York.

Oct. 17—*International Radio and Television Society* newsmaker luncheon, featuring Paul Harvey. Waldorf-Astoria hotel, New York.

Oct. 18—*National Association of Broadcasters* legal workshop. Sheraton Tara hotel, Framingham, Mass.

Oct. 18—*Radio Bureau of Advertising* Co-op Confidential workshop on co-op sales. Dallas Hilton.

Oct. 18-19—*National Association of Broadcasters* television conference. Omni hotel, Atlanta.

Oct. 18-19—*Alabama Coble Television Association* fall meeting. Lake Guntersville State Park Lodge and Convention Center, Guntersville, Ala.

Oct. 18-20—Athens Video Festival with competitions in video art, drama, educational video and documentary sponsored by *Ohio University College of Fine Arts*. Information: Athens Video Festival, Box 388, Athens, Ohio 45701; (614) 594-6888.

Oct. 18-21—*Missouri Broadcasters Association* fall meeting. Sheraton West Port Inn, St. Louis.

Oct. 19—*Hollywood Academy of Television Arts and Sciences* luncheon. Speaker: Elton Rule, ABC Inc. president. Century Plaza hotel, Los Angeles.

Oct. 20-21—Pacific Northwest regional conference of *Investigative Reporters and Editors*. Jantzen Beach Thunderbird, Portland, Ore. Contact: Jerry Uhrhammer, (503) 485-1234.

Oct. 20—Annual convention, *Friends of Old-Time Radio*. Holiday Inn, Bridgeport, Conn. Information: Jay Hickerson (203) 795-6261.

Also in October

Oct. 21-22—Fall convention, *Kentucky CATV Association*. Hyatt Regency, Lexington.

Oct. 21-23—*Advertising Research Foundation* annual conference. Waldorf-Astoria, New York.

Oct. 21-26—*Society of Motion Picture and Television Engineers* 121st technical conference and equipment exhibit. Century Plaza hotel, Los Angeles. Information: SMPTE, 862 Scarsdale Avenue, Scarsdale, N.Y. 10583.

Oct. 22-23—*Advertising Research Foundation* 25th annual conference. Waldorf-Astoria, New York.

Oct. 23—*Association of National Advertisers* promotion/merchandising workshop. St. Regis-Sheraton hotel, New York.

Oct. 23—*Radio Bureau of Advertising* Co-op Confidential workshop on co-op sales. Sheraton Airport, Denver.

Oct. 24—*Connecticut Broadcasters Association* annual meeting and convention. Hotel Sonesta, Hartford.

Oct. 24—*Radio Bureau of Advertising* Co-op Confidential workshop on co-op sales. San Francisco Airport Hilton.

Oct. 24-25—*Ohio Association of Broadcasters* fall convention. Columbus Hilton, Columbus, Ohio. Speakers include FCC Commissioner, Anne Jones, Tom Jarriel, ABC News; Ohio Chief Justice Frank Celebrezze, Erwin Krasnow, NAB senior vice president & general counsel.

Oct. 24-25—25th annual *University of Wisconsin-Extension Broadcasters Clinic*. Wisconsin Center, Madison. Information: Don Borchert, UW-Extension Telecommunications Center, 821 University Avenue, Madison 53706; (608) 263-2157.

Oct. 24-26—*Kentucky Broadcasters Association* fall convention. Speaker: Senator Barry Goldwater (R-Ariz.). Hyatt Regency, Lexington.

Oct. 24-27—*American Association of Advertising Agencies* Western region convention. Marriott Rancho, Las Palmas, Calif.

Oct. 25—*Radio Bureau of Advertising* Co-op Confidential workshop on co-op sales. Holiday Inn Seattle-Tacoma Airport.

Oct. 25-26—*National Association of Broadcasters* Broadcast Leadership Conference, NAB headquarters, Washington.

Oct. 26—Annual *Colorado State University* Broadcast Day. Featured speaker: Vincent T. Wasilewski, president, National Association of Broadcasters. Contact: Robert K. MacLauchlin, Department of Speech and Theater Arts, Colorado State University, Fort Collins 80523.

Oct. 26-27—*Broadcasters Promotion Association* board meeting. Waldorf-Astoria hotel, New York.

Oct. 26-27—*Puerto Rican Broadcasters Association* semiannual convention. Parador Guajataka hotel, Quebradillas.

Oct. 26-28—Southwest area conference of *American Women in Radio and Television*. Stouffers hotel, Houston.

Oct. 26-28—Midwest area conference of *American Women in Radio and Television*. Fairmont hotel, Philadelphia.

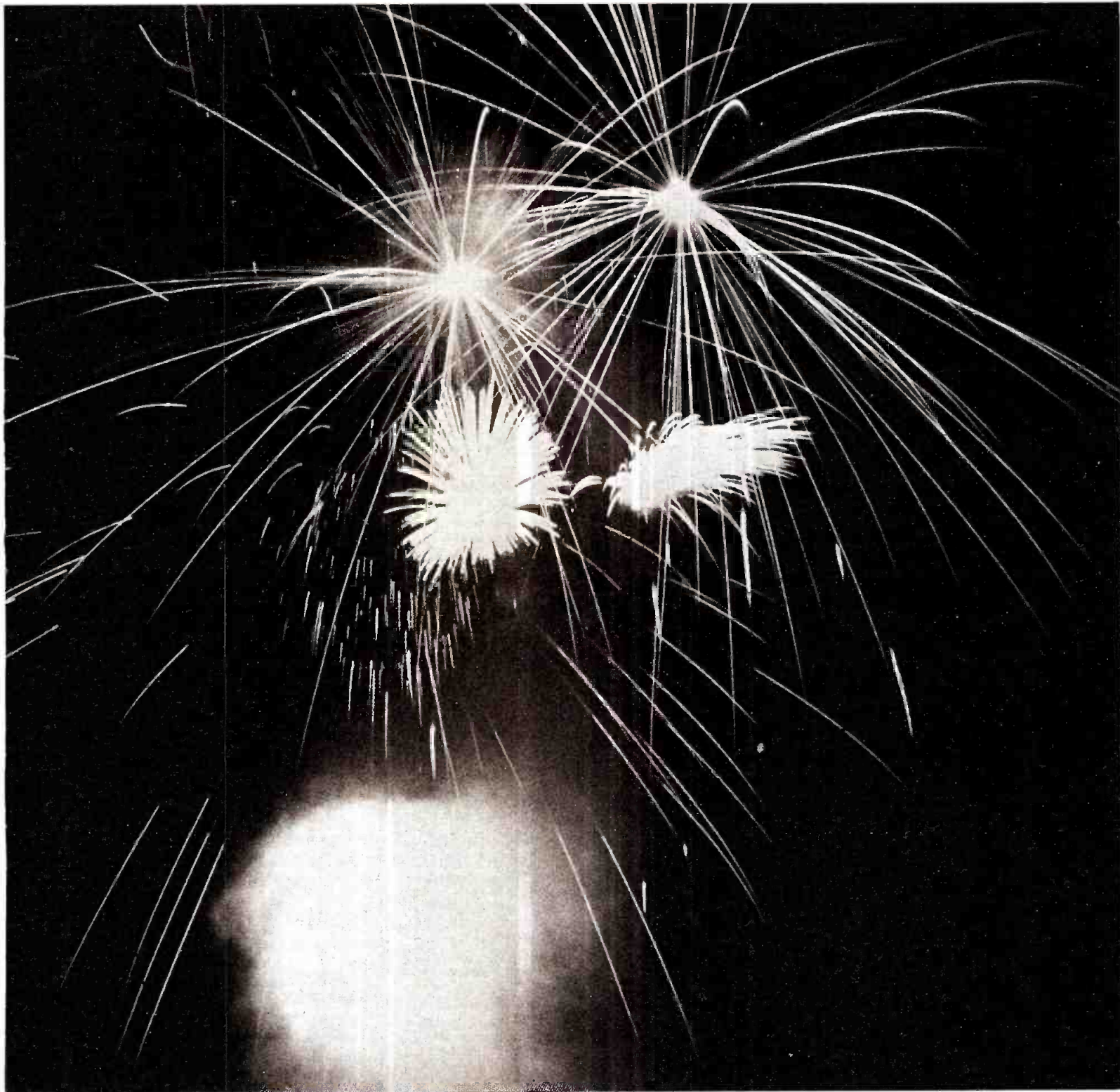
Oct. 29-31—*Scientific-Atlanta* fifth annual satellite earth station symposium, exploring technical and business aspects of satellite communications. Marriott hotel, Atlanta. Information: Kenneth Leddick, (404) 449-2000.

Oct. 30—*Radio Bureau of Advertising* Co-op Confidential workshop on co-op sales. Sheraton LaGuardia, New York.

Oct. 31-Nov. 2—*New Hampshire Association of Broadcasters* annual convention. Sheraton Wayfarer Convention Center, Bedford, N.H.

November

Nov. 1—*Radio Bureau of Advertising* Co-op Confidential workshop on co-op sales. Sheraton LaGuardia, New York.



Showmanship is alive and well and thriving at the Malrite Stations.

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When we have a point to make, we make it with flair. And impact.

We're known for our big public service projects. Exciting special events. Distinctive newscasts. Colorful air personalities. Imaginative promotions.

The Malrite Stations have built records of leadership because they know how to command attention — and make important things happen in the communities they serve.

That's our business: Ideas of substance, presented with style.

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The Leadership Stations

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

dential workshop on co-op sales. Holiday Inn City Center, Chicago.

Nov. 1-2—*National Association of Broadcasters* television conference. Fairmont hotel, Denver.

Nov. 1-2—*Kansas Association of Broadcasters* fall management meeting. Holiday Inn Downtown, Topeka.

Nov. 1-2—*American Association of Advertising Agencies* central region annual meeting. Radisson Cadillac hotel, Detroit.

Nov. 1-4—*Federal Communications Bar Association* fall seminar. Cerromar Beach hotel, San Juan, PR.

Nov. 2—*National Association of Broadcasters* legal workshop. Condado Hilton Inn, San Juan, PR.

Nov. 2-4—*Loyola National Radio Conference*. Loyola University Water Tower Campus and Water Tower Hyatt House, Chicago. Information: (312) 670-3129.

Nov. 4-7—*National Association of Broadcasters* third annual labor relations seminar. University of Colorado, Boulder.

Nov. 7—*National Association of Broadcasters* legal workshop. Valley River Inn, Eugene, Ore.

Nov. 7-8—*Oregon Association of Broadcasters* conference. Valley River Inn, Eugene, Ore.

Nov. 7-8—Regional meeting, *Mutual Black Network* affiliates. Key Bridge Marriott, Arlington, Va.

Nov. 7-8—*Audit Bureau of Circulations* annual conference. Royal Sonesta hotel, New Orleans. Speaker: FCC Chairman Charles D. Ferris.

Nov. 7-8—*Society of Cable Television Engineers* con-

ference on cable and fiber optics. Doubletree Inn, Monterey, Calif.

Nov. 8—Organization for the *International Radio Consultative Committee's* Study Group 6 meeting in preparation for international meeting scheduled for June 1980 in Geneva. Room 3012, Department of Commerce Laboratories, Boulder, Colo. Information: Gordon Huffcutt, State Department, Washington 20520, (202) 632-2592.

Nov. 8-11—*National Association of Farm Broadcasters* annual meeting. Crown Center hotel, Kansas City, Mo.

Nov. 8-11—*American Advertising Federation*, Western region conference, Hyatt Regency hotel, Phoenix.

Nov. 9—*Hollywood Academy of Television Arts and Sciences* luncheon. Speaker: Newton Minow, PBS chairman. Century Plaza hotel, Los Angeles.

Nov. 11—*American Council for Better Broadcasts* annual conference. Speakers: FCC Commissioner Abbott Washburn and NBC-TV President Robert Mulholland. Conrad Hilton, 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.

Nov. 13—*Association of National Advertisers* new-product marketing workshop. Plaza hotel, New York.

Nov. 14-15—*American Association of Advertising Agencies* Eastern annual conference. New York Hilton.

Nov. 15-16—*Arizona Broadcasters Association* fall convention and annual meeting. The Pointe Resort, Phoenix.

Nov. 16-Dec. 17—*American Film Institute* "A Salute to the BBC," retrospective series of 21 shows. AFI Theater, John F. Kennedy Center, Washington.

Nov. 19-20—*National Association of Broadcasters* television conference. Hyatt Regency hotel, Houston.

Nov. 20—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria hotel, New York. Speaker to be announced.

Nov. 26-27—*Society of Cable Television Engineers* regional technical meeting. Hartford Hilton, Hartford, Conn.

Nov. 26-27—*Society of Cable Television Engineers* cable construction seminar. Hartford Hilton, Hartford, Conn.

Nov. 28-29—*Advertising Research Foundation* business advertising research conference. Stouffer's Inn on the Square, Cleveland.

Nov. 29—Fourteenth annual Gabriel Awards banquet, sponsored by *UNDA-USA*. Ambassador hotel, Los Angeles.

Nov. 29—*Hollywood Academy of Television Arts and Sciences* luncheon. Speaker: Gene Jankowski, president, CBS/Broadcast Group. Century Plaza hotel, Los Angeles.

Nov. 30—New deadline for filing reply comments in FCC's noncommercial educational FM proceeding (Doc. 207.35).

December

Dec. 2-5—*Association of National Advertisers* annual meeting. Palm Beach, Fla.

Dec. 3-6—*National Association of Regulatory Utility Commissioners* 91st annual convention. Peachtree Plaza, Atlanta.

Dec. 6-7—*Broadcast Financial Management Association/Broadcast Credit Association* boards of directors meetings. Town and Country hotel, San Diego.

Dec. 7—*Hollywood Academy of Television Arts and Sciences* luncheon. Speaker: Jane Fonda. Century Plaza hotel, Los Angeles.

Dec. 12-14—*Western Cable Show*. Disneyland hotel, Anaheim, Calif.

Dec. 18—*International Radio and Television Society* Christmas benefit luncheon. Waldorf-Astoria hotel, New York.

Dec. 19—Deadline for comments in FCC notice of inquiry into TV waveform standards for horizontal/vertical blanking intervals (Docket 79-368).

January 1980

Jan. 9-10—*Virginia Association of Broadcasters* meeting. Richmond Hyatt House.

Jan. 11-12—National radio-television conference of *Investigative Reporters and Editors*. Hyatt, Louisville, Ky. Contact: James Polk, NBC News, Washington 20016, or Richard Krantz, WHAS-TV Louisville 40202.

Jan. 13-15—*California Association of Broadcasters* winter convention. Palm Springs Spa hotel.

Jan. 13-16—*Association of Independent Television Stations (INTV)* convention. Galleria Plaza, Houston.

Jan. 14-15—*Society of Cable Television Engineers* regional meeting and technical workshop. Tallahassee, Fla.

Jan. 16-17—First Amendment Congress, sponsored by 12 organizations including *National Association of Broadcasters, Radio-Television News Directors Association and Society of Professional Journalists, Sigma Delta Chi*. Hall of Congress, Philadelphia.

Jan. 17—*International Radio and Television Society* newsmaker luncheon featuring NBC President Fred Silverman. Waldorf Astoria hotel, New York.

Jan. 17-19—*Alabama Broadcasters Association* winter conference. Plaza Hotel South, Birmingham.

Jan. 20-23—*National Religious Broadcasters* convention. Washington Hilton, Washington.

Jan. 20-25—Joint board meeting of *National Asso-*

Major Meetings

Sept. 24-Nov. 30—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 Picture and Television Engineers* 121st technical conference and equipment exhibit. Century Plaza hotel, Los Angeles.

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.

Dec. 12-14—*Western Cable Show*. Disneyland hotel, Anaheim, Calif.

Jan. 13-18, 1980—*Association of Independent Television Stations (INTV)* convention. Galleria Plaza, Houston. Future convention: Jan. 18-21, 1981, Century Plaza, Los Angeles.

Jan. 20-23, 1980—*National Religious Broadcasters* convention. Washington Hilton, Washington.

Feb. 16-21, 1980—*National Association of Television Program Executives* conference. San Francisco Hilton. Future conferences: March 13-18, 1981, New York Hilton; March 12-17, 1982, Las Vegas Hilton.

March 16-20, 1980—*National Public Radio* annual conference. Crown Center hotel, Kansas City, Mo. Future conferences: Phoenix, May 3-7, 1981; Washington, April 18-22, 1982.

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 14-17, 1985; Kansas City, Mo., April 13-16, 1986; Atlanta, April 5-8, 1987; Las Vegas, April

10-13, 1988.

April 16-24, 1980—*MIP TV* international program market. Cannes, France.

May 18-21, 1980—*National Cable Television Association* annual convention. Convention Center, Dallas. Future conventions: Los Angeles, May 29-June 1, 1981; Las Vegas, May 25-28, 1982; New Orleans, May 1-4, 1983; San Francisco, May 22-25, 1984; Atlanta, April 28-May 1, 1985.

June 3-7, 1980—29th annual convention, *American Women in Radio and Television*. Hilton Palacio del Rio and San Antonio Marriott, San Antonio, Tex. Future convention: May 6-10, 1981, Sheraton Washington hotel, Washington.

June 7-11, 1980—*American Advertising Federation*, annual convention, Fairmont hotel, Dallas.

June 11-15, 1980—*Broadcasters' Promotion Association* 24th annual seminar and *Broadcast Designers Association* second annual seminar. Queen Elizabeth hotel, Montreal. Future seminars: June 10-14, 1981, Waldorf-Astoria hotel, New York; June 6-10, 1982, St. Francis hotel, San Francisco; June 8-12, 1983, Fairmont hotel, New Orleans; June 10-14, 1984, Caesar's Palace, Las Vegas; 1985, Chicago.

Sept. 14-17, 1980—*Broadcasting Financial Management Association* 20th annual conference. Town and Country hotel, San Diego. Future conference: Sept. 20-23, 1981, Sheraton-Washington.

Sept. 20-24, 1980—*Eighth International Broadcasting Convention*. Metropole Conference and Exhibition Centre, Brighton, England.

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

Oct. 26-30, 1980—*National Association of Educational Broadcasters* 56th annual convention. Las Vegas Hilton.

Dec. 3-5, 1980—*Radio-Television News Directors Association* international conference. Diplomat hotel, Hollywood-by-the-Sea, Fla.

ciation of Broadcasters. Canyon hotel, Palm Springs, Calif.

Jan. 24-26—Winter convention, *Colorado Broadcasters Association*. Sheraton Denver Tech Center.

■ **Jan. 25-27**—*Florida Association of Broadcasters* meeting. Sheraton River House-Airport, Miami.

February 1980

Feb. 3-5—*Louisiana Association of Broadcasters* convention. Baton Rouge Hilton.

Feb. 5-6—*Society of Cable Television Engineers* fifth annual conference on CATV reliability. Adams hotel, Phoenix.

Feb. 6-11—*International Radio and Television Society* Faculty/Industry Seminar and College Conference. Harrison Conference Center, Glen Cove, N.Y.

Feb. 7-8—*National Association of Broadcasters* television conference. The Century Plaza hotel, Los Angeles.

Feb. 13—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York. Speaker to be announced.

Feb. 16-21—*National Association of Television Program Executives* conference. Hilton hotel, San Francisco.

Feb. 19—Deadline for reply comments in FCC notice of inquiry into TV waveform standards for horizontal vertical blanking intervals (Docket 79-368).

Feb. 28—*Southern Baptist Radio and Television Commission's* 11th annual Abe Lincoln Awards banquet. Wilson C. Wearn, Multimedia Inc., will be keynote speaker. Green Oaks Inn, Fort Worth.

March 1980

March 5—*International Radio and Television Society* anniversary banquet. Waldorf-Astoria, New York.

■ **March 10-29**—Region II conference of *International Telecommunications Union* for medium frequency broadcasting. Buenos Aires.

March 12—*Hollywood Academy of Television Arts and Sciences* luncheon. Speaker: Frederick Pierce, president. ABC Television. Century Plaza hotel, Los Angeles.

March 16-18—First Amendment Congress, sponsored by 12 organizations including *National Association of Broadcasters, Radio-Television News Directors Association* and *Society of Professional Journalists, Sigma Delta Chi*. Williamsburg, Va.

March 16-20—*National Public Radio* annual conference. Crown Center hotel, Kansas City, Mo.

March 24-25—*Society of Cable Television Engineers* mid-Atlantic technical meeting and workshop. Hyatt House, Richmond, Va.

March 26—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York. Speaker to be announced.

March 26-28—Viewdata 80, international exhibition and conference on video-based systems and microcomputer industries, sponsored by *British Post Office*. Wembley Conference Center, London.

April 1980

April 10-11—*Broadcast Financial Management Association/Broadcast Credit Association* boards of directors meetings. Marriott hotel, New Orleans.

April 13-16—*National Association of Broadcasters* annual convention. Las Vegas.

April 18-24—*MIP TV* international program market. Cannes, France. U.S. office: John Nathan, 30 Rockefeller Plaza, New York 10020; (212) 489-1360.

April 22—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York. Speaker to be announced.

May 1980

May 12-14—World Communications: Decisions for the Eighties, conference sponsored by *University of Pennsylvania's Annenberg School of Communications*. Philadelphia.

■ **May 12-30**—*International Telecommunications Union* 35th session of the Administrative Council. Geneva.

May 18-21—*National Cable Television Association* annual convention. Convention Center, Dallas.

May 19-20—*Society of Cable Television Engineers* Northwest technical meeting and workshop. Rodeway Inn, Boise, Idaho.

May 29—*International Radio and Television Society* annual meeting. Waldorf Astoria hotel, New York.

June 1980

June 3-7—*American Women in Radio and Television* 29th annual convention. Hilton Palacio del Rio and San Antonio Marriott, San Antonio, Tex.

June 5-8—*Missouri Broadcasters Association* spring meeting. Holiday Inn, Lake of the Ozarks.

June 7-11—*American Advertising Federation*, annual convention, Fairmont hotel, Dallas.

June 11-15—*Broadcasters Promotion Association* 24th annual seminar and *Broadcast Designers Association* second annual seminar. Queen Elizabeth hotel, Montreal.

June 12-14—Annual convention of *Iowa Broadcasters Association*. Holiday Inn, Ottumwa.

■ **June 12-14**—*South Dakota Broadcasters Association* convention. Holiday Inn, Watertown.

June 19-20—*Broadcast Financial Management Association/Broadcast Credit Association* boards of directors meetings. Sheraton-Washington, Washington.

July 1980

July 16-19—Summer convention, *Colorado Association of Broadcasters*. Keystone Resort, near Dillon.

■ **July 27-29**—*California Association of Broadcasters* meeting. Del Monte Hyatt House, Monterey.

August 1980

Aug. 24-27—*National Association of Broadcasters* radio programming conference. Hyatt Regency, New Orleans.

Errata

In reports of call letter applications in Oct. 1 "For the Record," filing by *Christian Television of Jacksonville (Fla.) Inc.* for *WXAO-TV* was incorrectly reported as being for *WXOA-TV*.

□

New phone number of *SFM Media Corp.* ("AdVantage," Oct. 8) should be (212) 790-4800.

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TOP OF THE WEEK

Broadcast stocks: shelter in market storm

They're dragged down as Wall St. takes a dive, but analysts say radio-TV issues should hold up better than others in recession

"We're taking a bath along with everybody else," is the way one broadcaster saw the impact on the industry of last week's furious stock-market activity. Still, he and others cautioned, that's the short-term view; most industry observers stress that any drop now in broadcast stocks has to be perceived as part of the larger economic picture.

Broadcasters like others were hit by the selling. By the close of market on Wednesday, when an all-time record of 81.6 million shares were traded on the New York Stock Exchange, total market capitalization of the stocks listed in BROADCASTING's Stock Index (page 95) had dropped over \$3.4 billion from a week-earlier figure of \$66.5 billion, about a 5% dive. Of 126 stocks reported, only four showed gains: By Thursday, ABC's stock was trading at 41 5/8, down from 43 1/8 a week earlier; CBS hit 49 5/8, down from 42 3/8; and RCA slipped to 23 1/8, when the week earlier it was at 24 1/2. Group broadcasters were similarly affected: Capital Cities went from 48 1/4 to 45 3/8; Storer from 51 1/8 to 46 1/8, and Taft from 30 1/2 to 29 7/8.

Precipitated by the actions of the Federal Reserve Board, the general drop in the market is seen as a product of several factors: uncertainty on the part of investors over the future of the economy, liquidation by those with significant margin positions, skyrocketing interest rates, as well as some profit-taking by investors who felt their stocks had hit their peaks.

Companies in the broadcast field were clearly not leading the rout. Among other analysts, Bill Suter of Merrill Lynch Pierce Fenner & Smith saw some profit-taking in broadcasting, but on the whole, related issues fared reasonably well. One network insider pointed to the relatively low level of margin involvement in the field as a factor mitigating the downward forces affecting more speculative issues while another in the industry dismissed the market slide as having nothing to do with broadcasting.

With a broad-based perception that radio and television will fare better in a

recession than the economy in general, several analysts suggest that stock-price drops might offer advantages for investors. Sara Joe Fuchs of Kidder, Peabody said, "the market weakness creates a unique buying opportunity." Of course, that applies to investors with cash, considering the upswing in interest rates.

With those rates in mind, Howard Turetsky of Cyrus J. Lawrence sees the development of an additional plus for broadcasters and other concerns with excess cash flows. Their ability to stay free of short-term borrowing makes them relatively more attractive as investments.

While the Federal Reserve's policies are receiving wide support on Wall Street as the kind of medicine the economy will need for long-term health, it's also conceded that readjustments over the short haul will include negative effects for broadcasters. The market's fall is cited as an example of a growing realization that the recession will be longer and more severe than has generally been assumed.

Media stocks won't "outperform on the downside," quipped Fuchs, but he cautioned that he "can't be sanguine" about the gross national product or corporate profits over the early part of 1980.

Merrill Lynch's Suter also sees the possibility that high interest rates will have a negative impact on advertisers. Still, network-TV advertising budgets are usually the last to be cut, he said, and there is a time lag to take into consideration. In his estimate, next year's first quarter will be the toughest for the industry.

That's a position shared by Bache Stuart Halsey's Tony Hoffman, who's been taking a dimmer-than-average view of the economy's prospects. He believes there's been too great a concentration on inflation-boosted sales figures as a measure of corporate performance, with insufficient attention paid to the cost side. To Hoffman, the market activity of last week is the "precursor of businessmen starting to act responsibly in the face of the actual business conditions of 1980." He looks for cuts in advertising-to-sales-ratios, with repercussions for broadcasters that, he says, "could be very, very serious."

Dennis Liebowitz of Donaldson, Lufkin & Jenrette is another analyst whose projections for broadcasting are, as he describes them, "below most people's." He views the recent developments as a reaffirmation of his belief that things will be "worse than a lot of the broadcast community thought." Still, he looks for the industry to perform better than the over-all economy, calling broadcasting issues "still reasonable, still attractive."

Radio-only's have a romp in Washington

NRBA's sixth annual—and biggest yet—convention celebrates aural resurgence, can't seem to get excited about deregulation issues

Unseasonably, it had begun to snow in Washington as the National Radio Broadcasters Association's sixth annual convention came to a close last Wednesday. But even the weather couldn't dampen delegate spirits as they concluded what their new president was calling "the best convention yet."

Almost 4,000 were said to have attended the four-day convention, with official registrants numbering 1,880. In addition 165 companies populated the exhibit hall.

A message from Jimmy Carter opened the convention on the preceding Sunday. The President, who could not appear in person because of the papal visit, welcomed the broadcasters to Washington and said "the 1980's promise to be a golden period for American radio. With new services such as AM stereo and with the continuing growth in both AM and FM, I know that the NRBA will have an increasingly vital role in bringing the views of the radio industry to the attention of Washington decision-makers and in responding to the changing needs of its membership."

Steve Simmons of the White House domestic policy staff, who delivered the President's message, added that "we have an open door policy, and the National Telecommunications and Information Administration is available to meet and talk with radio broadcasters and hear their concerns at any time."

The first day also produced a new NRBA president: Harriett (Sis) Kaplan, owner of WAYS(AM)-WROQ(FM) Charlotte, N.C., took over the seat occupied by Jim Gabbert, of KIQI(AM)-KIOI(FM) San Francisco, since NRBA's inception in 1974. Kaplan said that Gabbert had set the tone for the presidency, and for the organization. She said that she hopes he will be involved "at least for another year."

Kaplan, a small, feisty woman, believes in the NRBA as the one association in which radio doesn't take a back seat to television's needs. "We are successful because we have a voice that is 100% for radio," she said—"radio broad-



NRBA's new executive board and directors-at-large. L to r: (seated) Stephen Trivers, Fairfield Broadcasting, Kalamazoo, Mich.; Bernie Mann, Mann Media, High Point, N.C.; NRBA President Sis Kaplan, SIS Radio, Charlotte, N.C.; NRBA Chairman Bob Herpe, General Communicorp, New Haven, Conn.; Lynn Christian, Century Broadcasting, Chicago; Ted Dorf, WGAY-AM-FM Silver Spring, Md.; Abe Voron, NRBA vice president; (center row) Dave Raven, WIFC(AM)-WSAU(FM) Wausau, Wis.; Dutch Doelitzsch, WDDD(FM) Marion, Ill.; Joe Costello, WRNO(FM) New Orleans; Don Nelson, WIRE(AM) Indianapolis; Steve Heater, KSPN(FM) Aspen, Colo.; James Connor, WWSH(FM) Philadelphia; Paul Lang, KDLR(AM) Devils Lake, N.D.; Jack Gennaro, WFHR(AM)-WWRW(FM) Wisconsin Rapids,

Wis.; Loring Fisher, Bonneville Broadcast Consultants, Tenafly, N.J.; Chester Coleman, KGAB(FM) Ventura, Calif.; Elmo Ellis, WSB-AM-FM Atlanta; (top row) Tim Ives, Bloomington Broadcasting Corp., Bloomington, Ill.; Ray Livesay, Mattoon Broadcasting, Mattoon, Ill.; Ken Mellgren, WJIB(FM) Boston; Eric Hauenstein, president, Natural Broadcasting System, Phoenix; James Gabbert, San Francisco Wireless Talking Machine Co., San Francisco; Bob Duffy, The Christal Co., New York; Lew Latto, WAKX-AM-FM Duluth, Minn.; Bill Clark, KABL-AM-FM San Francisco; Thomas Schattenfield, NRBA counsel; Gary Worth, Mutual Broadcasting System; Thurman Worthington, WKEZ(FM) Norfolk, Va., and Ron Kempf, WHIO-AM-FM Dayton, Ohio.

casters ready to participate in whatever is good for the industry." She continued: "There is a need for NRBA to exist so there will be no divisive actions within our own medium. AM is not dead by any means; we just have to do more collectively."

Monday's luncheon featured Eric Severeid, the former CBS commentator and winner of this year's "Golden Radio" award. In his remarks Severeid called radio the first true mass medium—"it made the world smaller for all those listeners," he said. Now, however, Severeid said, "there is a false atmosphere in the newsroom . . . every second counts . . . everyone is under such great pressure . . . but people at home are not under that pressure and they can hear someone explain something for two to three minutes . . . we just have to get the news directors to believe that."

Tuesday's luncheon speaker was Senator Barry Goldwater (R-Ariz.), who—addressing the subject of radio deregulation—said broadcasters must be freed from the "dead hand of government control." He said the FCC is to be commended for its moves toward deregulation. "I can only say that it is about time. Chairman [Charles] Ferris is to be commended; it is not easy for a bureaucrat to recommend that the size of his bureaucracy be diminished," he stated.

The senator warned the broadcasters, however, that there is no assurance that the FCC will ultimately adopt its rulemaking proposal, and if it does, it might take years. Therefore, he advocated his bill to amend the Communications Act (S. 622) as the ultimate relief. But he doesn't look for that legislation in this Congress. "As the clock continues to tick on this session, telecommunications legislation becomes less likely, but no less important," he said.

Tuesday afternoon featured a panel discussion on "Radio Deregulation: What, Where, When and How?" Panelists were Harry M. Shooshan, general counsel of the House Subcommittee on Communications; NRBA's Gabbert; Andrew J. Schwartzman, director of the Media Access Project; Frank Washington, deputy chief of the FCC Broadcast Bureau, and NRBA counsel Tom Schattenfield (moderator).

The meeting room was barely one-quarter full—a circumstance noted by Schwartzman, who said that "deregulation is not of principal concern to broadcasters, as evidenced by the attendance in this room . . . Your leaders are moving in different directions from the members . . . Focus is much better directed to improve what's there than in trying to undo it." Schwartzman believes that regulation needs only "minor tinkering" and that broadcasters must not be isolated from the people and

communities they serve.

Washington said the FCC's deregulation approach proceeds from new ways of thinking about broadcast problems (essentially, reliance on the marketplace). Shooshan applauded the FCC's efforts, although voicing his belief that the only true deregulation is through legislative action. Gabbert called deregulation proposals the "biggest shuck and jive I've seen in my life." He commended the FCC's move, but said it doesn't go far enough. Schattenfield said that the FCC's resistance to deregulation is based on the faulty premise that without regulation every broadcaster will violate the law.

Those in the audience who presented their viewpoints were against regulation of any sort. Most were owners of small stations who said they work with their communities day in and day out and are overburdened with FCC paperwork—which they claim is generated by someone in Washington who doesn't understand how their stations operate.

There also were numerous questions by broadcasters who claim that with the FCC's proposal will come trade-offs of increased FCC regulation in equal employment opportunity and crossownership areas. Washington explained that it should not be looked at as a trade-off but rather as a comprehensive attempt by the FCC to

review what it is doing with respect to broadcast regulation.

In closing, Shooshan warned that "if broadcasters come to the Congress, asking for total deregulation, while not supporting the 9 khz proposal . . . if they do not concern themselves with the public interest," then their words will have no effect, because "they will only be interested in their own good."

A second deregulation panel, featuring Commissioner James Quello and all FCC bureau chiefs, proved to be one too many. Although a few questions were put to Broadcast Bureau Chief Richard Shibben about timetables on AM stereo and FM quadrasonic rulemakings (he said both were on the back burner), no questions were asked on radio deregulation. Shibben and moderator Schattenfield expressed disappointment at the audience apathy, saying they expected more of a turnout and some good feedback.

Growing support for Quello renomination

Nine months before his term ends, White House is being lobbied to name former broadcaster to another term, but Carter may be looking for Hispanic to fill commission post

Ready or not, the contest for the FCC seat held by Commissioner James H. Quello is on, nine months before his term expires—and without any indication the 65-year-old commissioner (who plays tennis three or four times a week) is ready to retire. He has not yet declared himself a candidate. But last week, Quello said he is prepared to serve, "if asked." If he is not, he added, he will consider his service on the commission "a worthwhile experience."

Evidence that the race is on is in the mail already being received at the White House containing recommendations for the President to consider, and in one or two of the questions broadcasters at a White House briefing last week put to administration officials on the issue.

In both areas, sentiment seems to be with Quello. Of the "10 to 15 letters" thus far received by the White House on the FCC seat, a staffer said, "five or six" urged Quello's reappointment. And at the briefing—for broadcasters who have volunteered to help promote the 1980 census—a broadcaster asked about Quello's prospects for reappointment. Steve Simmons, of the White House domestic policy staff, said only that Quello's record will be reviewed "at the appropriate time" and that a judgment will then be made.

Quello also is receiving public expressions of support. The National Association of Educational Broadcasters adopted a resolution commending him for his activities as educational commissioner. And while



Who's counting? Chairman Jack Harris and three of the vice chairmen of the Broadcasters Census Committee of Eighty gathered during a break last Thursday in the White House briefing that committee's members received on the work to be done in helping the Census Bureau in its counting job next spring. Pictured (l to r): Ragan Henry, president of Broadcast Enterprises National, of Philadelphia; Vincent Wasilewski, president of the National Association of Broadcasters; Kathryn Broman, president of WWLP-TV Springfield, Mass., and Harris. (A fourth vice chairman is Rene Anselmo, president of Spanish International Network.) Committee members not only will use their stations to urge listeners and viewers to complete their 1980 census forms but also will call on broadcasters in their respective areas to do the same. Outgoing Secretary of Commerce Juanita Kreps, who addressed them briefly, said such activity is in the broadcasters' best interest as well as the nation's, since census data is the basis of market rankings and demographic breakouts. Besides the Committee of Eighty, the Census Bureau will receive the support of the Advertising Council, which has assigned a top priority to promotion of the census. **On other matters.** Besides being briefed on what is expected of them in connection with the census, the broadcasters heard from Carter administration officials on policy matters—including Henry Geller, assistant secretary of commerce for communications and information, and Steve Simmons, of the White House domestic policy staff, on communications. Geller revealed that the National Telecommunications and Information Administration, which he heads, is preparing new moves in the field of minority ownership of broadcast properties. And NTIA is seeking funds in its 1981 budget to examine complaints that have been heard over the years that rating services do not adequately survey minority audiences.

the resolution was issued in connection with his forthcoming appearance at the NAEB convention, next month, James E. Fellows, NAEB president, said it could be read as an endorsement of Quello's reappointment. "The board knew he was up for reappointment," Fellows said.

Earlier, broadcasters in his home state of Michigan made clear their hope that the former manager of WJR(AM) Detroit seek reappointment. They have urged the state's congressional delegation to ask him to run ("Closed Circuit," Oct. 8).

Speculation has it that the White House will seek a Hispanic for the post; Hispanics have pressed the White House for the appointment of one of their number to the FCC. And with Carter facing a difficult renomination and re-election campaign, the White House has been naming Hispanics to important government posts.

However, administration officials who would be engaged in the talent search are not ruling anyone out. They say they have not yet been given instructions on the qualifications or background the White House wants in the person it will name for the term beginning July 1, 1980.

Presidential aspirations at the networks

Heads of the commercial operations and PBS do their annual thing; all hold that competition from within and without is good for them

Network presidents voiced optimism about everything from stiffer competition to new technology last week, in their annual joint appearance in Boston.

In a news conference, a question-and-answer period and informal conversations, the commercial network heads called increased newsroom rivalry healthy. Public Broadcasting Service President Lawrence K. Grossman shared their views that such developments as videodisks and cable can help, not hurt, their own present operations.

ABC-TV's James E. Duffy even dismissed stock market woes, saying that they will have no near-term effects at any

of the networks because advertising sales are well ahead of last year's totals. And 1980 is an Olympics, convention and election year, he reminded some 400 listeners.

James Rosenfield, CBS-TV, portrayed his key news staffers' departures for other networks as therapeutic, not threatening. Since, he said, his network has traditionally had the best news operation, "everyone comes to us for talent. We have managed to put some CBS people across the street, and I hope they're happy. We'll continue to lose people in both directions, because this is a very dynamic business. There's more opportunity, more moving up, and more proliferation of talent throughout the three networks—which is good."

Turning to CBS's entertainment ratings problems in the new season, Rosenfield said, "We made a decision this year not to front-load at the expense of the November sweeps. But we weren't ready for, nor very comfortable," with the results. He insisted, however, that CBS is not going to change its entertainment strategy "one iota." He said Saturday night programing changes are needed (see page 49) because "you're bound to have trouble with putting all new shows on one night."

Is commercial television providing enough quality programing? "Numbers [indicate] quality," Rosenfield answered. "If half the people in America turn on your program, I defy you to find a better criterion of quality."

NBC-TV's Robert E. Mulholland, responding to criticism that the networks short-changed viewers by pitting best shows against best shows, said "programing is improving on all three networks. They're getting closer together. It's much better to choose between three good shows than between one good and two bad ones."

As they have in previous years, in the session sponsored by the Boston-New England chapter of the National Academy of Television Arts and Sciences, the commercial network presidents portrayed themselves as willing but unable to produce an hour of evening news. They cited affiliates' needs as the reason, with Duffy saying there would have to be "more quid pro quo" with local stations.

The commercial heads voiced optimism about new technology, saying it would strengthen, not weaken, their own position. Mulholland said commercial television will always remain the most effective national advertising medium, and said that the general lack of good programing would prevent cable from competing with commercial TV. Such devices as videocassette recorders, he said, would find more people using more TV for more things, "and that's marvelous."

Rosenfield said his network has anticipated innovations by moving into the feature film and videodisk businesses. He said commercial television can compete with cable if commercial TV is "not inhibited by government."

Duffy said cable operators should pay a



Mulholland, Duffy, Grossman, Rosenfield

copyright fee for carrying commercial programs and would then like to see "the marketplace decide." He said it might take something like theatrical screenings of such traditionally televised events as the Olympics to make the public recognize the importance of commercial TV.

PBS's Grossman sees new technology giving his operation many chances to cut costs—for example, by letting a Home Box Office-type service present a concert or a ballet and then rescreening it over PBS. The new technology, he said, "is not a threat, but an opportunity to diversify a very narrow programing strand." Starting Jan. 1, he said, PBS will start national transmission of its most popular programs and will begin regional showings of special interest programs. Cassettes and videodisks, he said, will let his network become a "true educational system" spanning children's and adult education.

The subject was satellites

PSSC meets in Washington; Van Deerlin, via Shooshan, criticizes FCC for holding back new technologies; Fleming says CPB is looking to the skies; suppliers grind their axes

The Public Service Satellite Consortium—comprising 102 nonprofit organizations whose common interest is satellite technology—followed the Mutual Broadcasting System and the National Radio Broadcasters Association into the Washington Hilton last week for its fourth annual convention (PSSC's National Satellite Network acts as a middleman between satellite carriers and PSSC members and arranges for the use of satellites by its members.)

Attendance at this year's convention was up slightly over last with over 200 registrants, 150 of whom represented member organizations. The remainder were satellite carrier representatives, manufacturers and consultants.

The major attraction of the conference was to have been a speech on Thursday morning by House Communications Sub-

committee Chairman Lionel Van Deerlin (D-Calif.). The congressman, however, accepted an invitation to accompany President Carter on his Western trip and sent the subcommittee's chief counsel, Harry M. (Chip) Shooshan, in his place.

Delivering a speech that had been written for Van Deerlin, Shooshan directed some harsh criticism at the FCC. Shooshan said that "often regulation is used as a scapegoat," but that in the case of the telecommunications industry, critics "have a point." Common carriers, he said, "must obtain permission to start, to expand, to cut back or withdraw service."

"Established firms," he went on, "with millions of dollars riding on an FCC decision, make sure they will be represented in Washington. New firms and members of the public have a much tougher time getting the commissioner's attention, and regulatory protectionism is often the result."

Shooshan also charged that the burdens of regulations imposed by the FCC discourage the development of new technologies. "In fact," he said, "there are those who argue that the FCC has stunted the technological process and kept the prices [of existing technology] artificially high."

Robben Fleming, president of the Corporation for Public Broadcasting, told PSSC delegates that CPB, in considering its mandates to involve independent producers and to encourage the use of non-broadcast techniques, should explore the possibility of financing programing for transmission over satellites to cable systems. He said the "linkage" of independent producers to satellite and cable technology would be a way of "killing two birds with one stone."

Fleming also said that in light of the CPB's financial situation, which is "pretty dim," an arrangement whereby cable subscribers pay for CPB-financed programing might be beneficial. The resulting revenue would be split between the cable operator and a "pool" at CPB that would be used to develop additional programing.

Andrew Inglis, president of RCA Americom, said the major obstacle to the future growth of the satellite industry "is the limitation of capacity." The RCA subsidiary's short-term solution, he said, is to



Up in the sky. Harry (Chip) Shooshan, chief counsel for the House Communications Subcommittee, stood in for his boss, Subcommittee Chairman Lionel Van Deerlin, in delivering a speech at the Public Service Satellite Consortium convention. Seated: Elizabeth Young, president of the PSSC, and H. Rex Lee, a former FCC commissioner (1968-1973) who is PSSC chairman.

put up two additional satellites—one in December and one in mid-1981. (RCA currently has two in orbit.)

But, Inglis warned, within "the next decade, and probably sooner, we will run out of orbital slots. . . . We are then faced with the necessity for increasing the amount of traffic that can be handled by each satellite."

James Ragan of Western Union, which currently has three domestic satellites in orbit, said that satellite service has proved itself to be "reliable and economical."

To prove his point, Ragan quoted some prices comparing land-line costs with satellite costs. He said to send a video channel from New York to Washington during an hour of prime time would cost \$1,800 via conventional land lines but

\$580 via satellite. He added that the non-prime time cost for one hour of satellite time is \$360.

Responding to a question from the audience, Inglis said that RCA was still working on its proposal for distributing the programming of NBC. Ragan, tersely answering the same question, said that Western Union would submit "no bid" to NBC.

Joseph N. Pelton, executive assistant to the director general of Intelsat, the global satellite telecommunications network, said that the 1980 Moscow Olympics would be sent to 1.5 billion-2 billion people worldwide over the Intelsat network. He said that such feats are bringing Marshall McLuhan's metaphor of a "global electronic village" closer to reality.

The heat backstage

NBC's Kissinger interview marked by on-camera acrimony and behind-scenes walkout by Frost, who accuses network of yielding editing control

NBC News, embroiled in controversy regarding the preparation of last Thursday's (Oct. 11) special, *Henry Kissinger: An Interview with David Frost*, took to the air in its own defense.

Following a walk-out by Frost and highly publicized accusations that the network's journalistic integrity had lapsed, NBC News prefaced the program stating "categorically that Dr. Kissinger was at no time given any guarantee on what material would or would not be included, nor any privilege that would compromise journalistic standards."

The statement, unusual in that networks normally stand by their specials just by airing them, added that "Mr. Frost was encouraged by NBC News to ask tough and difficult questions and Dr. Kissinger said he expected that and did not object."

Furthermore, the voice-over said that, upon Kissinger's request, the unedited transcript of the Cambodian section was given to the press and available to any viewer requesting it.

The preface was NBC's answer to "a number of public allegations" made by Frost, who had participated in tapings with Kissinger on Wednesday and Thursday the week before but refused to show up for a scheduled Saturday session.

Frost's case was played out in the press, beginning with reports of a letter sent to NBC News vice president-in-charge, Nigel Ryan, saying that he was leaving because

InBrief

President Carter criticized ABC commentators' remarks on Pope John Paul II's arrival in Boston two weeks ago as having "glossed over and trivialized" what he said was "beautiful and significant moment." He noted that one commentator followed Pope's speech with observation that it was "gracious" but contained "no news;" that another said Pope looked tired, while third said Pope does not speak English well enough to carry on conversation. Coverage was anchored from Washington by Max Robinson, who worked with Lou Cioffi and Rome correspondent Bill Blakemore in Boston. ABC spokesperson said, "**Our coverage speaks for itself.** We provided more coverage of the Pope's visit—its pageantry and news—than anyone else." Some observers noted that President's remarks followed ABC's *20/20* program that contained segment raising anew cocaine-sniffing charges leveled at White House chief of staff Hamilton Jordan, program that had angered White House aides. President was not only person of prominence complaining about coverage of Pope's visit. **Rev. Theodore M. Hesburgh**, president of Notre Dame, said news media in general had **had focused on "frivolous" issues** rather than basic worldwide concerns during Pope's visit.

Federal Trade Commission has ordered **Bristol-Myers to disclose in advertisements** for Bufferin, Excedrin and Excedrin PM, that **products contain aspirin**, and make additional disclosures in ads containing unproved claims about relative speed, safety or effectiveness of products. FTC-complaint cited ads for three products appearing between

1960 and 1973, when complaint was issued. Agencies handling accounts—**Ted Bates and Young & Rubicam**—were also ordered to make such disclosures in ads for products. But administrative law judge Montgomery Hyun didn't order corrective advertising on additional point, which barred company and Ted Bates from making unsubstantiated claims that doctors recommend Bufferin more than any other non-prescription pain reliever.

CBS News in starting to sign executives at vice president level to contracts, practice that's new for outfit. CBS recently saw Bill Small and Sylvia Westerman, two news veterans who had VP stripes (Though Small was most recently with company's corporate wing), move to NBC, where they joined their old CBS News boss, Richard Salant. New contracts run less than five years. Company says "virtually all" news VP's were asked to sign, and that all asked did so. On-air talent, producers, bureau managers and others have long been under contract at CBS News.

Members of InterAmerica Association of Broadcasters, meeting in Washington last week, adopted resolution **opposing proposal to reduce AM channel separation** from 10 khz to 9 khz **until completion of technical studies**. Resolution says not enough is known of effects that narrower separation would have on AM. Members also adopted resolution calling for expediting of studies on AM stereo as "a mechanism for the renewal and updating of AM radio broadcasting." Both matters will be considered at Western Hemisphere conference on AM broadcasting to be held in Buenos Aires in March. IAAB members also discussed satellite-to-home broadcasting, but decided they lacked sufficient information on which to make judgment. In another matter, IAAB adopted committee report on freedom of expression, which calls

the NBC News/Kissinger arrangement "transgresses fundamental journalistic ethics."

Frost said he had gotten the impression that the former secretary of state was going to be allowed to make a 10-minute statement building upon answers he had already given during the previous interviews.

Beyond that, he was quoted as saying that unnamed NBC executives had told him he was being "too tough" on Kissinger.

What all this seemed to spell out to Frost was that Kissinger, under a five-year contract (said to be worth \$1 million) with NBC, was getting preferential treatment.

The reaction of NBC News President Bill Small was the same as the preface to the program.

"At no time were NBC standards compromised," he rebutted, "nor did Kissinger ask to edit or review questions. You just don't do that."

As for the alleged 10-minute supplement, Small said "I have no idea" where Frost could have gotten that impression and that he asked staffers and that "everybody said that was never said."

Small added that he had stressed that Frost didn't have to tread lightly. "If I said to David Frost once, I said it 30 times: We are not opposed to tough questions." He said Kissinger was told the same and had no problem with that.

As the transcript shows, the Frost/Kissinger debate on Cambodia was a heated one, with Frost contending that American bombing there set off a chain of events leading eventually to tragedy. Kissinger took issue with that view:

"What you have is a totally one-sided and misleading presentation of events,"

Going, going . . . Preliminary figures for week ending Oct. 14 suggest that—discounting the natural boost from the World Series—ABC-TV's fortunes continue to decline while NBC-TV's regular series are holding up and CBS-TV is improving. The big news of last week was on Tuesday, when ABC's perennial hit, *Happy Days*, lost its 8-8:30 (NYT) slot to the first half of NBC's *Misadventures of Sheriff Lobo*. ABC scored an 18.7 rating/30 share to NBC's 19.1/31. The first half of CBS-TV's *California Fever* ran with a 14.3/23. ABC, which had expected go to with the World Series opener that night until a rain-out brought back its usual line-up, came in third for the second Tuesday in a row. In the 8:30-9 slot, a repeat of *Angie* (17.6/27) lost to the second half of *Lobo* (21.5/34). *Fever* rose to a 16.0/25. *Three's Company* (9-9:30) provided ABC's only win of the night with a 21.0/33. The first half hour of the CBS Movie, "The Solitary Man" drew an 18.1/28—beating NBC's "American Graffiti" at 17.7/28. ABC kept slipping, ending in the 10:30-11 slot with its soon to depart *Lazarus Syndrome* at 10.3/18. CBS closed the night with a 22.9/40 and NBC finished with a 17.5/31. CBS won the night over-all with a 19.0/30.6, followed closely by NBC with an 18.6/30.3 ABC averaged a 15.9/25.7 for the night. NBC took Monday (Oct. 8) on the strength of its regular series *Little House on the Prairie* and the movie "When Hell was in Season." NBC averaged a 22.2/33.9 for the night—versus CBS's close 21.7/33.2 and ABC's 16.9/26.4. Wednesday (Oct. 10) was ABC's with the World Series giving the network a night's average of 27.2/42.4. NBC drew an 18.4/28.7 with *Real People* and the *Mirror Mirror* movie. CBS was third with "The Greek Tycoon" movie scoring a 17.2/26. The game itself, played despite bad weather and running nearly three-and-a-half hours, scored a 27.1/45, which was said to be the lowest rating for a Series game since Oct. 16, 1974.

Kissinger said, at one point in response to Frost's questions about Nixon administration decisions.

Responded Frost: "I think that's nonsense."

Regarding a specific point of contention between them, Kissinger later had gone back and done some follow-up research. Frost had claimed in the tape that the Americans had been bombing area "704" called "supper," thereby "killing Cambodian peasants."

As it turned out, the research showed that documents had incorrectly mixed area "704" with "740." The confusion was cleared up in both letters from Kissinger and from William Shawcross, author of "Sideshow: Kissinger, Nixon and the

Destruction of Cambodia," who assisted Frost in his preparations for the interview. All parties then agreed that that part of the tape should be deleted.

Kissinger's letter also took issue with several other points brought up by Frost. And while he may not have been able to bring to detail them on-air, the letter was an attachment to the transcript being distributed. The Shawcross letter also was included.

No response to Kissinger's other allegations was forthcoming from Frost by late last week.

The hour special with Kissinger and Frost was broadcast just a few weeks before the publication of Kissinger's memoirs.

on broadcasters throughout hemisphere to **remain alert to attempts** of governments, interested groups or international organizations to **frustrate or reduce broadcasters' basic liberties**. Report says that, in general, prior censorship does not exist in Americas—that broadcasters in many countries are free to editorialize on basic problems. But it also said there are cases of governments using direct or indirect types of pressure—for instance, imposing economic restrictions on stations whose opinions do not coincide with those of party in power.

□

FCC has issued **tax certificate** to Wktx Inc. for **sale of WJNJ-FM Atlantic Beach, Fla.**, to black broadcaster, Ragan Henry. Henry, who is president of Broadcast Enterprises National Inc., was granted assignment of license Aug. 10, for sale price of \$920,000. Station's new call letters are WFV, it becomes **Henry's eighth radio station**.

□

University of Pennsylvania will be **getting back license for WXPB(FM) Philadelphia**. FCC has granted school new CP for station; license was lifted after station was fined for broadcasting obscenities and FCC determined university failed to exercise proper control of student-run outlet. Operation had continued under special permit and school was allowed to reapply for license.

□

B. Donald Grant, CBS Entertainment vice president for programs, confirmed published reports of last week that **"Working Stiffs" has been canceled**. Paramount Television's situation comedy (Saturday, 8-8:30) thus becomes first of network's shows to have been officially axed. Show was pre-empted for various specials prior to cancellation (see story, page 49). Network is also said to have extended its commitment to *California Fever* (Tuesday, 8-9) to full 13-week run.

Omega Communications Inc. will put **wofl(TV) Orlando, Fla.** (formerly wswb-TV) **back on air today** (Oct. 15). UHF facility has been dark for three years following bankruptcy of former owners. Because of competition to buy station from five other entities, including Ted Turner, Omega had to fight protracted legal battle at FCC and in Florida courts before being granted FCC permission to buy station for \$2,380,000 (BROADCASTING, June 25). Omega is headed by Lawrence H. (Bud) Rogers II, former president of Taft Broadcasting.

□

National Association of Broadcasters task force that was organized three months ago to **review NAB's internal structure** will report findings to executive committee today (Oct. 15). Task force will **suggest some fine-tuning** of organization and propose **blue-ribbon panel** to insure NAB is prepared to cope with changes in telecommunications industry in next 10 years.

□



Louis Wolfson II, 52, senior vice president in charge of broadcasting and pay television, Wometco Enterprises, died Thursday (Oct. 11) following heart attack in Miami. Son of Mitchell Wolfson, president of Wometco, and Frances Wolfson, who served on company board of directors, Louis Wolfson was member of Florida state house of representatives from 1963 to 1973. Survivors also include his wife, Lynn; three children, Louis III, Lynda Louise and Frances Jo; sister, Frances (Mrs. Elton M.) Cary, and brother, Mitchell Jr.

Being Committed Means Getting Involved



Cowles Broadcasting President John M. Haberlan took telephoned pledges. At right is Bethune-Cookman College President Oswald P. Bronson. WESH-TV Vice President John E. Evans, who produced the program, is at left.



Christopher F. Edley
Executive Director

United Negro College Fund, Inc.

500 East 62 Street, New York, N. Y. 10021 (212) 644-9600

July 16, 1979

Mr. John M. Haberlan, President
Cowles Broadcasting, Inc.
Daytona Beach, Florida 32015

Dear John:

The innovative, three-hour, prime time television program for UNCF fund raising on Saturday evening, June 9, on WESH-TV was a tremendous success. Financially, we topped our challenging goal; technically it was one of the most professional telethons we had had for UNCF to date; and image-wise, it has elevated the level of public awareness of UNCF in Central Florida several times over.

Mel Shaw, our Director of Special Events, and his staff were elated throughout with the extraordinary cooperation and services received from WESH-TV's staff from the planning stage to wrap-up. Mel's own words to me were, "what they did was so much more than what we normally expect. They had a commitment and a spirit to make it a success -- to make it the best." This public service by WESH-TV went far beyond the normal standard of public service.

It took courage to give our cause prime time. I hope you agree that any risk involved has paid off not only for us but also for WESH-TV. We sense an escalated spirit of cooperation between blacks and whites and an increased willingness among black and white volunteers to work for UNCF. I wish I could convey these positive results to TV stations across the country. So often they want to be helpful but are hesitant.

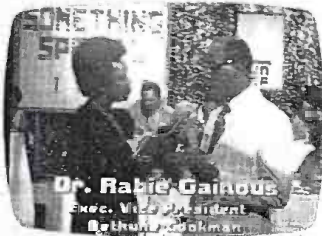
We will continue our work, encouraged that there are allies like WESH-TV who believe as we do that "A mind is a terrible thing to waste."

Sincerely yours,

Chris
Christopher F. Edley

CFE:vf

"A mind is a terrible thing to waste."



NewsCenter 2 Morning Anchor Rebecca Randall served as hostess in the studio.



WESH-TV's Joy Bryon and Len Jones hosted a remote UNCF College Alumni Rally as part of the live programming.

THE NEWS STATION

WESH-TV

Daytona Beach/Orlando

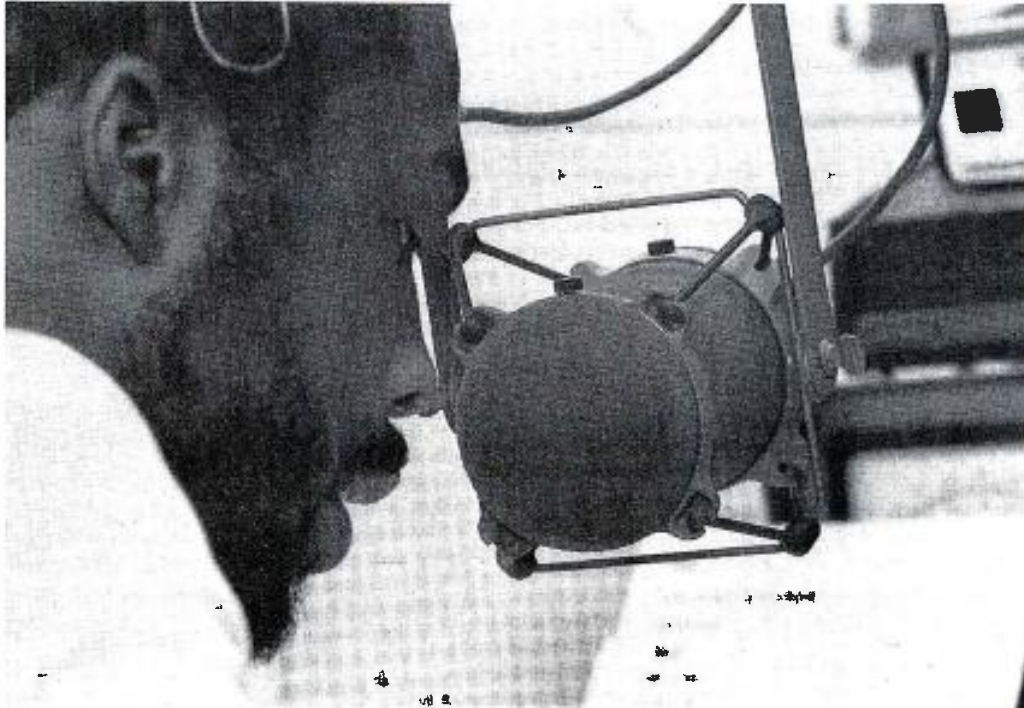
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The exception is no longer the rule

CARL JONES sums it up: "I'd rather be on the inside [of broadcasting] looking out than on the outside looking in." To make his way in, he has formed a corporation, Minority Media Inc., with two partners. One is an FCC attorney, the other has broadcast operations experience. Jones enrolled in a local community college to take broadcasting courses, and he believes that once Minority Media has something firm, another person—an engineer—will join the group.

"Something firm" for Minority Media is a broadcast property—a piece of the pie. Jones knows that finding an affordable station isn't easy, but he's still optimistic. And with good reason.

If there is one major minority sector effort that appears to be succeeding in broadcasting, it is that of ownership. Not only has the number of properties owned by minorities been increasing, but the quality of facilities has been improving as well.

Whereas radio appeared, in the past, to be the only broadcast avenue open to minorities, the television market was cracked in 1979. In April, the FCC approved the transfer of WAEO-TV Rhinelander, Wis., to Seaway Communications, Inc., a 100% minority-owned enterprise. This was followed by Ragan Henry's purchase of WHCC-TV Rochester, N.Y., for \$27 million. Both deals were significant.

The Rhinelander sale was noteworthy not only because it created the first minority-owned network affiliated VHF, but also because it was the first transfer granted under the FCC's "distress sale" policy, adopted on May 17, 1978. Henry's deal involved issuance of a tax certificate—the second half of the FCC's ownership initiative, generally praised as being an important stimulus to minority ownership.

By now there have been two distress sales approved and 10 tax

certificates issued, representing 12 properties (two were AM-FM combinations).

Commissioner Tyrone Brown, who has championed minority concerns at the FCC, believes the tax certificate policy has been the most significant element in the commission's commitment. "We had a closed market, now we have an open market," Brown says, noting that it is now in the interest of the seller to seek out minority entrepreneurs. "Minority ownership," he predicts, "eventually will be as common as it should be."

Milton Q. Ford, a Tennessee broker who has dealt with, among others, Ragan Henry, doesn't think the tax certificate has yet had any major impact, but he believes it will in the future. Ford believes that as people become more familiar with the tax certificate—which grants deferment of capital gains on profits in station sales—and understand how it can work to their benefit, it will be used more.

But although Ford believes the expansion of minority ownership is a sure thing, others aren't so sure, and some minorities point a finger at the brokers who, they claim, have not given them equal opportunities to acquire properties.

Pepe Sutton, president of Inner City Broadcasting Corp., New York, says things are improving somewhat, but finding properties was for a long time almost impossible. "For two years I searched the country, but not being part of the old boy network, I couldn't find a property," he says. "It was a while before brokers would take me seriously."

Sutton says that brokers take him seriously now, and seek him out for deals. But he adds that other problems remain. He says that black broadcasters often find themselves offered stations with intrinsic technical disadvantages, such as daytimers and sta-



Rene Anselmo, Italian by birth, has become synonymous with Spanish media in the United States ("Profile," May 6, 1974). With 23% of Spanish International Communications Corp., owner of five TV stations, and 25% of Spanish International Network, which has sales representation rights for 16 Spanish-language TV stations, Anselmo is a prime determinant of the course of programming for the Hispanic population in the U.S.

But he is not stopping there: GalaVision, a Spanish-language cable service, is his latest venture, and he is also looking to establish a network of TV translators.

Anselmo's critics—and there are many of them—claim he is doing little for the Spanish communities in the country. Some say he is nothing more than an outlet for Televisa, the national commercial television network in Mexico, whose owner, Emilio Azcarraga, owns 25% of SIN and 20% of SICC.

But Anselmo rebuffs his critics' charges. He says his stations do twice as much news and public affairs as English-language stations, and they are providing a valuable service to local communities.



George Clay, an insurance agent by profession, first got involved with broadcasting in August 1975 with the purchase of WBIL(AM) Tuskegee, Ala., a city that is 85%-90% black. The purchase of WBIL-FM followed in April 1978, but Clay is not certain there will be more acquisitions.

The problem, he says, is finding good management in a small market. But even in Tuskegee, Clay believes he has had national impact. The city is a black cultural center, and with visitors constantly coming through town, Clay says "our influence is tremendous."

Clay is regarded by his peers as a vocal man, and as a former vice president of NABOB (he's now treasurer) he thinks he helped establish the organization's clout, particularly in Washington.

Clay says the biggest problem for his station is discrimination by the advertising community, but he thinks he's faring all right. "We like to think we're a model for small-market broadcasters," he says.



Willie Davis made a name for himself on the football field, and now he hopes to follow suit in the broadcasting business. He's off to a good start.

Davis owns KACE(FM) Inglewood, Calif., and last January purchased WAMA(AM) and WLUM(FM) Milwaukee. Davis was a hero in the Milwaukee area, having played 10 years with the Green Bay Packers, making all-pro six times, and his return to Milwaukee was to help return to the area some of the good he received as a Packer.

An active NABOB member, Davis brings a sound business expertise to the broadcasting business. He has a master's degree in business administration, and in addition to serving on the board of directors of Schlitz, he runs a successful Schlitz wholesaling operation in southern California.

A lot of blacks come looking to Davis for a start in broadcasting. To help out, he has set up a minority referral service in Milwaukee.

Davis is the West Coast presence of NABOB, and he hopes to expand his holdings, perhaps moving toward TV at some point.

tions at the end of the dial with weak signals. "Those things haven't changed that much," he added.

Hispanic broadcasters talk of the same problem. Antonio Guernica, executive vice president of the recently formed National Association of Spanish Broadcasters, complains that brokers are unwilling to deal seriously with Hispanic broadcasters. "By the time a Hispanic finds out a property is up for sale, a deal has already been made."

A universal complaint of minority broadcasters is that lending institutions have been reluctant to deal with them. Some believe this situation is easing, while others say that remains their biggest barrier.

Sutton, for one, says the banking climate has definitely improved. "When there were few black broadcasters, and we were in small markets, and there weren't track records to examine, the banks were hesitant—they didn't have confidence in us. Now, with the growing number of blacks in the business, bankers are taking us seriously."

Henry agrees, and he believes that his WHEC-TV deal will help open the door for other minority entrepreneurs. "The importance of our buying Rochester was not that we bought Rochester," he says. "The importance was that there was a lender advancing \$24.5 million to a minority group."

Bill Lucas, of the National Telecommunications and Information Administration, says the Carter administration's program to stimulate minority ownership, announced in January 1978,

achieved "our wildest hopes" in its first year. The task now, Lucas adds, is to make sure the program keeps its momentum.

A major facet of the administration's push was a change in the Small Business Administration regulations to permit loans for broadcast properties. As of June 30, SBA has been involved in 129 broadcast loans totaling \$26,220,172. Of those, loans, 20 went to minorities (nine to blacks, nine to Hispanics and two to Indians), accounting for \$5,451,172.

SBA came under fire for a loan to NBC's Tom Brokaw, but government officials maintain the incident was blown out of proportion. Lucas points out that the SBA program is not meant only for minorities, and argues that although majority broadcasters have also benefited, the change in regulations has worked as intended. Phil Watson, a consultant to the Congressional Black Caucus, maintains that loans such as those to Brokaw defeat the original intent of the decision, which, he says, was clearly a minority add-on.

The SBA program, which is far and away the largest in terms of dollars, makes available direct loans up to \$350,000 and guaranteed loans up to \$500,000. Other government agencies that have gotten into the act include the Economic Development Administration, the Farmers Home Administration and the Rural Electrification Administration.

The EDA effort, started four years ago as an attempt to get minorities into cable, is a loan guarantee initiative that has as its goal saving or creating employment. Thus far, EDA has had

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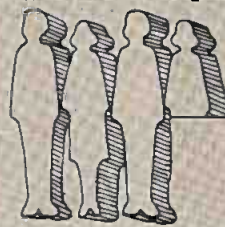
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minimal impact. An EDA official in Washington knew of no loans on the East Coast, and an officer in the Seattle office said that one loan had been made to four black businessmen from Detroit who wanted to buy a bankrupt Arizona station, but because of legal entanglements the loan was never consummated.

The Farmers Home program is concerned with "developing rural America," which means that areas with a population greater than 50,000 are not eligible. The program offers loan guarantees to cover both operating and nonoperating costs. The REA program, once under the jurisdiction of Farmers Home, is strictly for the expansion of cable TV systems, and the agency has just begun to process its first applications.

Small-business investment companies (SBIC's), organized under Section 301(d) of the Small Business Investment Act of 1958, can provide equity funds and long-term loans to businesses owned by socially or economically disadvantaged persons. For every dollar of private capital, the SBA can provide a 301(d)—formerly known as MESBIC's (minority enterprise small business investment companies)—with three dollars, and under certain conditions, four dollars. Storer Broadcasting put up \$1 million toward the creation of one of the first 301(d)'s, Minority Broadcast Investment Corp., in which it holds 49% of the voting stock. Walter Threadgill, president of MBIC, expects that the company will be a definite stimulus for minority investment.

In the private sector, there have been other initiatives, the most talked about being NAB's Minority Assistance Investment Fund. The fund was established last February with the goal of obtaining \$15 million in cash contributions and corporate guarantees. Each of the three major commercial networks pledged \$2.5 million, while the Capital Cities and Westinghouse groups pledged \$500,000 each. In addition, pledges have come from a number of other broadcasters, bringing the total thus far to just under \$9 million. The NAB incorporated the fund last December with aims of raising as much as \$37.5 million in cash and another \$7.5 million in loan guarantees for new minority broadcast enterprises. Of the total, \$15 million would be raised directly from broadcasters with \$30 million in matching funds from SBA. The NAB Task Force on Minority Ownership, which established the fund, set a goal of doubling the number of minority-owned stations within the next three years.

The NAB approach has received generally high marks, although there are some skeptics. Praise for the fund has come from Capitol Hill, with the likes of Representative Lionel Van Deerlin (D-Calif.), chairman of the House Communications Subcommittee, saying he expects it to have impact. High marks also come from NTIA and the FCC, with Tyrone Brown saying that former NAB Board Chairman Donald Thurston, who proposed the idea, deserved a lot of credit.

Some broadcasters, however, believe that minorities deserve no special consideration, but rather should look to acquire properties the way they did—without the benefit of subsidy. Others say that merely throwing money into the pot doesn't correct the situation (BROADCASTING, Aug. 13).

The National Radio Broadcasters Association also has a minority aid program, although a limited one. NRBA has no funds available, but rather tries to assist minorities in preparing applications for licenses and move them through the process. According to NRBA's Abe Voron, there were 150 inquiries last year, but only six were able to move past the inquiry stage.

Voron also believes that the single largest barrier to minority ownership is financing, and he believes that if more funds were available, the number of minority broadcasters would increase tenfold. "It's frustrating," Voron says. "A lot of people are competent, qualified and eager, but they just don't have the money, and there's no way to get it."

Voron thinks the answer to increased minority ownership may lie on Capitol Hill and at the FCC—a notion in which others concur.

Van Deerlin, for one, says that with today's prices, it's not realistic to expect ownership roles to change dramatically. The answer, he adds, is to push for 9 khz spacing and open new AM frequencies in every market. "Then we can set up new ground

rules for giving out licenses," he adds.

NTIA's Lucas agrees. He says that although the administration's push has "opened the door," he thinks 9 khz spacing or directional FM will quickly open up new ownership possibilities for minorities. Both men agree, however, that TV poses different and more complex problems, and Lucas predicts it may be another decade before the TV situation has evened out.

Edwina Dowell, staff counsel for Van Deerlin's subcommittee, offers the opinion that any new impetus for minority expansion won't come from Congress. The problem, Dowell says, is how to help minorities, not offend nonminorities, and still be politically acceptable. With crucial issues such as energy now facing Congress, Dowell doesn't think the legislators will be looking to provide any answers. "I don't believe this Congress is ready to take the sorts of steps necessary to remedy the problem," she says. "Maybe it's better to see it done in the private sector."

□

Just how far the private sector is willing to go before it decides it has done enough is difficult to say. But outright ownership is only one alternative; there are, it seems, some back-door ways for minorities to step into the business.

One such way came in July with the sale by McClatchy Newspapers of KOVR(TV) Sacramento (Stockton) Calif., to Outlook Co. for \$65 million. According to Bruce Sundlun, president and chief executive officer of Outlook, McClatchy chose to deal with Outlook because of a plan it devised to bring minorities into the station sale.

After C.K. McClatchy expressed a desire to see some arrangement that would have local ethnic minorities involved with the station, Outlook put together a proposal to foster 10% local ownership. Under the plan, a new corporation—KOVR(TV) Inc.—was created, shares of which will be sold to 300 people for \$2,500, a total of \$750,000. Outlook would then contribute \$6,750,000 to the corporation, giving it \$7.5 million. Outlook would then borrow \$65 million on its credit and advance it to the new company, which would use it to buy KOVR(TV) from McClatchy. This would give the minority block 10% equity and no debt. In addition, three of the 15 members of the board would be elected by the minority stockholders.

Sundlun said he has had two meetings with groups in Sacramento and Stockton, and there has been interest by the ethnic community, as well as praise from it, for Outlook's actions. Sundlun believes that with the present-day price tags of TV stations, this plan may be "the only practical way of bringing in minorities" to the broadcasting business. "While the FCC and President Carter encourage ownership, it's beyond the reach of even the most affluent minorities," Sundlun said. "Our arrangement makes it possible."

One private company that has been trying to assist minorities to break into the business is Syndicated Communications Inc., a venture capital company established in February 1977. As the first such company founded by minorities to assist minorities, SYNCOM President Herbert Wilkins said there were a lot of expectations about what the company would do. With the cost of properties now, he admits there are limitations, but he expects SYNCOM's activity to increase. The company started with a \$2-million base, which has risen to \$3 million, and closings with new investors are imminent.

Wilkins says activity now among black entrepreneurs is high compared to a few years ago, and he is certain there will be properties available in the future. "Broadcasting lends itself to investors, as opposed to people who want to create businesses," he says. "There is a lot of turnover, which means there will always be properties for sale."

But Wilkins sees the prices of radio now as being "unbearable," as compared to those of two to three years ago. Now, he says, an investor must hunt around to find a buy at a reasonable price; when one is found, however, there is a greater chance to get money.

Wilkins says he would like to get more involved with TV, but he's not yet in a position to compete effectively. He believes, however, that with Ragan Henry's acquisition, the situation will

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For the past seven years, **William Dilday** has been the only black general manager of a commercial VHF station (WLBT-TV Jackson, Miss.) in the continental United States, and he says he's not overly optimistic there will soon be more. As such, Dilday believes the way to change the structure of the industry—and move blacks into key decision making roles—is through ownership.

Dilday says he's happy where he is, but hopes one day to move to a major market. "If you have a competitive nature, you want to play in the big leagues," he says.

But Dilday wants more than the general manager's role; his ultimate goal is to own a TV station, and he says he's been involved in a few "near misses" thus far.

Dilday believes his current role, however, has given him the opportunity to make important decisions and have a real impact on the community. He doesn't consider himself just a figurehead, as his views are heard by both his staff and his competitors. And while some may claim a black GM would have a negative economic consequence for a station in the deep South, Dilday says that never happened. In fact, the station's ratings have improved.



David P. Grigsby has a background that few, if any, black broadcasters have. Prior to purchasing WENZ(AM) Richmond, Va., Grigsby spent four-and-a-half years with Arbitron, heading the Eastern sales division; he worked for three years in sales with Metromedia; he spent three years with NBC in sales development for its owned stations; and he worked in marketing for one year at RCA. Within one year of his taking over WENZ(AM) it became one of the top-rated stations in the market.

Grigsby is NABOB's second vice president, was recently appointed to the Small Business Advisory Council, which is gearing toward a meeting with President Carter in 1980, and believes he is one of a handful of black entrepreneurs with the expertise to look seriously toward TV station acquisitions.

Grigsby has an application in for an FM station in Richmond, and is looking for other properties that might be feasible. He believes management experience and knowledge of the ratings are keys to success as an owner, and with his background, he says, "I'm in a good position."



With his purchase of WHFC-TV Rochester, N.Y., **Ragan Henry** has put himself in the forefront among black entrepreneurs ("Profile," July 30). And there is likely not a better person to be in that spot.

Henry is a Harvard-educated attorney who is widely praised for his financial expertise and his over-all good business sense. With a firm footing in radio and an introduction to TV, Henry predicts his company, Broadcast Enterprises National Inc., which he started in 1974, will continue to grow over the next five years, and he says that television is "the natural place for us to look."

While he pursues his own business deals, however, Henry remains committed to opening new doors for other black broadcasters. He serves on a White House task force looking at minority business ownership, and as newly elected president of the National Association of Black Owned Broadcasters, has opened a Washington office to help keep members apprised of key issues.

Henry deals as well with people as he does with business. If there is one man now in the black community who will pave the way for multiple ownership and big TV deals, Henry is undoubtedly that man.

change. Until that deal, he says, banks would ask him to cite some examples of minorities succeeding with a VHF—knowing, of course, there weren't any.

Wilkins believes money will eventually be attracted to minorities, although it is uncertain exactly how the situation will unfold. The National Association of Black Owned Broadcasters, which held a joint minority ownership conference with NAB Sept. 19-20, now has 56 members. It is expected that group, with Ragan Henry as its new president, will actively push to see that initiatives are implemented to encourage the growth of minority ownership. NABOB recently opened a Washington office, and Nate Boyer, who runs it, says he will be working to recruit new members, foster communication between NABOB and other potential black broadcasters and keep on top of special interest matters, such as legislative happenings.

The FCC, then, is expected to remain crucial to the improvement of the situation as other programs unfold. Actions such as expedited applications and reduced financial-qualification standards for minorities serve to help the situation. Commissioner Brown claims that of the items clearly labeled minority issues, 85% to 90% have been supported unanimously by the commission.

Distress sales—in which broadcasters are permitted to sell their properties to minorities, at less than market value, rather than face possible loss of license for infraction of FCC rules—are

another key element in minority ownership activity. One FCC official wonders how high a percentage of fair market value the commission will allow in distress sales, since each is evaluated on an ad hoc basis. Until the upper limit is known, he says, the real nature of the policy is uncertain.

(The distress-sale price of WAEO-TV Rochester, N.Y., was estimated at 54% of market value, while WDAS-AM-FM Philadelphia was estimated at 62% or 66%, as two different market-value estimates were made.)

NAB's Dwight Ellis, director of that association's department of minority and special services, has another concern. "There are people out there who are worried that a number of minorities will be drawn into the industry with insufficient funds and end up in debt in five years and have to sell. We have to find blacks who can handle the weight of the industry," he says.

But others, like Brown and Wilkins, don't express such worries. "Given adequate financing and a chance to compete, we'll do it," Wilkins says. "Broadcasting is a competitive arena. If you have the equipment, you can do as well as anyone else." To which Brown adds: "We're going to see an interesting phenomenon: We're going to see that businessmen are businessmen."

□

A foot in the door is no guarantee that the rest of the body will follow.

Although most agree that major strides have been made in the

LEADERS...

In 1968... long before the adoption of EEOC and FCC guidelines relative to minority employment... Gross Telecasting established a minority training program in association with Michigan State University... and subsequently with the Lansing Chicano community. Some forty-four trainees have participated in this ongoing program which prepares talented minority candidates for professional roles in broadcasting... the majority in the field of news and public affairs. The result of these programs has been to place Gross Telecasting in the vanguard of responsible action in the implementation of equal employment opportunity.

Pictured here are six of our alumni trainees and their personal histories since graduation from their class at WJIM-TV.

Steve Bostick, (Upper left) a native of Detroit, joined WJIM in February of 1978, as an engineering trainee from Michigan State University and is currently a full-time member of the engineering staff. Steve plans to continue as a part-time student at MSU and receive his degree in Tele-communications.

Mardi Morrall, (Upper right) is currently a student at University of Florida. She wished to return to the midwest to gain some experience in her chosen field of Tele-communications. Her father, Earl, was an all-American quarterback for Michigan State in 1955. Mardi will graduate in 1980 with a B.A. in broadcasting.

Sharon Sexton, (Center left) is a 1977 graduate from Michigan State University with B.A.s in Telecommunications and Racial Ethnic Studies. She was a WJIM trainee from October, 1975 to March, 1976. While at Channel 6 she produced an outstanding special documentary on heroin which aired on March 12, 1976. Sharon is currently employed at WCPO-TV in Cincinnati as a special project reporter for the Seven O'clock Report.

Vince Green, (Center right) started as a WJIM trainee while still in high school. He has returned to the station as a part-time employee during summer vacations as a general assignment TV news reporter. A 1979 graduate of the University of Colorado, Vince is currently enrolled in the University of Michigan School of Law and plans to specialize in the field of Communications Law.

Valerie Simpson, (Lower left) is a native of Lansing. She joined WJIM-TV News as a trainee in October of 1976. Following her graduation from Michigan State University with a B.A. in Telecommunications Val remained with Channel 6 as a full-time general assignment reporter.

William Stuart Hanley, Jr., (Lower right) joined Channel 6 as a production trainee in September of 1973. After graduation from Michigan State University, Stu joined the staff as a full-time producer, directing such programs as Black Dialogue, Capitol Connection, People & Issues, Close-Up Community College, and Thirty Minutes. Stu left WJIM to become the Public Affairs Coordinator for the Michigan Occupational Safety & Health Administration.



WJIM-TV

IMPORTANT IN MID-MICHIGAN

Gross Telecasting, Inc. — Lansing, Michigan

area of ownership, the subject of employment evokes different emotions. No one will dispute that over-all employment of minorities in the broadcasting industry has increased; the problem, however, is that the increases are occurring, for the most part, in one place: at the lower end of the scale.

The first FCC study of employment practices in the broadcast industry, in 1972, found that 10.6% of employes were minorities. The figures continued to increase each year, with the 1978 statistics showing that of 164,726 employes, 23,537, or 14.3%, were minorities. But in spite of the gains, the industry's EEO efforts are receiving little praise.

A closer look at the numbers shows that, in the top four employment categories—officials and managers, professionals, technicians and sales workers—minorities continue to have little representation.

In the officials and managers category, for example, of 28,167 total employes, only 683, or 2.4%, are black males, while 453, or 1.6%, are black females. The numbers for other minorities, which are significantly lower, have either held steady the last two or three years, or, in the case of Oriental males, have dropped off.

In the professionals category, minorities account for 12.5%. They are 14.6% of the technicians, 7.8% of the sales force and 23.8% of the office and clerical staff.

But the categories used by the commission are tricky; in the professionals category, for example, a frequent allegation is that a person with little more than a typing job, and at typist's pay, may be given a title such as assistant producer, thereby adding a notch for the station in one of the higher categories.

Ronald Townsend, station manager of WDM-TV Washington, started in the CBS mailroom 20 years ago and is now directly responsible for programing, engineering, public relations, finance and research at the CBS affiliate. Unlike those who see ownership as the key to increase minority participation in the industry, Townsend believes the real push should be aimed at getting minorities into positions such as his.

To create a pool of available talent, Townsend thinks there has to be a greater commitment, particularly at small stations, to recruit and train. His own station, he says, employs four people in a training program that exposes them to station operations.

Like many blacks, Townsend says he can't escape the race issue, often feeling compelled to excel, to contribute more just to be equal. "People are sometimes suspect of why a black is in a job," he says. "They think you might be a token."

The feeling of being a token is one not easily escaped. Alvin Augustus Jones, 24, who works in sales for WDCATV Washington, says he's grateful for his job, but he had the feeling he was a token black hired for the sales staff, and it's a feeling that has remained with him. "Even though there are trained blacks who can do the job, they're usually not perceived as good businessmen," Jones says. "I go out and meet a person and he doesn't associate me with being successful."

Jones says he believes he has the ability to be a sales manager, but he doesn't see that happening unless some kind of political pressure is applied. "I don't want it that way, though," he adds. "I want to do it on my own."

Although many minorities in the industry think there has been little movement, some appear more optimistic. NAB's Dwight Ellis predicts a change down the road. The reason for the change, Ellis says, is that the industry finally has a growing pool of minority talent which can be tapped for management-level jobs.

As editor of NAB's *Airtime*, Ellis keeps abreast of where minorities are going. A recent series he has been running in *Airtime* is a photo spread of on-air talent in the top 20 markets. According to Ellis, the number nears 500, and he thinks that is especially significant. The performers are making more and more money, Ellis says, and the day may come when they decide to become owners. In the meantime, a network of talented and qualified individuals is being built.

Most on-air minority talent is black, and other minorities seem to be barely visible. Ronald Holt, a 32-year-old employe of KTVQ(TV) Billings, Mont., is a Nez Perce Indian who believes he is the only Indian TV reporter/producer in the country.

Holt went to Billings four years ago after convincing the program manager at the Montana TV Network that a program focusing on the issues of the seven Indian reservations in Montana was necessary. In addition to his regular reporting assignments, Holt produces *Indians in Progress*, a half-hour weekly public affairs show.

According to the latest available statistics, the total number of Indians working in the industry is approximately 900. Theories of why their participation is so limited vary, but most believe the numbers will grow.

Frank Blythe says the numbers are small because Indians who leave the reservation for schooling usually want to return; but there are no media opportunities on the reservation, so they tend to take up other fields.

One program designed to help that situation came from the Labor Department. The Native Americans Telecommunications Training Program, one of 15 projects under the Native American Stimulus Program, offered training and funding assistance for new and existing telecommunications facilities. The program began in spring 1978 and, primarily through CETA funds, gave out \$681,000 to seven tribes in six states. According to a spokesman for the Labor Department, there was good feedback from tribes involved with the program. But despite its positive aspects, Congress didn't appropriate new funds, and the program was terminated.

Holt agrees with Blythe's assessment. "Indians are a close people with a tightly woven culture and strong family ties," he says. "People know that if they get an education, it's an unwritten law you should come back to the reservation and help better your brethren."

Holt says stations have not made a conscious effort to recruit Indians, but he thinks there may be at least some movement to change that. His station, for example, has hired its first female Indian intern, and Holt predicts that within two to three years there will be significant numbers of Indians getting into the business.

Industry employment among Orientals is about on a par with Indians, but there is not the same sort of push toward ownership or training programs. FCC statistics show that Asians constitute less than 1% of the industry, with the greatest numbers showing up in the technician category. Of over 28,000 in the ranks of officials and managers, Asians account for 156.

Like blacks in high level station spots, those few Orientals in visible positions are well known—Connie Chung or Tricia Toyota or Sam Chu Linn.

Henry Der, of Chinese for Affirmative Action, San Francisco, says: "We're pulling our hair out with the local public TV station. Their employment record is terrible."

Charles Wang, of the Chinatown Planning Council, New York, says the way for Orientals to get into the business is through the networks or independent production—neither of which have seemed to yet prove fruitful. Wang adds that there are experienced people from Hong Kong and Taiwan, but they have a hard time finding jobs in the United States.

The most active group once working in this regard was Asians for Fair Media, but it has not been visible of late. "Right now very few people are getting major roles," Wang says. "We're making a push, but not in an organized way."

□

Among many Hispanics, there is a feeling that it's their turn. Blacks, they say, have been a highly visible group, as have women, but the 1980's will belong to those of Spanish heritage.

Part of this contention is based on what they predict the next census will reveal: that America is the fourth largest Spanish speaking nation in the world, with 26 million total.

Spanish-language media are increasing in the U.S., and attracting more advertising dollars. Hispanics also have decided to flex their political muscle, and this summer saw the opening of the Washington office of the newly formed National Association of Spanish Broadcasters. In addition, representatives of the Southwest Spanish Broadcasters Association went to Washington this summer for a meeting with FCC Chairman Charles Ferris.

The motive behind that meeting, in part, was to express the

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JIMMY WORK



Eugene Jackson, president of the National Black Network, is an outspoken man with an engineering background who shows up on almost every list of leading black broadcasters.

NBN has grown to 90 affiliates in its seven-year existence, and it is now expanding its scope with the addition of a sports roundup. In addition, Jackson hopes to expand even further next year as NBN explores the possibility of medical and entertainment programming, along with special coverage of the Olympics and the elections.

But while NBN expands its coverage, Jackson also hopes to acquire broadcast properties. His acquisition of WDAS-AM-FM Philadelphia this year was his first, and there are plans to make this the beginning of a long list of properties.

Also on the horizon may be television, as the company is interested in all aspects of the broadcasting industry—if the price is right.

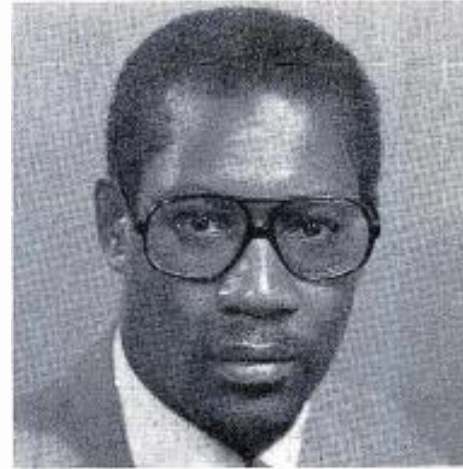
Jackson represents a mix of long experience with new money. He is spoken well of by his colleagues, and should retain his prominent place in the future.



Pluria Marshall, chairman of the National Black Media Coalition, has a style that rubs a lot of people the wrong way. Some complain that Marshall "is always bellyaching," while others say that, with his outspoken ways, he has outlived his effectiveness. But as head of NBMC, a consumer organization with 79 affiliates, Marshall has been an effective lobbyist for media reform. At a recent NABOB conference, Marshall was given a warm, spontaneous round of applause.

Marshall is energetic and cocky—always ready to speak his mind. He is critical of almost all aspects of the broadcasting business, but appears willing to give new programs an honest look.

A photographer by profession, Marshall devotes as much time as possible to his media campaign, which he views not as just a fight for access to broadcast properties, but rather as a civil rights struggle. And if others have grown complacent, Marshall appears to be ready to continue battling. "As long as there's a chance we can get one more foot through the door," he says, "I'll be there fighting."



Thomas McKinney, 37, has acquired a lot of responsibility in a short period of time. McKinney, who started his broadcasting career in a training program with Westinghouse and then went to its WBZ-TV Boston, is now president of Sheridan Broadcasting Corp. in Pittsburgh, which took over complete ownership of the former Mutual Black Network as of Oct. 1.

With WMCA(AM) New York added to its list last week, the Sheridan Broadcasting Network, which programs for a black audience from a black perspective, now has 89 affiliates, and McKinney sees it growing in the future.

McKinney is a regional representative of NABOB, but he thinks there is often too much emphasis placed on color by black broadcasters. He says black broadcasters have been afraid to get into traditional markets, and have instead looked only to black-formatted stations. That, he says, is too narrow a view, and leads people to think that's all blacks can do.

McKinney sees expansion for Sheridan, although TV "is on the back burner." Radio will get his attention for a while, with one of his dreams being a country and western station.

special concerns now facing Spanish-language broadcasters—concerns, they say, that put them in an unusual position.

Perhaps the major problem, they note, is the rating services, which they feel do not accurately measure the Hispanic audiences. A study to be released by the FCC concurs with this opinion. "A number of characteristics of rating services methodology, when applied to minority audiences, result in underestimates of listenership," the report concludes.

Howard Shapiro, president of WCUI-TV Chicago, one of a number of Spanish-language stations owned by non-Hispanics, says it has been an uphill fight for him because the ratings haven't accurately reflected his audiences. He says that although the coincidentals reflect something totally different, his station's ad rate is 5% that of the local ABC station.

But there is a complex situation in the Spanish-language media that goes beyond the ratings problem. There are 18 Spanish-language TV stations in the country, and most of the programming for them comes from Spanish International Network, partly owned by Rene Anselmo, who also is a partner in a company that owns five stations—Spanish International Communications Corp.

Anselmo says he is doing a lot for the Spanish community—producing news programs and providing employment. But some Hispanic broadcasters (Anselmo is not a Hispanic, but rather Italian) claim that Anselmo is doing little more than importing most of his programming from Mexico, which has the effect of putting the damper on the U.S. employment market for Hispanic talent.

Ed Cardona, of the FCC, says there is a big problem with SIN. "Why can't we export Spanish-language programming rather than import it?" he asks. "That would offer employment for Spanish producers and actors. We have a lot of talent here."

Reinaldo Rivera believes the Spanish-language radio programming is adequate, but he sides with Cardona on the TV side. "It's a service, but it's a limited service. It doesn't begin to touch on diversity, employment or mobility in the industry and give the audience a more adequate view of who we are."

According to FCC figures, growth for Hispanics in the broadcast industry has followed the same curve of other minorities; slight growth has continued at all levels, with the top category lagging.

More so than with, say, black-owned properties providing employment for blacks, Spanish-owned stations may necessarily hire more Hispanics merely because of language. Ed Gomez, president of the Southwest Spanish Broadcasters Association, has 14 employees at KABQ(AM) Albuquerque, N.M., 11 of whom are Hispanic. In addition, Gomez predicts that when KVEO-TV McAllen, Tex., a station of which he is part owner, goes on the air, 80% to 90% of its employees will be Hispanic, because that's the make-up of the area population.

Rivera believes there is underemployment partly because Hispanics are relegated to minority programming, rather than general audience shows. The problems with these shows, he says, is that they have limited budgets, most of the work is done in the studio, and they are scheduled at poor time slots. As a result, the

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Joe Aguyo, of the Children's Television Workshop, says there have been "slight" gains in employment, but he says the FCC is beginning to waver on EEO enforcement. "As long as others own the properties, we can't make significant advances in employment, so we try to buy properties. . . . If access is given, we could start filling the industry."

Tyrone Brown doesn't think the commission is wavering on EEO; he thinks the broadcasters may be at fault. "I sense a leveling off of broadcasters' efforts to make improved utilization of minorities," he says.

The two other ethnic groups identified by the federal government as minorities—Indians and Asian Americans—also put financing at the top of their barriers list. Ownership among the two groups is almost nonexistent, and although there appears to be at least some movement among the Indian population to acquire properties, the situation looks different for Orientals.

Henry Der says there's a misconception that Orientals are not interested in ownership. "It's not that people don't want to be owners," Der says, "it's that the money isn't there."

Charles Wang, managing director of the Chinatown Planning Council in New York, agrees. Wang says there is interest in the community in buying a radio station, but he wonders whether they would be able to put together a financial package. Wang has added his group to the FCC's *Minority Buying Listing*, a publication distributed to brokers and station owners that identifies minorities interested in a station. Wang says he has gotten some calls from people about stations—from Texas and Minnesota, for example—but not from New York City.

The only real note of optimism from the Chinese community comes from Robert Lee of Chung Hwa Broadcasting in New York. Lee runs one of four SCA operations (subsidiary communications authorizations, operating on FM subcarriers) that offer Chinese programming (one in San Francisco, one in Chicago, two in New York). SCAs are the closest to broadcast ownership that Chinese have managed in the U.S., and Lee believes that if he could get a frequency, he could come up with the necessary dollars to buy, and successfully operate, a station. "If I had the opportunity in New York City, I think I could generate the capital," he says.

Indian ownership is limited to radio, although pinpointing commercial properties is difficult. There are at least two Indian-controlled public radio stations: KTDB-FM Ramah, N.M., and KEYA-FM Belcourt, N.D. KTDB-FM, located in the middle of a Navajo reservation, is controlled by the Indian-dominated school board, and is programed bilingually in Navajo and English. KEYA-FM is on the Turtle Mountain Chippewa Reservation.

There may, in fact, be other Indian stations on the air, but hard data on their whereabouts is elusive. KMDX(FM) Parker, Ariz., is a 3 kw station with a popular music format owned by Broadcasting Information for Native Americans. According to Frank Blythe, executive director of the Native American Public Broadcasting Consortium in Lincoln, Neb., at last report the station was "in trouble."

Blythe says that other tribes have applied for frequencies or construction permits, but they are few and far between. The Zuni tribe in New Mexico, Blythe says, has a radio station, and the Papago tribe in that state is building one. In addition, he believes that tribes in Colorado and California are building stations, and the Oglala Sioux, in Pine Ridge, S.D., filed for a TV frequency, but the project stalled because of tribal politics.

Tim Giago Jr., of the Oglala Sioux, spent two years trying to bring a TV station to the Pine Ridge reservation before he resigned from the project. Last month, the frequency the tribe had been after was granted to them, but Giago is not certain they will ever get a station on the air. A lot, he says, depends on whether the tribal council considers the project worth pursuing.

Giago believes it is essential that Indians pursue commercial broadcasting, to compete for ad dollars to bolster their economy. Blythe, however, says that although radio is the logical course, most tribes that have contacted him for information or assistance

say they are interested in a noncommercial facility. Last year, Blythe's consortium filed a petition with the FCC to set aside frequencies in perpetuity until the Indians are prepared to take them over. The Navajos filed a similar petition, and Giago predicts that by 1983 there will be a considerable number of Indian stations operating.

If blacks have become more visible on the air, their numbers may not have changed too much behind the scenes. "Where is the infrastructure development to go along with increased minority ownership?" asks one attorney with regulatory and congressional experience. "Where are the black brokers, engineers and attorneys?"

They're out there, but certainly not in any great numbers. In fact, the list of black communications attorneys in Washington tops off at about six.

Clarence McKee, an attorney with Law, Murphey & McKee, is one of those six, and he says that the training for the profession can come only from the FCC. But that isn't always easy.

Bob Mann, director of public information at the FCC, says Civil Service procedures are doing little to draw minorities into the system. "The government tells people to get with EEO, and yet there are Civil Service procedures that make the same thing difficult here," he says.

The behind-the-scenes positions—particularly in engineering and sales—continue to show little improvement for blacks, while gains are made in the newsroom. But there is a factor in the newsroom that many do not consider.

Mal Goode, the first black reporter hired by a network, started at ABC in 1962. "There was never a day that something didn't come up to remind me I was black," Goode says. But he doesn't feel much has changed. "The bigotry is still there. It's as obvious as the day is long, and there's no reason for it in 1979."

Goode says he gets annoyed when people point out the prominence that newsmen Ed Bradley and Max Robinson have achieved (at CBS and ABC, respectively); not because he doesn't think they're worthy of praise, but rather because there just aren't any other blacks in those roles, and there should be.

One black anchor in a major market thinks the situation is getting dimmer, rather than brighter: "Managers feel that if they have two or three blacks that's enough, and they have no more problems."

Maureen Bunyan, of WDM-TV Washington, believes that her being on the air is a positive reinforcement for young blacks in the area. "I have pen pals and kids call me up," she says. "A lot of young people feel I belong to them."

But Bunyan says there's a double standard in the industry, and an extra pressure put on blacks. "There's that extra thing of knowing that because you're black, people will watch you more critically and carefully, and will inevitably compare you with your own, or with men. A white man isn't compared to a black man. A white woman isn't compared to a black woman. Why is it vice versa?"

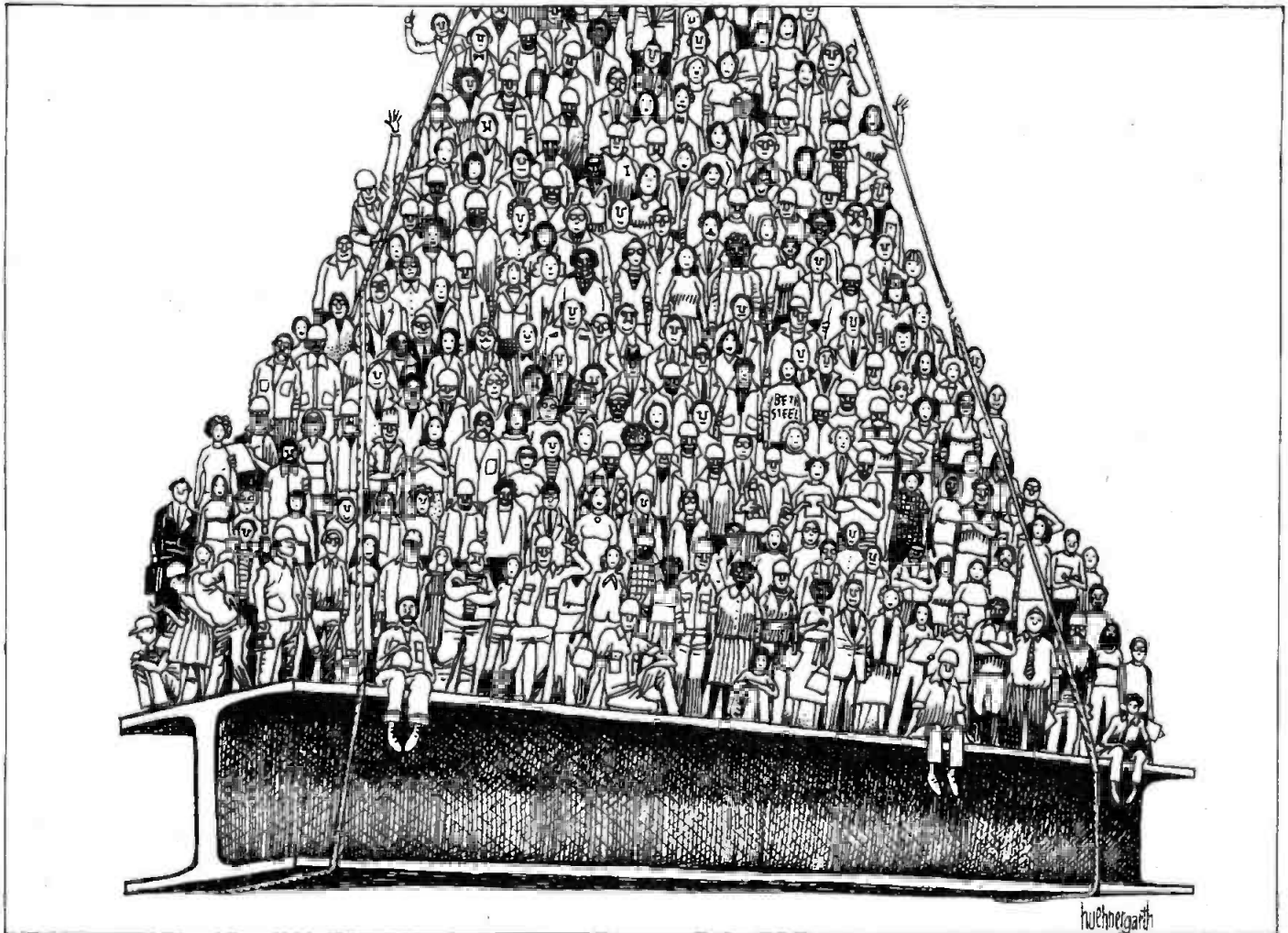
Bunyan says she's pleased with what she's now doing, but she'd be interested to find out if she could get any satisfaction working at the network level.

Her chances of working at a network would undoubtedly be better in front of the camera than in a management position. The employment picture at the networks is vague, but there is little, if any, evidence of substantial minority representation in upper levels.

"Window Dressing on the Set: an Update," a report of the United States Commission on Civil Rights released last January, had few complimentary words for the networks' hiring practices. The report found, for example, that significantly lower percentages of minorities are employed at network headquarters than at network-owned stations. As can best be determined, all three networks employ only four blacks at the vice president level. The lack of minorities in upper-level spots, particularly in positions regarding programming decisions, has led to harsh criticism from some quarters.

In recent comments filed with the commission, the networks

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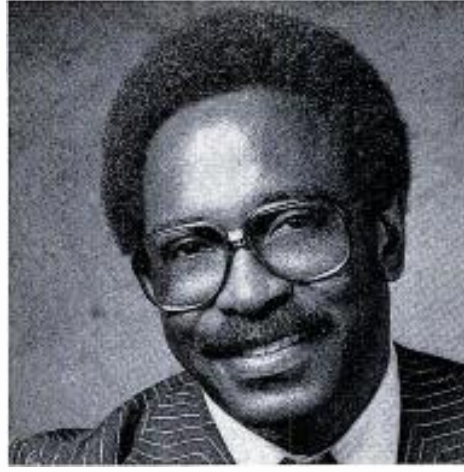


Ask black broadcasters about the future and they invariably mention Ragan Henry. Ask Ragan Henry about the future and he mentions **Pierre (Pepe) Sutton**.

As president of Inner City Broadcasting Corp., Sutton runs a company that is the leader in the black community in terms of radio. And Sutton says Inner City may stay with radio and leave TV alone. He believes the future of standard TV is unclear at this time, and he's not terribly confident about its future. Although he is keeping an eye on TV properties, he's keeping a closer eye on radio and also looking at cable possibilities.

Sutton is first vice president of NABOB, and highly respected among his peers. His father, former Manhattan borough president Percy Sutton, is chairman of the board of Inner City, and got it all started. But it's now Pepe's show.

Sutton is bright, articulate and easy to get along with. Last month, Mediastat found his **WBLS(FM)** New York to be the number-one station in the number-one market in the country. Sutton is a real mover, and chances are Ragan Henry may not be too far off base with his predictions.



Benjamin Tucker, chairman of Black Communications of Georgia, Inc., licensee of **WSOK(AM)** Savannah, Ga., took control of his station in January 1972. Tucker and three partners, including jazz musician Billy Taylor, raised \$300,000 and borrowed another \$200,000. The debt is paid off, and Tucker says he's not going to borrow again unless it's for a station in a major market.

And Tucker says he's looking for that major market property, but unlike many of his colleagues, he's not so certain the money will be available to finance a deal.

A former treasurer of NABOB, Tucker came to broadcasting with experience as a producer, songwriter, commercial writer and jazz bassist. As a broadcaster, he has gained a reputation for being outspoken. Tucker, however, says it's not a case of being overly vocal—rather, he just likes to "tell it the way I see it."

Tucker has remained close to the arts scene, and seems especially committed to serve his listeners, particularly the poor. "The poor man needs help. I have to talk to him," he says. "I'm concerned about human beings."

There are, in addition, other potential stars on the horizon. Many believe that black entertainers will find their way to the broadcasting business, as some have already done. Singer **James Brown** has owned **WRDW(AM)** Augusta, Ga., for 10 years, and **Stevie Wonder** made the move last April with the purchase of **KJLH(FM)** Los Angeles. Wonder is reportedly elated about being an owner, and is spending time learning the ins and outs of the business.

Another possible force may be **John H. Johnson**, president of Johnson Publishing Co., and owner of **WJPC(AM)** Chicago. His publishing business includes *Ebony* and *Jet* magazines.

Not all future acquisitions, however, will likely be made by men. **Barbara Jordan**, the former Texas congressman who left the political arena last year, is now involved in the broadcast business as chairman and chief stockholder of Manchaca Enterprises Inc., organized to acquire broadcast property.

And **Mutter D. Evans**, a 26-year-old black woman who spent one year as executive vice president and general manager of **WAAA(AM)** Winston-Salem, N.C., recently bought the station, pending approval of the Federal Communications Commission, for \$1.04 million.



Evans



Jordan

claimed the FCC has no jurisdiction, and their hiring records are in fact not that bad. The general counsel's office of the FCC is now studying the situation to determine whether the networks should come under scrutiny.

The situation for blacks, then, is tricky. They have been out front in their efforts to gain a footing in the industry, but many believe the changes have been little more than tokenism, and have come only to pacify the FCC. Undoubtedly, there is still a long way to go, but the real change may come only with changes in the fabric of the society and in national attitudes.

□

Denita Banks, 20, is a senior at the State University of New York at Brockport. As a senior in high school, Banks participated in a program, Career Recruitment in the Telecommunications Industries (CRTI), sponsored by the United Church of Christ's Office of Communication. The seven-week program—five days a week, two hours each day—gave Banks a look at the operations of local TV and radio stations. Banks, who is pursuing a double major in college—women's studies/communications—served as editor of her college newspaper, and this semester will be doing a six-week internship: three weeks each with a TV and radio station. Her goal at this point, she says, is to be a community affairs director for a TV station.

Banks thinks CRTI was a valuable program, not only because it gave her a chance to understand the make-up of the industry, but also because it showed her things she didn't want to pursue; in

effect, narrowing her list, and helping her to focus on her real interests.

She wonders, however, how practical her college communications courses are, even though she enjoys them. "College professors aren't practical people," she says. "There's a lot of rhetoric."

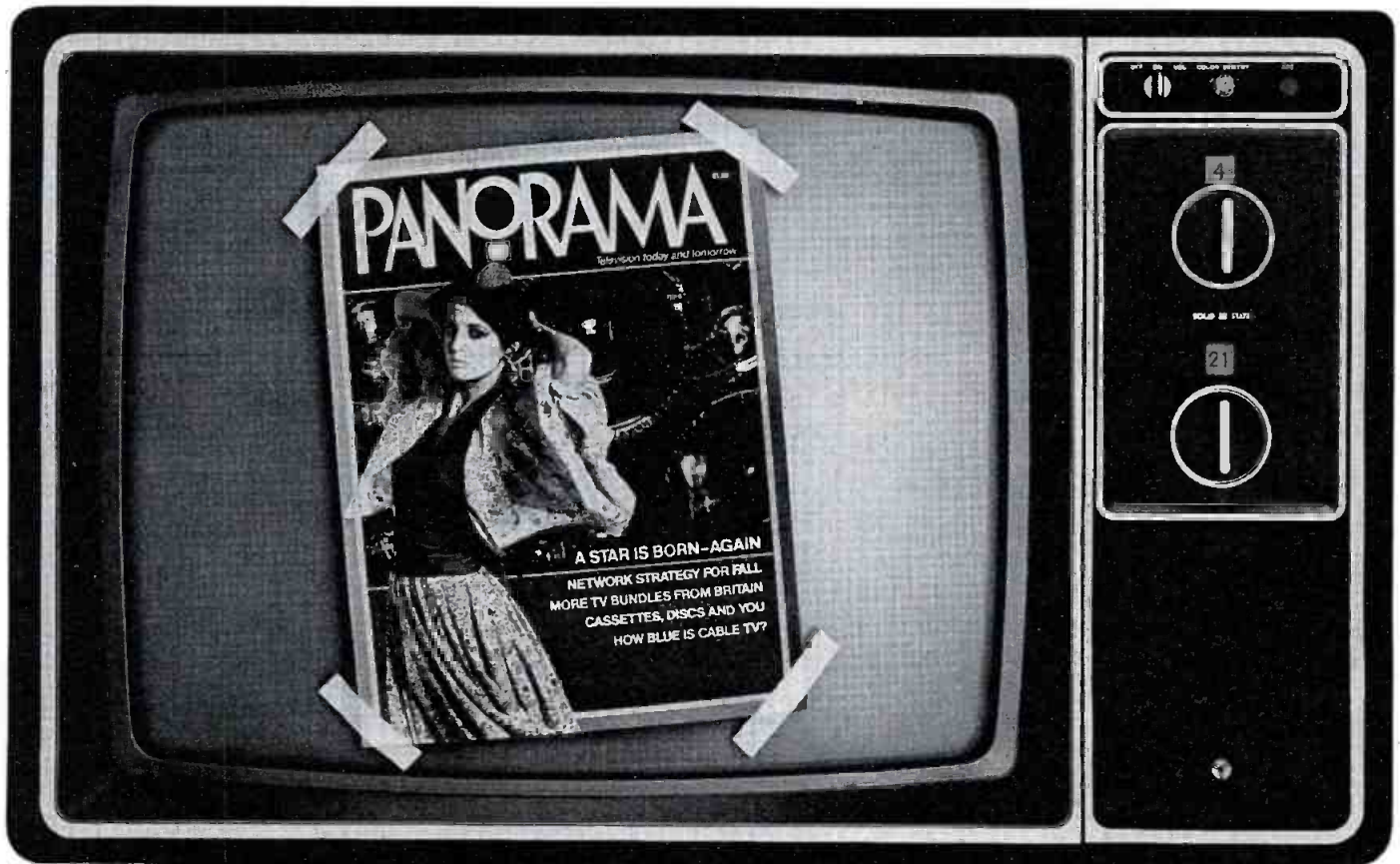
The CRTI program, which started in 1974 in 12 cities, has now expanded to 18 cities, with over 1,000 high school juniors and seniors having participated.

Participating stations usually take one or two minority students, giving them a week-long look at each department. The students follow a curriculum published by CRTI.

According to program director Joan Pemberton, CRTI, as the only national program of its kind, hopes to expand to additional cities. Pemberton says that more than 80% of CRTI's graduates have gone on to college, and she believes the program, which pushes toward management, will eventually see its graduates in those high level spots. "You can tap management potential at an early age," Pemberton says.

While CRTI works on a national level (with Capital Cities, Westinghouse and Taft the current sponsors), there are also a number of state and local programs that look toward the same ends. The New York State Broadcaster's Association, for example, with help from the state's Division of Youth, operates a program that hires minority students as summer interns with nine participating TV and radio stations. Eleven young people were hired this year under the Nelson A. Rockefeller Minority Intern

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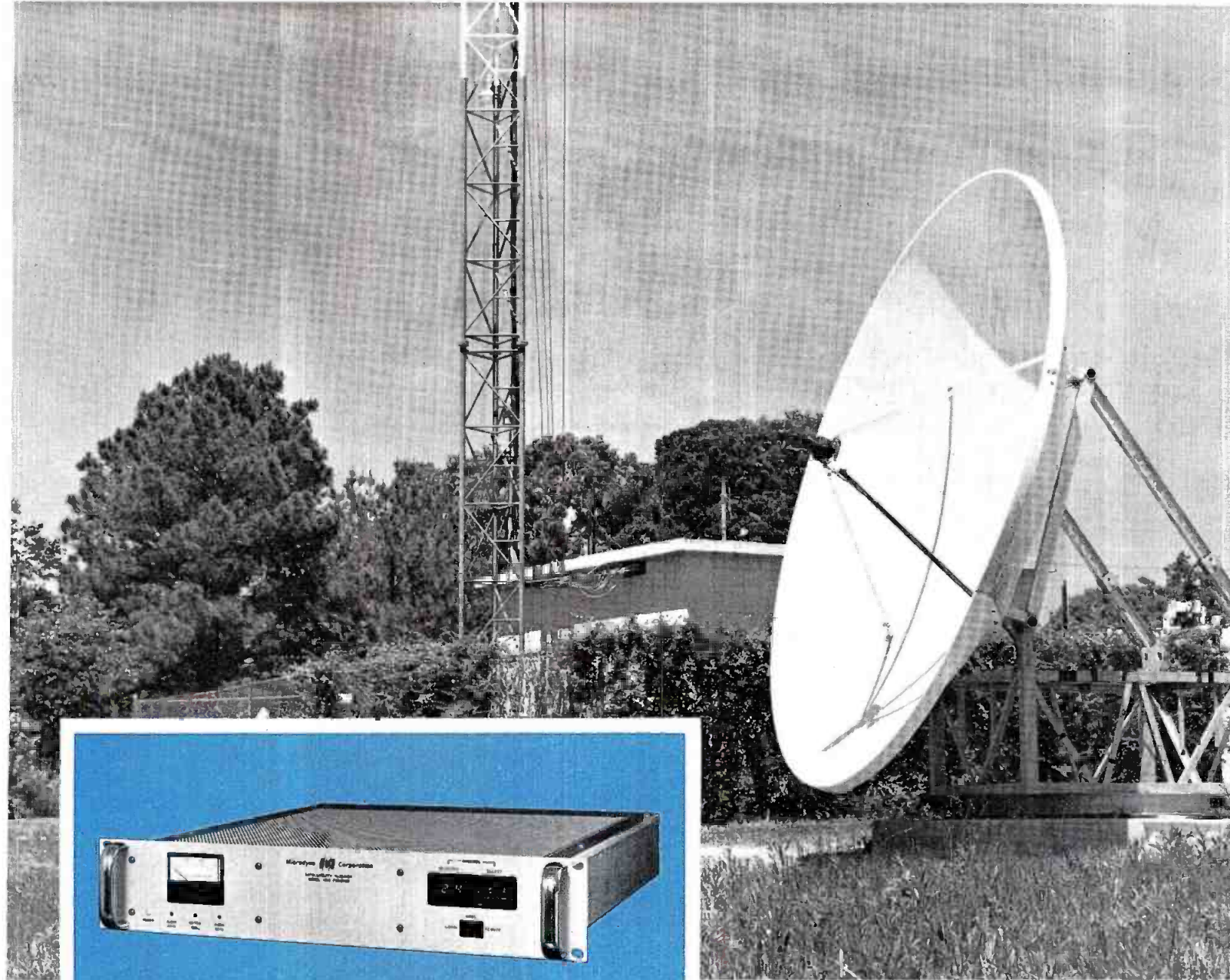
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Program, and program chairman Arthur Harrison, sales vice president with Sonderling's WWRL(AM) New York, hopes to expand the program to 25 or 30 next year.

The normal period of employment is 11 weeks, with participating stations developing a "syllabus" for their interns to expose them to work in a variety of departments.

WCBS-TV New York has worked a variation of the basic structure, hiring three interns, two of whom split a single 11-week slot. Selected from a City University of New York SEEK program that, for 10 years, has worked with WCBS-TV to present a four-credit course in broadcasting, the three interns believe the program is a valuable adjunct to any academic study of broadcasting.

In addition, there is another benefit. Stella O'Brien, a Brooklyn College student whose interest in acting started her on a broadcasting path that's now led to the WCBS-TV newsroom, and City College's Teresa Crump, who is pursuing an interest in community affairs work, say it's "who you know" that helps you get hired, and this program will help in that regard.

Colleges have also traditionally been regarded as training grounds, but communications schools have turned out no shortage of qualified graduates, and a degree by no means insures entry into the business.

Ronald Townsend, station manager at WDMV-TV Washington, says that black students used to think it was their color that would land them a job. Now, he says, they think that because they have a degree, because they invested four years and thousands of dollars, they'll find a job. Unfortunately, he adds, it doesn't always work that way.

Dr. Lionel Barrow Jr., dean of the Howard University School of Communication, in Washington, says his students know the competition is fierce, and they know that every station in the country isn't interested in hiring them. "They know it's difficult, but not impossible."

Barrow says he can't speak for other minorities, but there are "sufficient blacks ready and willing to move into entry level jobs." His program, he adds, is preparing his students for those jobs.

Barrow's views, however, are not shared by everyone. One black broadcasting executive says Howard, as well as other black universities, are "terrible." One of the major flaws with the schools, he says, is that they only do projects related to black issues and culture, while employers are looking for someone with a diverse background.

J. J. Jackson, of KJR(AM) Seattle, says his market has witnessed a different sort of problem with minorities: They have not been applying for jobs.

Jackson says there has traditionally been a lack of minority involvement in the area, and minority applicants had the impression broadcasters didn't want to hire them. Broadcasters, however, said they didn't know where to look for qualified minority candidates.

To solve the problem, a number of broadcasters in Seattle met and, over a nine-month period, decided to set up an employment clearinghouse, which was finally put together by a local management consulting firm.

The program is a recruitment placement service, which seeks out minorities and keeps their resumes on file. In addition, it's a place for broadcasters to get information on EEO regulations. A publication, *Who's Who in Broadcasting*, which contains pictures and resumes of potential employees, will be mailed to stations quarterly, beginning this month.

It is hoped that programs such as these can make a dent in the employment picture. There is also hope that the number of minority communications attorneys will be bolstered by the University of California at Los Angeles Communications Law Program and the Federal Communications Bar Association Minority Legal Intern Program.

The UCLA program, which is well represented by minorities, encourages students to go to Washington for a semester to do communications work. The FCBA program, which began last spring, is a work-study program designed to increase the number of minority attorneys who become communications lawyers.

Whether any of these initiatives will ultimately result in

meaningful change is anyone's guess. Some argue that a genuine effort is being made. Others say it is a government-mandated effort; take away EEO requirements and the door will close on minority employees; take away the tax certificate and distress sale and the number of minority-owned properties will see little, if any, increase.

In short, some would argue that broadcasting is not at all the issue; the bottom line, they say, is race, and it is not possible to separate the broadcast business from the general course of history. As society goes, they conclude, so goes the business.

It is certain that the broadcasting industry is still very much a white, male industry. A preponderance of properties are owned by white males; nearly all the high-level positions of power at stations and at the networks are held by white males; industry trade associations are run mostly by white males, with minorities just now beginning to get a footing there; and the publications that cover the industry mirror that make-up.

But there is a lot going on behind the scenes, with a lot of people committed to giving minorities their just due. Most blacks say that, in the past, they had to be supermen and superwomen to make a go of it in the industry—that being talented wasn't enough. They say there was always something extra required of them.

WLUM-FM Milwaukee is one of three radio stations owned by Willie Davis, former all-pro defensive end for the Green Bay Packers. Davis, a giant of a man, was a hero in the Milwaukee area, and WLUM-FM station manager Claudia Burns says that fact was a great help "because it opened a lot of doors."

But Davis thinks that although his reputation has been a big plus, it is something he tries not to consider an issue, like race, that he hopes will one day be transcended. "I take the same approach in broadcasting as I did in football. I never mentally planned that people would have to do business with us out of any sacrifice because I'm black. People will tell you I operate as well as any broadcaster. Give me the same courtesy as others, and I'll do the job."

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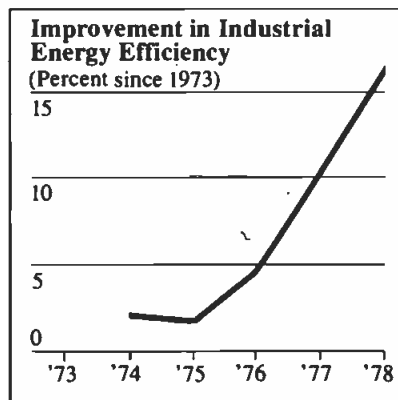
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Minority organizations: Looking for strength in numbers

With increasing numbers of minority entrepreneurs entering the broadcasting business, and even greater numbers looking to establish a foothold, special interest organizations have been formed to help pave the way. The groups have become more visible recently—particularly with the establishment by some of Washington offices—and many predict they will play increasingly greater roles in the coming years, especially as their membership roles increase. Here are five of the most noteworthy now actively dealing with media issues.

The **Southwest Spanish Broadcasters Association**, which is the only group with membership based on Hispanic ownership, is considering expanding its role to include non-minority owners of Spanish-language formatted stations.

With Ed Gomez of KABQ(AM) Albuquerque, N.M., as president, the group is focusing its attention on what it considers the inaccurate representation of the nation's Hispanic population in rating service measurements. In addition, like its black counterpart, SSBA is concerned about attracting national advertisers.

The FCC expects the organization to be a political force in the future, and Chairman Ferris met with representatives last August to listen to their complaints and plans.

The association believes the National Association of Broadcasters is the organization to align itself with, and it has no intentions of supporting, or merging with, the National Association of Spanish Broadcasters. In fact, there is outright tension between the two groups, as the Southwest broadcasters see NASB as little more than an arm of Rene Anselmo, whom they neither like nor trust.

The **National Association of Black Owned Broadcasters** was founded in 1977, incorporated in 1978 and announced its intentions of stepping firmly into the mainstream with the opening of its Washington office last August.

With Ragan Henry at the helm, it is expected

that NABOB will evolve into an active force in broadcasting; FCC and congressional personnel predict the group will be active in the political arena, and will provide input into pending regulatory and legislative matters.

Manning the Washington office will be Nate Boyer, who has established close ties with the National Association of Broadcasters and will be actively recruiting new members. Boyer will also be putting out a monthly newsletter to help increase communication among members.

The organization has a number of outspoken and energetic members who are intent on getting equal treatment: They are pushing for changes in rating service methods, for example, which they say discriminate against them, and are after their share of national ad dollars.

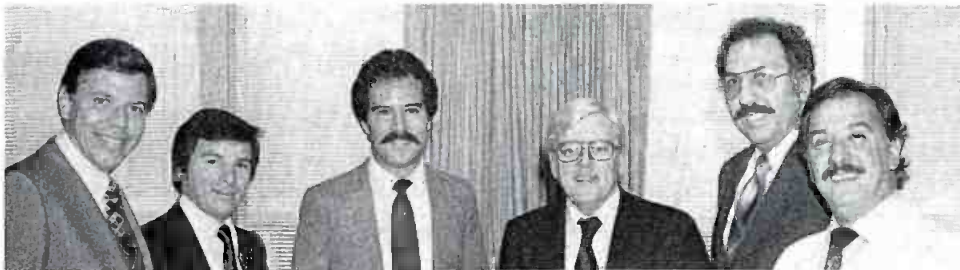
While American Indians grapple with how to incorporate the media into their lives, the major force speaking with a collective voice is the **Native American Public Broadcasting Corporation**.

Headed by Frank Blythe, who has been involved with broadcasting for 20 years, the consortium is based in Lincoln, Neb. Funded by the Corporation for Public Broadcasting, the nonprofit group is looking to develop and distribute programming about Indians, and working to increase employment among Indians throughout the broadcasting industry.

To identify where things stand with its people, the consortium published "Native American Media Needs: An Assessment," which it hopes to use as a springboard for improving the situation among tribal groups.

There are predictions from various camps that Indian media participation will escalate rapidly. The consortium appears to be preparing for that day; in addition to a filing with the FCC, Blythe makes regular trips to Washington to keep abreast of happenings and to articulate Indian needs.

August was a busy month in Washington this year, with the **National Association of Spanish Broadcasters** joining NABOB and the Southwest Spanish Broadcasters Associ-



In Washington. Southwest Spanish Broadcasters Association principals—flanking Ed Cardona, the FCC's EEO chief, and Chairman Charles Ferris—are (l to r) Mauricio Mendez of KIFN(AM) Phoenix, Ed Romero of KBNO(AM) Denver, Ed Gomez of KABQ(AM) Albuquerque and Eduardo Caballero of Caballero Radio Network.



Boyer



Blythe



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Der

ation in establishing an office there.

With Nelson Lavergne of WADO(AM) New York as board chairman, NASB also plans to push for an accurate Hispanic count in the 1980 census, a look at the ratings and an examination of the payments demanded by ASCAP and BMI from Spanish format stations.

NASB received its first year funding from Rene Anselmo, head of the commercial Spanish International Network, and although Anselmo has kept a relatively low profile, leaving the day-to-day work to Maria Elena Torano, formerly of the Community Services Administration, and Antonio Guernica, who previously worked for Anselmo, the Southwest Spanish Broadcasters Association is wary of the group, which may dilute the power of a collective

Hispanic effort.

But even with this rift, it is expected at the FCC and in Congress that if the group attracts members, it will eventually be an important voice.

While employment among Asian Americans in the broadcasting industry is low, and ownership is virtually nonexistent, special interest groups representing the needs of the Chinese community in the media have also been sparse.

Asian Americans for Fair Media, which primarily comprised professionals, and which took the lead in this area, has not been active recently. Picking up the slack on the West Coast has been **Chinese for Affirmative Action**, a San Francisco-based organization that has broadcasting as only one of its concerns. In New York, the **Chinatown Planning Council** has taken an interest in media matters.

Henry Der, executive director of CAA, says his organization hopes to have a role in shaping new communications legislation by testifying on the needs of the Chinese community, as it did recently before the House Communications Subcommittee. But because the nation's Chinese population is concentrated in a few areas, such as San Francisco, Der says most of the group's work will probably continue to be on the local level.

The 100 Stations Controlled by Blacks

■ **Alabama**—WENN-AM-FM Birmingham; Booker T. Washington Broadcasting Co.; Arthur G. Gaston, president □ WEUP(AM) Huntsville; Leroy Garrett, president □ WOCG(FM) Huntsville (noncommercial); Oakwood College □ WTXQ(AM) Selma; Muscle Shoals Broadcasting; Carl Bailey, president □ WZZA(AM) Tusculumbia; Muscle Shoals Broadcasting; Carl Bailey, president □ WBIL-AM-FM Tuskegee; All Channel TV Service; George Clay, president ■ **California**—KRE-AM-FM Berkeley; Inner City Broadcasting Corp.; Pierre Sutton, president □ KJLH(FM) Compton; Taxi Productions; Steveland Morris (Stevie Wonder), president □ KLIP(AM) Fowler; Woody Miller, president □ KUTE(FM) Glendale; Inner City Broadcasting Corp. of Los Angeles; Pierre Sutton, president □ KACE(FM) Los Angeles; All-Pro Broadcasting; Willie Davis, president □ KKTT(AM) Los Angeles; Inner City Broadcasting Corp. of Los Angeles; Pierre Sutton, president □ KFOX(FM) Redondo Beach; B.J. Howell, president □ KMPX(FM) San Francisco; Golden Gate Radio; Lloyd Edwards, president ■ **District of Columbia**—WHUR-FM Washington; Howard University Radio; Robert Taylor, general manager □ WYCB(AM) Washington; Washington Community Broadcasting Co.; Jacqueline J. Robinson, executive vice president ■ **Florida**—WFYV(FM) Atlantic Beach; BENI of Atlantic Beach Inc.; Ragan Henry, president □ WTAN(AM) and WOKF(FM) Clearwater; BENI of Florida Inc.; Ragan Henry, president □ WPDQ(AM) Jacksonville; BENI of Jacksonville Inc.; Ragan Henry, president □ WTMP(AM) Tampa; Gulf South Communications Ltd.; Rudolph A. McCleod, president ■ **Georgia**—WAOK(AM) Atlanta; Atlanta OK Broadcasting Co.; Ragan Henry, president □ WCLK(FM) Atlanta Clark College Terry Cobb, GM □ WRDW(AM) Augusta; J.B. Broadcasting of Augusta, Ga., Ltd.; James Brown, president □ WSOX(AM) Savannah; Black Communications Corp. of Georgia Inc.; Benjamin M. Tucker,

chairman and general manager ■ **Illinois**—WJPC(AM) Chicago; Johnson Publishing Co.; John H. Johnson, chairman □ WXOL(AM) Chicago; Midway Broadcasting Inc.; Pervis Span, president □ WMPP(AM) Chicago Heights; Seaway Broadcasting Inc.; Charles J. Pinkard Jr., president ■ **Indiana**—WLTH(AM) Gary; Southside Bank; Thomas Lewis, president □ WTLC(FM) Indianapolis; Community Media Corp.; Frank P. Lloyd, president ■ **Iowa**—KBBG(FM) Waterloo; Afro-American Community Broadcasting Inc.; Harris Ceaser, station manager ■ **Kansas**—KTRK(FM) Topeka; Shawnee Broadcasting Inc.; Marvin Wilson, president ■ **Kentucky**—WLou(AM) Louisville; Summers Broadcasting Inc.; William E. Summer III, president ■ **Louisiana**—KTRY-AM-FM Bastrop; North Delta Broadcasting Inc.; Henry Cotton, president □ KGRM(FM) Grambling (noncommercial); Grambling College; William Jennings, station director ■ **Maryland**—WEBB(AM) Baltimore; J.B. Broadcasting; James Brown, president ■ **Massachusetts**—WILD(AM) Boston; Sheridan Broadcasting Corp.; Thomas McKinney, president ■ **Michigan**—WGPR-FM-TV Detroit; William V. Banks, president □ WJZZ(FM) Detroit; Bell Broadcasting Corp.; Mary Bell, president □ WCHB(AM) Inkster; Bell Broadcasting Corp.; Mary Bell, president □ WLBS(FM) Mt. Clemens; Inner City Broadcasting Corp. of Michigan; Pierre Sutton, president □ WWS-FM Saginaw; Mayle Broadcasting Corp.; Donald K. Mayle, president ■ **Mississippi**—WBAD(FM) Greenville; Interchange Communications Inc.; William D. Jackson, president □ WORV(AM) Hattiesburg; Vernon Floyd, president □ WJSU(FM) Jackson (noncommercial); Jackson State University; John A. Peoples, president □ WTNK(AM) Meridian; East West Communications Co.; Charles L. Young, president ■ **Missouri**—KPRS(FM) Kansas City; KPRS Broadcasting; Andrew Carter, president ■ **New Jersey**—



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wuss(AM) Atlantic City; Atlantic Business and Community Development; Larry Hayes, president □ WNR(AM) Newark; 1430 Association; Daniel Robinson, chairman □ WGRB(TV) Willingboro; Renaissance Broadcasting Co.; Donald C. McMeans, president ■ **New York**—woko(AM) Albany; Area Radio Inc.; Tony Mason, president □ wufo(AM) Amherst; Sheridan Broadcasting Corp.; Thomas McKinney, president □ wlib(AM) and wbls(FM) New York City; Inner City Broadcasting Corp.; Pierre Sutton, president □ whec-TV Rochester; BENI Broadcasting of Rochester Inc.; Regan Henry, chairman □ wdkx(FM) Rochester; Monroe Broadcasting Co.; Andrew A. Langston, president ■ **North Carolina**—wbmu(FM) Asheville (non-commercial); Greater Asheville Educational Radio Association; James E. Robinson, presi-

dent and general manager □ wvoe(AM) Chadbourn; Ebony Enterprises Inc.; Lester Moore, president □ wgiv(AM) Charlotte; New GIV Inc.; Regan Henry, president □ wnaa(FM) Greensboro (non-commercial); North Carolina A & T State University; Gary Flanigan, general manager □ wsha(FM) Raleigh (non-commercial); Shaw University Communications Dept.; J. Archie Hardgraves □ wrsf(FM) Rocky Mount; Charles O. Johnson, president □ warr(AM) Warrenton; WARR Inc.; Ralph Coleman, president □ waaa(AM) Winston-Salem; Evans Broadcasting Corp. Mutter D. Evans president (pending) ■ **Ohio**—wcin(AM) Cincinnati; BENI of Ohio Inc.; Regan Henry, president □ wokv(FM) Hamilton; BENI Broadcasting Associates Inc.; Regan Henry, president ■ **Oklahoma**—kaez(FM) Oklahoma City; All American Broad-

casting Inc.; Jimmy Miller ■ **Pennsylvania**—wliu(FM) Lincoln University (noncommercial); Lincoln University; Mike Shuler, general manager □ wdas-AM-FM Philadelphia, Unity Broadcasting; Eugene D. Jackson, president □ wyjz(AM) and wamo(FM) Pittsburgh; Sheridan Broadcasting Corp.; Thomas McKinney, president □ wyis(AM) Phoenixville; B. Samuel Hart, president ■ **South Carolina**—woic(AM) Columbia; Nuance Corp.; Elliott E. Franks III, president ■ **Tennessee**—wjbe(AM) Knoxville; Broadcast Media of Knoxville; Thomas Crawford, president □ wlok(AM) Memphis; Gilliam Communications Inc.; Art Gilliam, president □ wol(AM) Nashville; Sam Howard, president □ wrfn(FM) Nashville (noncommercial); Fisk University; Preston Blakely, general manager ■ **Texas**—knok-AM-FM Fort Worth; EGG Dallas Broadcasting Inc.; Earl G. Graves, president □ kcoh(AM) Houston; KCOH Inc.; John B. Coleman, president □ ktsu(FM) Houston (noncommercial); Texas Southern University; James E. Penny, general manager □ kbwc(FM) Marshall (noncommercial); Wiley College; Wallace Faggett, general manager ■ **Virginia**—wpa(AM) Farmville; Everette Broadcasting Corp.; Shirley Everette, president □ wnov(FM) Hampton (noncommercial); Hampton Institute; Brenda Mallory, general manager □ wpce(AM) and wowi(FM) Norfolk; Willis Broadcasting; Bishop Levi E. Willis, president □ wenz(AM) Richmond; Drum Communications; David P. Grigsby, president □ wkie(AM) Richmond; 1540 Broadcasting Corp.; Dr. Jean Harris, president ■ **Washington**—kyxx(AM) and kyac(FM) Seattle; Dudley Communications Ltd.; Donald T. Dudley, president ■ **Wisconsin**—wawa(AM) and wlvm(FM) Milwaukee; All-Pro Broadcasting Inc.; Willie Davis, president □ wnov(AM) Milwaukee; Courier Communications Corp.; Jerrel W. Jones, president □ waet(TV) Rhinelander; Seaway Communications Inc.; John W. Swain, president.



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Programing

NBC scores a hit with playoffs

Baseball is very, very good to the network, helping it to another first place in the weekly ratings, with ABC close behind and CBS improving

NBC-TV, with special programming filling about half of its prime-time hours, emerged victorious for the week ended Oct. 7.

After a premiere week win, then a close second to ABC-TV, NBC returned to first place, averaging a 19.4 rating and a 32.1 share. ABC was close with 18.9/31.2 and although CBS-TV was showing improvement with a 17.7/29.1, it wasn't enough to get the network out of the basement where it has reposed since it launched its new line-up.

For NBC, the week was the third consecutive demonstration that strong A. C. Nielsen numbers, out of reach last season, now are attainable. But for the long term, the week provided little upon which to base theories about where NBC will be as the season progresses.

NBC had three nights—Tuesday, Wednesday and Friday—totally devoted to the baseball play-off games. Monday offered a two-hour prime-time *17th Anniversary of the Tonight Show Starring Johnny Carson* and on Thursday, there was an hour *Operating Room* pilot.

With the exception of *Operating Room* (13.4/23), the special programming served NBC well but not to the extent that the failure of last season would have been imminent without it.

The *Carson* special brought in a strong 27.7/43 but the regularly scheduled *Little House on the Prairie* preceded it with another solid score, 24.1/37.

The three baseball nights earned 20.4/31.8; 19.9/32.4, and 18.8/32.5—providing a strong foundation. But there were other nights better and worse. Aside from Monday, NBC also easily won Saturday with *CHiPs*, *B.J. and the Bear* and *The*

Man Called Sloane averaging a 20.2/37.3. Faring less well were Thursday's *Buck Rogers in the 25th Century*, *Quincy* and *Operating Room* (16.2/26.5) and Sunday's *Disney's Wonderful World*, the movie "Gray Lady Down" and *Prime Time Sunday* (15.8/26.5).

The truer test of NBC's success will come later this month when the figures are in after NBC moves some series and premieres *Kate the Detective* (formerly *Kate Columbo*) and before that *Mrs. Columbo*, *Shirley*, *Hello Larry* and *The Best of Saturday Night*—and if its long forms continue to do well.

CBS, on the other hand, continued to suffer from its new premieres, in particular on Saturday when the line-up was *Working Stiffs* (8.4/16), the returning *Bad News Bears* (9.7/18), *Big Shamus*, *Little Shamus* (7.0/12) and *Paris* (8.6/17) for a meager 8.2/15.2 average.

Yet, among the new entries CBS also seems to have the strongest. For the second week in a row, *Trapper John M.D.* was the only new show to make it in the top-10, although this time just barely.

The top shows for the week ended Oct. 7: CBS's *Alice* (28.5/43); ABC's *Eight is Enough* (27.9/44); NBC's *Carson* special (27.7/43); CBS's *The Jeffersons* (26.8/41); ABC's *Three's Company* (25.6/38) and *Charlie's Angels* (25.5/39); CBS's *60 Minutes* (25.4/46) and *One Day at a Time* (24.8/39); NBC's *Little House on the Prairie* (24.1/37) and tied for tenth in the ratings CBS's *Trapper John M.D.* (23.0/41) and ABC's *Barney Miller* (23.0/37).

Among other new shows, the *All in the Family* derivative, *Archie Bunker's Place*, gave CBS 17th place with a 21.7/35 and ABC's *Benson* was 19th with a 21.2/34. Following those were ABC's *Hart to Hart* (33d, 18.0/35); NBC's *Buck Rogers* (35th, 17.6/29) and *Sloane* (36th, 17.5/30).

Most of the new shows, however, re-

Pre-emptions. CBS-TV won't say the shows are being axed; but through the end of October, five of its lowest-rated series, including four new entries, are being replaced with special programming. Off the schedule for the time being are the Wednesday 8-9 p.m. block of *Last Resort* and *Struck by Lightning* and Saturday's 8-10 p.m. line-up of *Working Stiffs*, *Bad News Bears* (which started up last season) and *Big Shamus*, *Little Shamus*, *Paris*, Saturday at 10 p.m., remains in place, with CBS hoping for improvement there with stronger lead-in programming. Beginning last Wednesday, the 8-9 time period that night was filled with the beginning of the movie "The Last Tycoon"; the remaining weeks will see the *Magic of David Copperfield*, a repeat of *The Body Human: The Sexes* and *Raggedy Ann* and *Bugs Bunny* animated Halloween specials. For the two hours on Saturday, CBS was scheduled to start this past weekend with the movie, "Lifeguard"; then on to *Celebrity Challenge of the Sexes* and another movie, "The Shootist," with John Wayne. ABC-TV has announced time changes for *Fantasy Island* and *Hart to Hart*, with *Lazarus Syndrome* returning to the shop for "refocusing" (BROADCASTING, Oct. 8).



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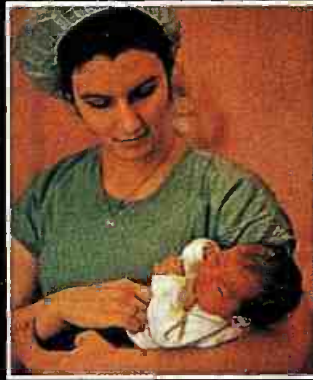
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mained at or near the bottom of the heap, with CBS's fare in particular populating the basement. The last 10 from the bottom up, were CBS's *Big Shamus*, *Little Shamus* (7.0/12); *Working Stiffs* (8.4/16) and *Paris* (8.6/17); ABC's *New Kind of Family* (9.7/17); CBS's *Bad News Bears* (9.7/18), ABC's *Out of the Blue* (9.8/18); NBC's *Prime Time Sunday* (11.8/20); CBS's *Struck by Lightning* (12.3/19) and *Lou Grant* (12.9/21) and ABC's *Detective School* (12.9/24).

ABC affiliates are watching critical 10-11 program slot

They're worried network weakness at that spot will hurt their local news ratings, but they're pleased with moves to shore it up

ABC-TV's move two weeks ago to replace one faltering new program, *Lazarus Syndrome* (Tuesday, 10-11 NYT), with a healthier one, *Hart to Hart*, is viewed by network affiliates as a promising move on the part of the network in shoring up a critical time period in which, thus far, ABC has failed to do especially well. For local stations at least, the last hour of prime time is viewed as critical in their efforts to attract audiences to their local news programs, and a network's poor performance there can have decidedly adverse effects on those efforts.

During the three weeks of network competition thus far (Sept. 17-Oct. 7), ABC has won that time period only four times and tied once. Two of those wins came on Wednesday nights with the regular series, *Vega\$*, the third on a Monday night with a football game between the Dallas Cowboys and the Cleveland Browns and the fourth with a Friday movie. The one tie was on a Saturday night between *Hart to Hart* and NBC-TV's *A Man Called Sloane*.

Furthermore, *Vega\$*'s share of the network audience is dwindling. NBC has run a made-for-television movie, a miniseries and the American League baseball play-offs against the ABC series, which received a 38 share Sept. 19, a 37 Sept. 27 and a 33 Oct. 3. NBC's shares have risen over the same time from a 29 to a 34 to a 37. CBS-TV's movies in the same period have yet to take that network out of third place.

On Oct. 24, NBC will introduce a new series opposite *Vega\$*—*The Best of Saturday Night Live*. As one West Coast ABC affiliate's program director put it: "It'll kill us." NBC will then have an all-comedy Wednesday night.

Vega\$'s performance for ABC represents one bright spot for the network in a time period that, otherwise, leaves few affiliates much to shine about. Monday night's football game has proved itself generally healthy for affiliates in the Eastern, central and mountain time zones, but not

for those in the Pacific time zone. There the game begins early in the evening, and *240-Robert*, which has yet to reach higher than a 16.3/26, leads into local news.

Thus far, other nights of the week have failed to deliver consistently winning shares to affiliates. *Lazarus Syndrome* never bettered the 17.1/28 it received during its first half hour Sept. 18. *20/20*, which is doing better than many preseason prognosticators expected, has yet to top the 18.3/31 it reached during its first half hour Sept. 20. The Friday, Oct. 5, made-for-television movie, "Before and After," reached the network's peak for that night with a high of a 22/37 at 10 but dropped to a 21/36 at 10:30. *Hart to Hart*'s Saturday performance has improved over time, and the move of *Fantasy Island* back to its familiar time slot is expected to continue the upward trend. And ABC's Sunday movies have yet to top their best 21.5/38 of Sept. 30 when CBS's *Trapper John, M.D.* won the time period.

Most ABC affiliates seem to be generally pleased with the network's performance thus far, but local ratings have yet to come out. Should audiences for local late-night news programs fall off, the network may be in for some tough questions from local program directors.

Jack Lease, program director of WFLA-TV Atlanta, said that "as of yet" he is not ready to complain. "Now that may change. How the hell can you tell until the book comes out?"

His counterpart at WFAA-TV Dallas, Rene Castilla, said that the time period "looks pretty good" right now. "We're not experiencing any loss of viewers," he said.

Charles Leasure, program director of KBTU(TV) Denver, was another who "can't say that I'm unhappy" with the current ABC schedule. He was, however, "especially pleased with the recently announced changes. Very pleased." But he added that he's "not real thrilled about the *Mork and Mindy* and *Laverne and Shirley* moves."

Black cable programmer signs up three MSO's

Warner, ATC and Teleprompter agree to take satellite service carrying two daily hours of special programs

The fledgling Black Entertainment Television cable network has been given a big boost. Bob Johnson, president of BET, announced at the annual fall meeting of the Pennsylvania Cable Association in Pittsburgh that the newly formed company had signed on the country's top three cable operators to take the service.

Johnson said that Warner Cable (700,000 subscribers), American Telecommunications Corp. (900,000 subscribers) and Teleprompter (one million subscribers) have agreed to accept the service.

BET plans to transmit via satellite two hours a week of black-oriented programming on an advertiser-supported basis.

Transponder time is being leased from UA-Columbia Cablevision's Madison Square Garden pay cable service (BROADCASTING, Sept. 3).

Johnson said the signing of the three MSO's will send a message to advertisers and entertainers that BET is the kind of service that cable viewers want.

When asked about possible advertising prospects, Johnson said that he has had some "productive talks with a number of agencies and clients, "and with the news of the signing of the MSO's he believes they will "begin to take a second look."

Johnson said that he is offering advertisers "the power of TV at the prices of radio."

Johnson said that he is continuing to negotiate with program producers and suppliers, but that he has already lined up 70 hours of programming—enough to see the service through its first year.

The how becomes more important than the what in radio programming

Panelists at NRBA workshop say that records are no longer the be-all and end-all of the medium; the future, they contend, will demand a wider vision at stations

Picking the hit record, a theme that often dominates discussions about radio programming, was all but absent from sessions devoted to programming various formats at last week's National Radio Broadcasters Association convention. Instead, programmers and general managers dealt with the competitive edge—attaining and keeping it, in coming years when new technologies may change the structure of radio even more than competition between AM and FM has changed it in recent years.

Change was the key word at every session. The innovative programmer who uses research, technology and his own instincts was pointed to repeatedly as essential to the future successful radio station. And a good rapport with management and knowledge of management techniques also was cited often as becoming more important to the job of programming.

Most of all, it was said, today's programmer must be in touch with his station's audience, its changing tastes and interests, more than ever before. Radio as a local, portable source of information and entertainment was put forth as the radio that will survive future waves of competition from a variety of new home entertainment centers.

At a session on country radio, conversation centered on maintaining the image of a country station while sharing the music of its most important artists with other formats. *Billboard* magazine's Claude Hall moderated the discussion between panel and audience. Panelists were

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Country panelists Cramer, Scott

Bill Hennes, program director, WMAQ(AM) Chicago, Ted Cramer, program director at WDAF(AM) Kansas City, Mo., and Craig Scott, vice president-programming for Plough Broadcasting, Memphis.

"The top-10 country performers of today are being heard on adult contemporary and top 40 radio," said Cramer in identifying the present challenge to country radio's identity. Panelists recommended that country programmers maintain "at least the image" of country radio by playing a combination of current country crossover music with both old and new music by traditional country artists such as Merle Haggard, Loretta Lynn, Mel Tillis and Ernest Tubbs.

Panelists agreed that more information and sports programming can give country radio a competitive advantage in the 80's. "If you're unsure about sports on your station," said Scott, "put together a three-question survey and get on the phone to your listeners." Scott felt that many programmers are afraid of researching their markets because of the costs they think it will involve.

An air of gloom pervaded a discussion of the AOR—album-oriented-rock—format. Panelists were Eric Hauenstein, of the broadcast division of Sandusky Newspapers, Phoenix; Denis McNamara, program director at WLIR(FM) Hempstead, N.Y., and John Platte, program director at WRVR(FM) New York.

Although AOR radio today enjoys higher market shares than ever before, panelists compared their format today to its roots in the underground or progressive radio of the late sixties and found cause for concern about the composition of today's AOR audience. Hauenstein said that the current AOR audience is "spiritually deprived, ignorant and confused."

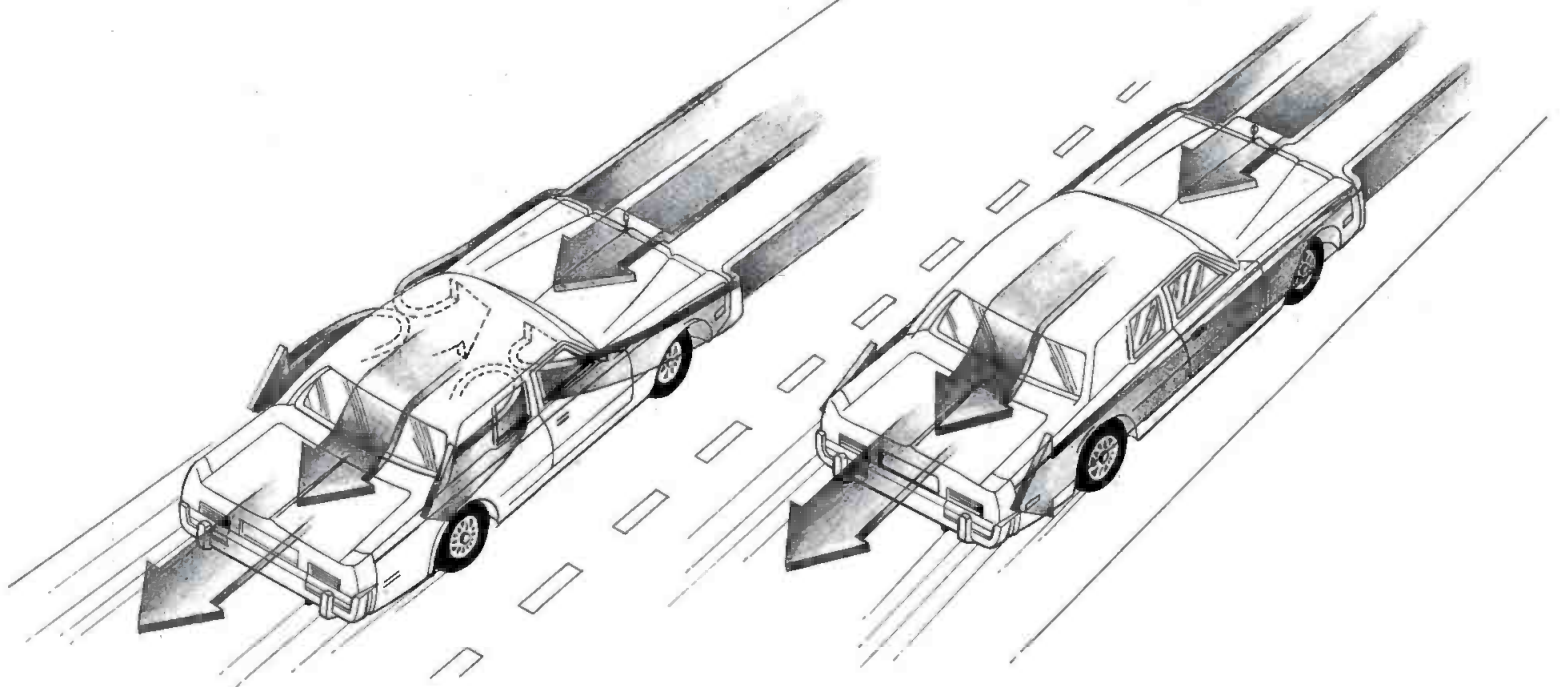
Because the "one prerequisite of AOR radio" is that it identify with the lifestyle of its audience, panelists said that information on AOR radio is largely limited to



Top 40ists McGregor, Shannon

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news about rock groups and the music industry.

"Our audience," said Hauenstein, "is desperately looking for meaning. It's cynical and apathetic and looking for an escape."

Hauenstein said that in addition to capitalizing on the AOR audience's interests, programmers ought to try to develop "palatable ways to educate it."

Panelists agreed that AOR radio must broaden its audience to include the baby-boom generation, the median age of which is 32. This, said Platte, means finding a music mix that will satisfy the purist who is an involved listener and the masses, who will not make as much effort to listen and become involved in music on the radio.

To the adult contemporary format, which targets a 25-to-49-year-old audience, information is of ever-growing importance. Panelists at a discussion of that were Elmo Ellis, vice president and general manager of WSB-AM-FM Atlanta; Bob Hughes, program director of WASH(FM) Washington; Jack London, music director of KDWN(AM) Las Vegas, and Michael O'Shea of Golden West Broadcasters.

O'Shea noted that adult contemporary/MOR/full-service radio has declined in ratings in the top-30 markets recently. "To compete," he said, "we must outprogram our competitors by 50%, not just 10%."



Focusing on **album oriented rock (AOR)**, (l-r): Eric Hauenstein, Sandusky Newspapers broadcast division, John Platte, WVRV(FM) New York, Denis McNamara, WLIR(FM) Hempstead, N.Y., and Mike Harrison, *Good Phone Communications*.

O'Shea referred to his seven years working for Gordon McLendon at KLIF(AM) Dallas, where he learned that on-air promotion can give a station the competitive edge. Good on-air promotion, he said, can also establish dynamic air personalities.

Panelists stressed that news stories repeated throughout the day should be updated and rewritten carefully, and that news in an adult contemporary format should move away from the booming-voiced, "town-crier syndrome" to a more conversational style. "Still be first," said O'Shea, "and still be exciting, but aim for news writing with more style and flair."

Ellis recommended creating local news rather than simply reacting to wire services. "Call someone authoritative and ask for analysis," he said, "and you can

offer qualitative as well as quantitative news."

Hughes suggested that programmers draw public affairs programming from the top-10 community problems in their areas. "Talk to the people involved with those issues," he said, "and you'll get some emotional, concerned informational presentations that can't help but involve your listeners."

Programming sessions held Wednesday, the convention's last day, were hampered by an unexpected snowfall that prevented many of the panelists from getting to Washington. Only one panelist, John Parikhal of Joint Communications, a Canadian research group, made it to the disco radio session.

Parikhal's remarks, which carried the session, amounted to a eulogy for disco as



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a full-time format. He said that Burkhart/Abrams & Associates, a firm which he consults, now believes that disco is no longer a viable full-time format because of a lack of good disco music.

Although disco is in a slump as a music form because the record companies are abandoning it, Parikhal believes disco is an important musical form that will have long range effects on music in general.

The top-40 format was discussed by panelists Scott Shannon, of WPGC-AM-FM Morningside, Md. (Washington), and Bruce McGregor, program director of WAKX-AM-FM Duluth, Minn.

Both stressed that mass appeal radio should reflect its audience. "A programmer who runs the same station in every city he moves to is a bad programmer," said Shannon.

When questioned about Washington-market on-air diary promotions, Shannon said that all area stations would be using the same announcement in the future, and that WPGC runs the diary promotions every day, all year round, and not just during rating periods.

As in most of the other format discussions, top-40 panelists stressed that a station should be able to sell itself no matter what its ratings in the market. "If you own your demographics and can prove that they're salable," said Shannon, "your bottom line can look much better than your share in the ratings."



Looking forward. In another NRBA session, "Programming in the 80's," views were offered on the future of radio. Block programming was cited as representing a new opportunity for the AM daytimer, and country radio was cast as the only AM music format not vulnerable to competition from FM. TV morning shows designed so that watching is not critical, and radio sets capable of receiving TV audio were seen as potent new competition for radio. Shulke Radio Productions' Jim Shulke predicted it may take 15 years before stereo is substantially implemented on AM. For now, "If I had the biggest AM signal in town," said Shulke, "I'd program country music." For the second AM signal in town, Shulke recommended news/talk/information. The panelists: Standing l to r: Lee Abrams, Burkhart/Abrams & Associates; George Burns, Burns Media Consultants; Kent Burkhart, Burkhart/Abrams, and Gerry Del Colliano, publisher, *Inside Radio*. Seated, l to r: Jim Shulke, Shulke Radio Productions; Shelley Grafman, Century Broadcasting; Marlin Taylor, Bonneville Broadcast Consultants, and Gary Worth, Mutual Broadcasting System.

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March

Everyone's gone to the movies. CBS Inc. is re-entering the motion picture field, it was announced last week by CBS/Broadcast Group President Gene P. Jankowski. To be headquartered at CBS's Studio Center production facility in North Hollywood, Calif., the new division will operate under CBS Entertainment President Robert A. Daly, Donald March, until recently president of Filmway Inc.'s theatrical division, has been named vice president, theatrical films, and will spearhead the new enterprise. According to Jankowski, at the outset CBS will produce three or four films yearly at a cost in the \$5 million-\$8 million range. "But eventually, the only limits we foresee are those imposed by the marketplace." The CBS move comes five months after ABC

formed a similar operation under its entertainment division. Brandon Stoddard was named president of that unit (BROADCASTING, May 21). CBS phased out its Cinema Center Films in 1972 after six years, 25 films and unprofitable operations.

W&W rating firm to expand service to top-10 markets

A new computerized radio research service, already available in Boston and New York, will be rolled out to all the top-10 markets beginning early next year.

Called the Wallace & Washburn Programming Report, the market-by-market studies will provide both programming and qualitative sales data.

In Boston, where the first such study was released in March, and in New York, which followed with one in July, Wallace & Washburn Inc. claim 17 radio station clients, with representation from ABC, CBS, NBC, Metromedia, RKO and others.

Come January, the Boston-based Wallace & Washburn is planning on second and beefed-up reports for Boston and New York and launching reports in Los Angeles and San Francisco. In early spring Chicago and Philadelphia reports are to be issued, with the remaining top-10 market reports for Detroit, Washington, Cleveland and Pittsburgh scheduled for July.

The annual reports, covering all stations in the market and expected to run 400-450 pages each, will be broken into two sections: programming and sales. Programming data includes listening and station switching behavior; programming likes, dislikes and needs, and favorite artists, groups, and announcers.

It also will include a listing of the market's top-350 recording artists and groups and the top-80 announcers, with cross-referencing for each station in the market.

The sales section involves basic qualitative demographics such as income, education, occupation, ethnic background and marital status. Buying behavior also is tracked, ranging from records and tapes to home ownership.

Sample size in the initial metro areas surveyed has Boston at 1,400; New York, 3,500; Los Angeles, 2,800, and San Francisco, 1,800.

At the top end of the scale, subscription cost for contemporary stations in New York and Los Angeles is \$9,800; Boston, \$5,900 and San Francisco, \$6,800.

The prices, according to Wallace & Washburn, are considerably lower than the \$35,000-\$70,000 that the firm says is the range for customized station research.

Partners in the effort are Kimball Wallace and Harold Washburn, formerly with advertising agencies, who set up their own custom research firm four years ago.

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Reduction of overtime main issue in AFTRA's contract demands to TV and radio networks

The American Federation of Television and Radio Artists presented to the television and radio networks last Wednesday (Oct. 10) its demands for a new contract

covering performers and news personnel.

The specific proposals sought by AFTRA for inclusion in a new pact to replace a three-year contract expiring on Nov. 15 were not divulged by the union. Sanford I. (Bud) Wolff, national executive secretary, reported that the union will be seeking increases in fees, not on an across-the-board basis but in selected areas, but said the main thrust will be toward improvements in working conditions for performers appearing in daytime serials and for news correspondents.

Wolff said that with the expansion of a number of daytime serials to an hour, many performers are working up to 14 hours a day. Since these performers invariably are paid over-scale, he said, the extra hours they work are credited to scale and they often end up working for minimum. The union is seeking to introduce improved methods that would speed up production or impose penalties for work beyond eight hours.

A similar condition prevails for reporters and on-air news personnel, according to Wolff. The union is asking that either staffs be increased or penalties be imposed for work beyond eight hours.

Wolff estimated that about 25,000 AFTRA members are involved or directly affected by these negotiations. (They do not include performers appearing in commercials or in prime-time series.)

U.S. TV branches out in search of programs

American television is becoming increasingly aware of the rest of the world as programming resources. Richard A. O'Leary, president of the International Council of the National Academy of Television Arts and Sciences, advised an audience at the Prix Italia festival in Lecce, Italy.

O'Leary, who is president of the ABC Owned Television Stations and ABC International, said that for a long time, the U.S. has viewed other countries as markets for TV programming. He noted that British television was one of the first international resources for U.S. broadcasting because of language reasons but said that "with sophisticated technology and sports and news coverage abroad, the consciousness of international television has been raised significantly."

He said Americans are learning to seek out the diversity that foreign countries can offer to television, and added:

"Only 10 years ago, most international coverage depended upon film. Today, with portable electronic cameras, it is possible to broadcast live from almost any location. Technology has given us the tools to broadcast live pictures and to send those pictures via satellites."

O'Leary presented the Directorate Award of the International Council of NATAS to Prix Italia, an award festival for television and radio programming, which has been held for 31 years.

In reserve. NBC-TV has ordered nine more episodes of TAT Communications Co.'s summer comedy series, *Facts of Life*, which had four-week run in August. Production of new shows will begin in November.

Bearde in their own den. MCA TV Program Enterprises, development wing of MCA TV Universal, now has Chris Bearde Productions on board for comedy and variety futures. Bearde, who's formed his own company, has earlier credits of *Sonny & Cher*, *Gong Show* and *Bobby Vinton Show*. Two months ago MCA TV pulled in Hill-Eubanks Group (BROADCASTING, Aug. 27).

Never too old. One-hour *Senior Olympics* TV special program is available for barter syndication via Hal Golden TV, Los Angeles and New York. Open to persons 40 and over, Senior Olympics events were held in southern California and on Long Island, N.Y. Program was produced by Joe Landis for showing during first and second quarter of 1980. Advertiser is Block Drug Co., through BBDO New York. Last year telecast of *Senior Olympics* was carried in 43 markets.

Instructional arm. ABC Pictures International Inc. has formed ABC Learning Resources Inc. to acquire, produce and distribute programs—including ABC-TV children's, news and public-affairs programs and programs from ABC O&O stations—to educational, business and industry markets. Donna B. Sessa, director of multimedia division of ABC Pictures International, will head ABC Learning Resources. Dr. Peter Schillaci named manager of new unit; Celeste Chin will be administrative assistant and Leanne Harbrecht, special sales assistant.

OPT 'Gossip.' Operation Prime Time consortium of network affiliates and independents has picked *The Gossip Columnist* as first dual-form project, adaptable to run as two-hour movie or five half-hours. Tentatively scheduled for airing in March, MCA TV/Universal production is about "determined and beautiful young journalist who loses her idealistic aspirations as she is seduced by the show business glamour of today's Hollywood." Production starts Nov. 6.

Who said. "We shall fight on the beaches, we shall fight on the landing grounds, we shall fight in the fields, and in the streets, we shall fight in the hills. We shall never surrender." Stirring speech by Winston Churchill to Britain and allies after fall of France and retreat at Dunkirk was delivered in person to House of Commons, but stand-in delivered BBC version, ersatz Churchill has revealed nearly 40 years later. Churchill, burdened by war duties, asked for double to deliver broadcast speech; BBC found Norman Shelley, staff actor responsible for Winnie the Pooh voice in children's drama who had knack for imitating prime minister. No one was wiser until revelation; even Churchill was impressed with Shelley: "Very nice," he reportedly said. "He's even got my teeth right."

More radio. Golden Egg, Los Angeles radio syndicator, has released list of available programs: *Rockin' Out*, weekly two-hour national hook-up of top disk jockeys reporting on week's hit albums anchored by Buzz Bennett; *Film Clips*, 10 three-minute weekly features with Hollywood stars and critic David Sheehan as host; *Future File*, 10 three-minute weekly spots devoted to "world of tomorrow" with San Francisco newsman David McQueen, and *The Great American Musical*, two hours weekly of music from stage plays and films with Chuck Southcott. All will debut in January.

Prime-time Phil. Phil Donahue, host of daily *Donahue* strip syndicated by Multimedia Program Productions and thrice-weekly *Today* contributor, makes national prime-time debut as entertainment special host Sunday, Oct. 21, on NBC-TV's *TV Guide—The First 25 Years*. Aside from TV stars, among others featured on two-hour special will be Peggy Charren, president of Action for Children's Television; Richard Salant, former CBS News president, now NBC vice chairman; Rev. Jesse Jackson, civil rights activist, and Nicholas Johnson, former FCC commissioner and now head of National Citizens Communications Lobby.

CU on HBO. Consumers Union, publisher of *Consumer Reports*, is breaking into pay TV with 45-minute pilot for Home Box Office. Program, produced by CU in association with Alvin H. Perlmutter Inc., is scheduled for February showing. It'll be magazine format and also include sketches and animation. If it goes to series, frequency is expected to be once every other month. Programs will deal with only one topic. First outing is on food.

Do-it-yourself soap. For frustrated soap-opera stars still awake at about 2:30-3 a.m., WINO(AM) Chicago has come up with *Windy City Soap Opera*. For past several weeks, all-night personality Norman Mark has been auditioning callers, setting up situations and adding sound effects. But it's listeners that take it from there, as many as 10 each night.

Technology



Crombie



Dorren



Feldman



Kassens



Livesay

Channel spacing dominates NRBA technical sessions

Proposals to squeeze more stations into the AM and FM spectrum are on the minds of convention delegates

A Tuesday morning National Radio Broadcasters Association technical workshop that was supposed to have been a discussion about the "Challenges and Opportunities of the 80's . . . the NTIA Proposals" quickly evolved into a discussion of FM quadrasonic and how it would affect and be affected by the National Telecommunications Information Administration's moves to squeeze more stations into the FM band.

Douglass Crombie, director of NTIA's Institute for Telecommunications, said that NTIA has a great interest in increasing the number of stations in the FM band and suggested a number of means of doing so, including terrain shielding, directional antennas and reduction of channel spacing from 200 to 150 or 100 khz.

The channel-reduction idea was part of the FCC's further notice of inquiry on FM quad, which asked for comments on how FM quad might affect spacing reduction

and whether it would preclude spacing reduction in the future.

While Crombie maintained that the FCC question, which was strongly endorsed by the NTIA in its comments, is valid, Lou Dorren, a panelist from Quadracast Systems Inc., a developer and promoter of one of the quad systems proposed in the FCC inquiry, said, in effect, that the question is moot.

Dorren, citing a test QSI performed on 30 FM receivers of varying qualities, claimed that quadrasonic broadcasting would have no more effect on future spacing reduction than do the current stereo and mono services. He suggested that the real question is what effect channel-spacing reduction would have on other existing services. He said that it would preclude Subsidiary Communications Authorizations and degrade frequency response from 15 khz to 12 khz.

In awareness of the economic interests of the FM broadcasters in the audience, Dorren argued that reduced spacing would not only mean increased competition from the new FM stations that would result but also from AM stations, since FM would

have to operate with lower fidelity, or more precisely, he said, with fidelity closer to AM's.

Leonard Feldman, technical director of the Institute of High Fidelity, joined Dorren in downgrading the idea of reducing channel spacing, calling the idea "unnecessary, counterproductive and incomplete."

Feldman seemed particularly upset by Crombie's remark that channel spacing was a more viable idea because of improvements in FM receivers. He said improvements in FM receivers are one of the reasons FM can provide high quality, high fidelity service, and that reduced spacing would negate those improvements.

Broadcaster Jim Gabbert, who moderated the panel, interjected that much of the impetus behind channel reduction was the pressure to provide for more minority owned stations, but he said that could be better accomplished through economic means, such as tax certificates.

■ Another panel session, on reducing the channel spacing in the AM band from 10 khz to 9 khz—"The 9 khz Debate"—reiterated many of the comments made in the FCC rulemaking on the same subject (BROADCASTING, Oct. 8).

Harold Kassens, a consulting engineer with A.D. Ring & Associates, representing the Clear Channel Broadcasting Service, led things off with a balanced assessment of the 9 khz question. "There is no technical reason why you can't go to 9 khz," he said, "if you're willing to pay the price." And part of that price will be in co-channel and adjacent channel interference.

Kassens felt the end product of 9 khz was a good thing as it would produce 12 new channels that could be used for increasing minority ownership and appeasing the daytimers who would use the addi-

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tional space to go full time. But Kassens also warned that there was no way to know how many of the newly created channels would be assigned to the United States at the Region II radio conference in Buenos Aires next spring.

One reason advanced by Kassens for moving to 9 khz is the heterodyne interference now caused by stations in Region I (Europe and Africa) and Region III (Australia and Asia) that are already broadcasting at 9 khz. Kassens illustrated this interference, which is audible as a whistle, with a series of tapes recorded at stations in Los Angeles, Georgia and New Zealand.

Douglass Crombie, representing the NTIA position, ran down the list of why NTIA thinks 9 khz is a good idea: increased availability of stations, increased competition, diversity of programming, increased minority ownership, opportunity for local broadcasting, improved efficiency of AM spectrum and reduced interference from Region I and III countries.

Crombie seemed satisfied that the question of adjacent-channel interference at 9 khz spacing had been answered by NTIA tests. He said tests show that only 22 pairs of adjacent channels "may constitute a problem" under the proposed plan, and added that if there is a problem at 9 khz, "there is already a problem at 10 khz."

Another proponent of 9 khz spacing, Ray Livesay, president of the Daytime Broadcasters Association, tried to impress his fellow panelists and the audience with the plight of the daytime broadcaster who desires to go full time.

Livesay spent a good deal of time detailing an experiment conducted at his WLBH(AM) Mattoon, Ill. The experiment, in conjunction with the NTIA, tested the effects of changing the frequency of the station 4 khz in each direction—the greatest change in frequency required by the 9 khz proposal—on the station's directional antenna array. (The NTIA has conducted similar tests at two other stations.)

According to Livesay, the test proved that the reduced spacing would have a minimal effect on directional antenna patterns. Kassens, however, countered this claim, calling Livesay's experiment and, by extension, the NTIA's experiments at the two other stations, a "farce." Kassens said that such tests are inconclusive until new directional antenna parameters are calculated for the experimental frequencies.

Livesay also couldn't have been pleased by the remarks of Ed Buterbaugh, who represented a committee in Canada looking into the 9 khz question. According to Buterbaugh, the Department of Communications in Canada is looking at two slightly different 9 khz proposals—one comparable to the NTIA's and another that would crowd all the present channels below 1485 khz and create 13 new channels between 1494 khz and 1603 khz.

He said, however, that the latter is almost unworkable because of problems it creates for stations with directional antennas.

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Sony and Philips agree to share patent material

Move is to help foster compatability in new technologies, especially disks

In a move that could have significant impact on the future development and direction of videodisk technology, Sony Corp. of Japan and N.V. Philips of the Netherlands have reached an agreement permitting each to use the other's patent rights to "a wide range of products." The companies' announcement singled out "optical audio and video disk systems" as part of the trade, saying that patents in this area were included "with the intent of achieving interchangeability." Philips's subsidiaries, U.S. Philips Co. and North American Philips Corp., were also named in the arrangement.

Sony and Philips had independently been developing their own optical videodisk systems, which use a laser to decode the program information stored on the disks. Meanwhile, RCA and Matsushita have been preparing disk systems that rely on a mechanical stylus, similar to conventional audio recording systems. The prospect of a multitude of incompatible disk systems fractionalizing the market and scaring off potential purchasers has been raised by industry observers, and this patent arrangement would appear to be an effort to avoid compatibility problems on the optical front.

The sole disk system that is now available in the American consumer market, albeit on a limited basis, is an optical one developed jointly by Philips and MCA. Magnavox (a North American Philips subsidiary) manufactures the players, and MCA has been producing the disks. Several weeks ago, it forged a pact with IBM whereby both companies would throw their patents in the optical disk field, as well as other assets, into a joint venture, DiscoVision Associates (BROADCASTING, Sept. 10). DiscoVision, they said, will produce and market not only disks, but players as well.

Taken together, the Sony/Philips and the MCA/IBM arrangements may suggest that the direction of optical video systems is away from consumer markets and toward industrial and institutional users. Past indications are that Sony, which has heavy involvement in the industrial market, believes that consumer interest in video players will concentrate in tape systems such as its Betamax units. IBM, of course, has always operated outside the consumer field.

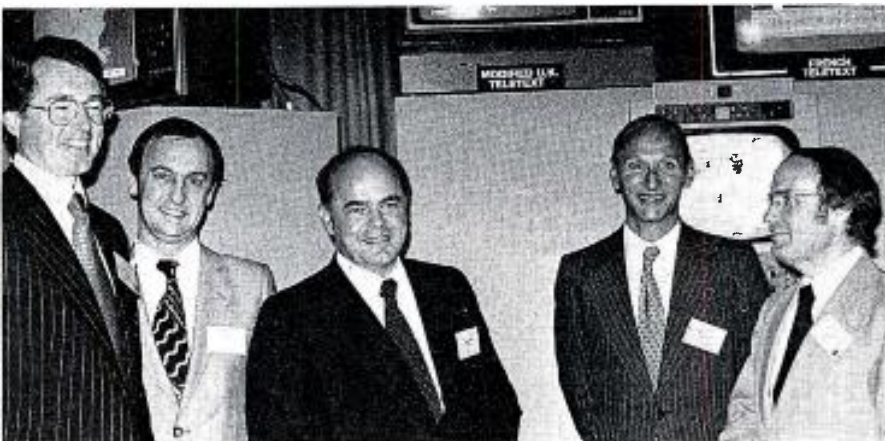
Optical systems, despite their claimed advantages in capacity and durability, are projected to cost in the neighborhood of \$1,000, twice what's estimated for the mechanical systems, a price differential that might weigh more heavily with consumers than with institutions seeking permanent information storage.

InSync

Together again. For those who missed it the first time around, second "Satellite Private Terminal Seminar" has been scheduled for Miami next Feb. 5-6 at Bayfront Auditorium. Second show is reflection of success of first, held in Oklahoma City last August. Thrust of seminar is to teach those who are handy with soldering irons ways to build low-cost, receive-only earth station for picking up satellite programming intended for cable systems.

Sky pirates. But it's illegal under FCC rules to pick programming off satellites without authorization from distributors such as Showtime is same as that for cable subscriber. What upsets Motion Picture Association of America is that owner of earth station can receive authorization for one service and pirate rest, if he is so inclined. According to MPA, pirating cheats both distributor and program producers, who receive percentage of fee charged subscribers.

Offspring. One of the first new products to be introduced since Harris-Consolidated Video Systems merger is new version of CVS 520 digital time base corrector. Unit's new features include optional 16-line window that facilitates use of ENG.



Continental air. CBS teletext demonstration at KMOX-TV St. Louis late last month attracted engineers for hands-on demonstration, including Frenchmen who were interested in what CBS had done with modified French Antiope system. Picture above (l-r): John McKay, general manager of KMOX-TV; Pierre Gaujard, president of Antiope Videotext Systems Inc., subsidiary of French Sofratev firm, manufacturer of Antiope equipment; Jean Guillermin, president and general manager of Sofratev; Maurice Remy, general manager of Telediffusion de France, and Joseph Flaherty, vice president of engineering for CBS.

Britain upgrades teletext service; sales of sets that can receive it outpace expectations

The BBC has brought in a new computer system for its teletext system, Ceefax, which is said to improve reliability and allow more flexibility in putting together the two 100-page magazines.

Since Ceefax went on the air in 1974, the BBC has used the same experimental computer system. The new system, consisting of three PDP 11-34 units from Digital Equipment Corp., was designed by BBC engineers and the British software company, Logica. One computer will be used for editorial input, and two for output. In case one output unit goes down, the other would immediately cut in on a "hot standby" system, according to Ceefax information officer Gwyn Morgan. Ceefax editor Colin McIntyre said: "This new second-generation system puts

Britain even further ahead of the world in developing teletext." Britain remains the only country to have a fully operational teletext service.

The new system answers some critics by being able to work in languages other than English, especially those with accented characters. It still does not allow letters in Arabic or similar alphabets.

The new computer coincides with the breaking of the 30,000 mark in the number of teletext equipped sets in the U.K.

Morgan said sales have been growing at twice the rate predicted, and he said some manufacturers have already committed their output for the rest of the year to teletext equipped sets. According to Morgan, sales are now running 3,000 a month and continuously growing. Twelve months ago there were 7,000 teletext sets in the country.

Morgan also said a recent study showed that the average home uses Ceefax 25 minutes a day, which he said made the system cost effective in relation to other forms of broadcasting.

Canada is testing direct-to-home satellite service

The Canadian government announced that it has instituted an experimental direct-to-home broadcast service using its Anik B satellite.

Comsat has announced it had intentions of providing a similar service in the U.S. (BROADCASTING, Aug. 8), but details of the service will not be released until applications are filed with the FCC.

The Canadian trial, which will ultimately involve 100 earth stations linked to homes, plus cable systems and com-

munity centers, is planned to continue to until next spring.

The experiment is just one of 15 communications projects the Canadian Department of Communications has scheduled for the four transponders it leased on the Anik B in June 1978 for \$34 million.

The first 50 receive-only earth stations are being installed at various locations in Ontario to receive programing sent up to the satellite by TV Ontario, Ontario's publicly owned educational network. The second 50 will be installed in British Columbia starting some time this month. They will receive programing from the Canadian Broadcasting Corp. and possibly other sources.

The service was inaugurated last

Wednesday at a private home in Macdardmid, Ont.

Most of the cost of the project will be absorbed by DOC, but some of the other project participants—TV Ontario and the Ontario Ministries of Transportation and Communications, Culture and Recreation—will share in the expense.

The earth stations used in the trial will be 1.2 meter and 1.8 meter dishes from SED Ltd. of Saskatoon, Sask. at a cost of \$3,600 each. Installation cost is \$200.

In a prepared statement, Federal Communications Minister David MacDonald said that the purpose of the project is "not only to test the feasibility of using small, low-cost earth stations for direct-to-home satellite broadcasting, but also to stimulate an important high technology industry."

Journalism

Marks and Beebe urge members of free-world press to stand up for journalists' rights

At gathering of broadcasters from Western Hemisphere, they warn of attempts by underdeveloped nations to impose controls on information

Protection of broadcast and press freedoms begins with those who exercise them. And with matters bearing on those freedoms under discussion in international forums, it is the duty of the members of the media to help defend them, not simply to be "bystanders."

Leonard Marks, a former director of the U.S. Information Agency and a Washington attorney, delivered that message last week to broadcasters from the Western Hemisphere, gathered in Washington for the 14th General Assembly of the Inter-American Association of Broadcasters.

The IAAB is composed of private radio and television associations in Argentina, Bolivia, Brazil, Canada, Chile, Colombia, Costa Rica, Mexico, Nicaragua, Peru, Uruguay and Venezuela, as well as the United States. Some 90 broadcasters attended the four-day conference in Washington.

Marks, speaking at a luncheon, said that, with Third World countries demanding a "New World Information Order" aimed at redressing what they see as an imbalance in the international information system between developed and developing

countries, free-press principles are under pressure in UNESCO and at the World Administrative Radio Conference now under way in Geneva.

In UNESCO, he recalled, Western countries last year were able to head off a proposal that all states be responsible for the news coverage by their own and foreign correspondents within their borders.

But at the same time, he noted, UNESCO established a commission under Irish diplomat Sean MacBride to study questions concerning the world news media, and that an 11-5 majority of its members appear to favor such proposals as licensing of journalists and establishment of a code of journalistic ethics. The commission's report is due Nov. 30, and Marks expressed the hope that it will be divided into two parts—one on which consensus is achieved and one on which it is not. He noted that UNESCO normally

operates on the basis of consensus.

At WARC, where representatives of 149 nations are reviewing virtually all international radio regulations, ambitions of some Third World countries, Marks warned, could endanger telecommunications development. He referred to countries seeking spectrum space whether they can use it or not (granting such a demand, he said, "would disrupt communications throughout the world") or property rights to the air space above their territory that is occupied by satellites (which, he said, could block communications to the detriment of rich and poor nations alike).

"I find the current developments in communications the most exciting and important since the century began," Marks said. "But often, people engaged in communications are not aware of the stakes to themselves and to the entire world."

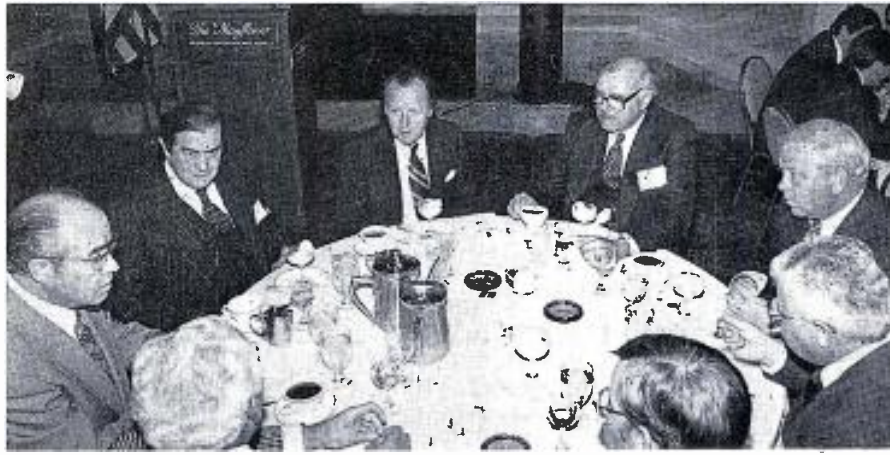
"I urge all of you—as important broadcasters in your country—to pay attention to these developments and be more than bystanders. Play an important role in getting your government to send representatives to these meetings who will protect and defend the principles of free communication and free flow of information."

Marks's wasn't the only expression of concern the international broadcasters' group heard regarding UNESCO. George Beebe, associate publisher of the *Miami Herald* and retiring chairman of the World Press Freedom Committee, who addressed the IAAB members on Friday, said UNESCO poses "problems."

■ UNESCO invites governmental "experts" to discuss communications but excludes media representatives. An example, he said, is a UNESCO conference to be held in Washington under State Department auspices next month. While 35 government representatives will con-



Marks



Round table. The Inter-American Association of Broadcasters gathered in Washington last week for its 14th general assembly. Shown above at a luncheon meeting on Wednesday is the table of some of the IAAB officers. Dr. Luis Alberto Sole, director general, is third up from bottom on the left. Clockwise from him are Leonard Marks, former director of the U.S. Information Agency, who was the luncheon speaker; Ernest Steele, president of the Canadian Association of Broadcasters; Vincent Wasilewski, president of the National Association of Broadcasters; Hector Amengual, president of IAAB; Thomas Bolger, of WMTV(TV) Madison, Wis., NAB chairman; Sol Taishoff, editor of BROADCASTING Magazine, and Arch Madsen, of Bonneville International Corp. and chairman of the NAB's international committee, who was president of the assembly.

sider means of helping the media of the developing world, "not one real media person has been invited," other than representatives of five government news agencies.

■ UNESCO sponsors journalistic conferences throughout the world, but makes no effort to assure "a free-world media

voice" is present.

■ The UNESCO secretariat says it is neutral, "yet their speeches and the working papers they prepare for conferences belie this."

■ And "no representatives of the West hold key jobs in UNESCO." Western representation is missing from the communications sector, where "most challenges to us" originate.

But Beebe's remarks were not entirely negative. He proposed an action that would further unify the Inter-American Press Association of which he is incoming president, and the IAAB. He recalled that the two associations in 1951 signed the Panama Doctrine, a mutual assistance pact that makes an attack on one of the media an attack on the other. He noted it had

been invoked several times, and added, "this relationship is so valuable I suggest we conduct a joint assembly one year sooner."

He said the two organizations could hold separate business sessions, then "join in programs of mutual interest" and hold a joint meeting of the boards of directors.

It is, he said, "an exciting prospect."

More quit KOOL-TV

News staffers continue to resign after management institutes policy of signing them to contract that prevents their joining other Phoenix-area TV's

Four more members of the news staff of KOOL-TV Phoenix have left that station's employ—bringing the total to seven who have quit the nonunion CBS affiliate since management began requiring certain news employes to sign what many openly call a "loyalty oath."

At least three of the new resignations came from staffers who were not asked to sign the controversial anticompetition agreement, which prohibits signatories from taking positions at competing Phoenix stations for a period of one year following dismissal or resignation from KOOL-TV (BROADCASTING, Sept. 10). One news staffer who did sign the agreement has taken a position with a station in Seattle.

Two weeks ago, one reporter left KOOL-TV and joined the staff of a competing station. Three others submitted two-week notices signaling their intentions to leave. All of those are joining stations outside of Phoenix. Consumer reporter Tom Collier has taken a similar position at KPNX(TV) Phoenix, where at least five other KOOL-TV staffers have moved in the past year. Re-

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Wrap-up. Associated Press will be distributing to member radio and television stations 62-part series of one-minute scripts detailing newsmakers and news events of 1970's. Called *Shadows of the Seventies*, series will be delivered to radio members twice daily beginning in December and to TV members late in November. Series can be put together into single one-hour program for radio or television. AP plans to supply special photo and graphic package to accompany series for AP-TV subscribers.

Mark your calendars. KABC-TV Los Angeles, ABC O&O there, has two major projects in works. First, beginning Oct. 18, station will air 17-part series, "The Life and Times of Citizen Chandler," during its daily evening news show. Series will look at influence and power of Otis Chandler and his family-dominated media empire Times-Mirror Corp., which includes newspapers, television stations and cable systems. On Nov. 26, station will air exclusive 90-minute interview with former President Richard M. Nixon. News anchor Jerry Dunphy will conduct live, in-studio interview.

Attention: minority journalists. Community Film Workshop Council Inc., New York, is seeking applications for broadcast journalism training programs, open to minorities and women, 18 and older. Program, funded by CETA, provides stipend during 20-week training program which begins in November. Send resume or letter to council at 630 Ninth Avenue, Room 1000, New York, 10036.

porter Quanita Stevenson and photographer Bill George are moving to stations in Denver and Dallas, respectively. None of those three signed the agreement.

One who did, however, was reporter Roger Gadley, who is moving to a Seattle station.

Late last August, management of the station began asking certain staff members to sign the agreement, the wording of which has been learned by BROADCASTING. Within days of the initial presentations of the agreement, three staffers left the station. All three of those are currently working for other Phoenix stations. Pay raises were offered by KOOL-TV's management as compensation for signing. No employees were allowed to take copies of the loyalty oath out of the station until two weeks ago.

The pertinent portion of the loyalty oath, titled an "Employment Agreement," was read to a BROADCASTING reporter by one KOOL-TV staff member:

"In consideration of employment at an increased rate of compensation, the undersigned agrees with KOOL Radio-Television Inc. that he or she will not for a period of one year following any termination of employment with KOOL Radio-Television Inc. seek or accept employment in a television station news department or as a person involved in any way with televised news, including, but not limited to, an anchor, reporter, producer, director, photographer, editor, etc. with any television

station broadcasting within Maricopa county, Ariz.

"The time period, geographical area and scope of restriction on activities contained in this agreement are divisible so that if any provision of the restriction is invalid that provision shall be automatically modified to the extent necessary to make it valid."

The three staff members who left the station earlier were photographer Mike Young and reporters Kathleen Walker and Nancy Williams. Young is currently working part-time for KPNX. Williams has joined KTVK(TV) Phoenix, and Walker is now an investigative reporter for noncommercial KAET(TV) there.

IIC gets hung up on subject of free flow of information

The International Institute of Communications held its 10th annual conference in London with a record 350 delegates from 40 countries. The conference looks at the major issues affecting broadcasting and is held in a different city each year. Plans are to have next year's at a site in Latin America. Washington was the scene two years ago.

The topics of discussion this year ranged from the upcoming World Administrative Radio Conference to viewdata

and teletext. One of the major subjects was the flow of information among countries, particularly, the extent countries depend on one another for certain information.

In the case of Canada, Alphonse Ouimet said, however, that the situation was overdependence rather than interdependence. Ouimet is chairman of the board of Telesat, the Canadian communications satellite company. He said that during prime-time hours, three out of four Canadian viewers are watching American-produced programs.

While Canadians have been arguing over long-term strategies, he said, the American "cultural tidal wave" has continued unabated. He said the moves towards deregulation in the U.S. made matters more difficult because Canadians would now be demanding access to numerous channels.

George Krolloff of Ruder & Finn, the public relations firm, defended the current flow of information among countries. He said an imbalance still exists, but has diminished significantly. He also said studies will most likely show that news reporters are more aware now than a few years ago that the Third World cannot always be examined in the context of Western cultures.

At a more concrete level, two news executives, Charles Curran of Visnews and Kenneth Coyte of UPITN, examined the role and problems of supplying interna-



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tional news to Third World clients.

The two agencies claim to provide material to more than 200 broadcasters in over 100 countries. Those people who are most vocal in demanding a "free and balanced" flow of information are often from the same governments that make accurate news reporting difficult, they said.

Cooperation is the byword in Pope broadcasts

Stations work together in harmony on last leg of trip, as on first

There was the "emotion" when Pope John Paul II met with the handicapped upon his arrival in Washington; the "majesty" of his mass on the Washington Mall, and even the "controversy" of Sister Mary Kane's protest against the church's stance forbidding women priests.

The Pope's last stop on his week-long U.S. tour yielded something perfectly suited to television coverage. That's the assessment of Gerald Grossman, a producer with WDCW-TV Washington. And it was one shared among broadcasters in the six cities the Pope visited.

By the time the Pontiff had finished the last leg of his trip, which had led through Des Moines, Iowa, Chicago and Washington, broadcasters there were offering com-

ments similar to those made by broadcasters who had covered the Pope earlier in Boston, New York and Philadelphia (BROADCASTING, Oct. 8). The key word was cooperation.

As Dave Nuell, WRC-TV Washington news director, explained, the papal visit to that city was pervaded with a sense of "calm amid the chaos,"—a sentiment echoed by other broadcasters who also praised the smoothness of pooled coverage.

It was a cooperative effort far from usual. According to Dean Johnsos, an ABC News producer who worked on the pools, 204 cameras from various sources were used for the live, shared coverage. The breakdown: 29 in Boston, 54 in New York; 29 in Philadelphia, 18 in Des Moines, 24 in Chicago and 50 in Washington.

Expenses still were being tabulated last week. Earlier estimates had the pools expected to run about \$1 million all told, with the networks each additionally spending anywhere from \$750,000 to upwards of a million. Then there were the individual station efforts.

In general, however, the costs were borne willingly. Typical was the comment of Janis Marvin, program manager at WOI-TV Ames, Iowa, who said it cost "a lot more than we had anticipated, but I don't think there is anyone of the staff who wouldn't say it was worth it."

With the Pope's visit over, broadcasters were relieved to return to their normal pace. But no one was giving any indication that the extended efforts weren't worth it. Instead the general mood was of a job well done.

Although the stations relied heavily on the pools, and contributed unusual hours to build them, local efforts ranged from noncommercial WETA-TV Washington's panel discussion with Sister Kane to WBBM-TV Chicago's commentary from Father James Roach (earning him the sobriquet, "anchor-priest").

WOI-TV's special wrap-up was a considerable task—the Pope didn't leave Des Moines until 6:20 p.m. It was only an hour and 40 minutes later that WOI-TV came up with a half-hour special.

Regular newscasts also were beefed up. KCCI-TV Des Moines knocked weather and sports out of its early and late evening newscasts and ran about 12 to 14 stories on the Pope's visit during extended 45-minute broadcasts.

Stations were well prepared, however, working with the Pope's schedule. As Jerry Howard, a producer at WHO-TV Des Moines pointed out, his station's 6 p.m. and 10 p.m. news, as well as a 10:30 p.m. special were formatted a week before the Pope arrived.

That made it easier, but not easy. Dan Miller, producer and local pool coordinator for Iowa Public Broadcasting's KDIN-TV Des Moines, said that about 15 staffers spent the night at the station dormitory-style before the Pope arrived.

There were outside problems complicating coverage. Hugh Hill, a WLS-TV Chicago news reporter who also was with the Pope



CHICAGO



DES MOINES



WASHINGTON

in Ireland, said the police were more cooperative with the press abroad than in Chicago. He said "the policemen here were very physical about keeping everybody, including the press, a considerable distance from the Pope." Other broadcasters also found the Federal Aviation Administration tougher than expected about setting up aerial coverage.

But while the snafus were secondary to the over-all feeling of success, quick thinking was necessary to deal with some of the foul-ups.

WJLA-TV Washington, for example, discovered that the National Park Service had hooked the station's Mall unit into the streetlight system for power, but the brightening day tripped the system's photocells, cutting off the current only 10 minutes before a live broadcast. The problem was resolved by a crew member who masked the sensors.

And then there was the case of WRC-TV Washington, which realized there were cameras but no microphone to pick up the audio of the mayor of Washington greeting the Pope. The mayor took a wireless mike from the station and WRC-TV received exclusive live audio.

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Mutual brings them together

First national affiliates convention is held in Washington; more than 350 delegates hear presentations on what the network is up to in sales, programing, news, technology

The Mutual Broadcasting System billboarded its aspirations for the 1980's at its first annual convention for Mutual affiliates, held in Washington Oct. 5-7.

A total of 353 delegates, representing 317 of the network's 941 affiliates, were afforded insights to the network's priorities in programing, sales and news, and on the technical front.

The satellite program distribution plans of Mutual drew particular emphasis. MBS Executive Vice President Gary J. Worth explained that once the network gets FCC approval, it will begin installing earth stations at its affiliates in the nation's top 200 markets.

"The first 200 will have 15-foot receiving antennas, he said. "And by the time those are in place," he added, "we hope the commission will have acted on our application for 10-foot earth stations in the next 450 to 500 markets.

Sales challenges in the coming decade were emphasized at the opening workshop, "Buying Radio in the 80's." In it, Denton Cruse, advertising director for Armour & Co.'s Dial products, warned that "startling changes in radio are coming." One aspect, he said, will be "an amazing rebirth of network radio" with its low cost allowing advertisers to launch expanded programs.

Radio's bargain costs were also cited by Laurel Baer, vice president/media director of Marsteller Inc. "Media costs are so high," she declared, "every dollar has to prove itself."

At "Beat the Press," the other Oct. 6 workshop, Robert H. Alter, executive vice president of the Radio Advertising Bureau, spelled out a need for greater marketing skill and research if radio stations are to lure advertising dollars from daily newspapers. Improved communications with advertisers and a more intimate understanding of their problems are mandatory, Alter said.

At an Oct. 7 morning session billed as "How to Sell Your Network," sales consultant Jason Jennings elected to range across the entire radio sales spectrum. Calling himself a "retail advocate," he maintained "we know nothing about retail... We have never trained our people in retail or in selling to retailers."

To sell MBS network programs, Jennings advised sales personnel to divide

programs into four categories, presenting them as "Blue Chip," "Broad Movement," "Bold," and "Sports Image" packages. Each package should be designed to appeal to a specific prospect. Failure to do this, he said, is where most radio salespersons fall down: "They don't do their homework."

The final workshop at the convention, "Imagination for Fun and Profit," dealt with creativity in stations' self-promotion and in developing award-winning commercial announcements. Panelist Jim West of Kershaw-West Productions set the theme with a reminder: "In radio, we're super about advertising other people's products. Let's be equally super about advertising our own product." West played for his audience some of the station 1D's that enabled his companies, past and present, to help stations seek desired public images:

Also on that panel was Marvin Himmelfarb, of the Washington advertising

agency, Abramson-Himmelfarb, who offered some of the commercial spots that won his firm more than 100 advertising awards. Third panelist was Eddie Allgood, president and general manager of WDVA(AM) Danville, Va., who discussed and showed an array of promotions that his station constantly stages. "I spend five cents for promotion for every dollar I take in," Allgood declared. "You've got to spend money to make money."

Principal speakers at the convention were keynoter Richard M. DeVos, president of Amway Corp., Mutual's parent, who spoke at the Saturday night banquet (see below); columnist and MBS commentator Jack Anderson, at the Saturday luncheon; and the Rev. Billy Zoeli, former President Gerald Ford's personal chaplain, who addressed the Sunday luncheon.

With Zoeli were members of the Mutual executive committee—Dr. Bud Schaafsma, Martin Rubenstein and Worth. Rubenstein's parting promise to the delegates: "Opportunities exist in today's radio and we intend to seize every one of them."



From on high. The co-chairman of the Mutual Broadcasting System also had a message for the affiliates, but he didn't rely on sales presentations or program charts. Instead, Richard M. DeVos faced the Mutual affiliates convention in Washington with a message of God, love and America. A sampler:

"I believe I was created by God, and that I am *somebody*."

"I do not believe that America should feel guilt because it has done what the rest of the world has failed to do."

"To me, success is not only an exciting adventure, it is an opportunity to share."

DeVos, president of Amway Corp., who with his partner, Jay Van Andel, shares the chairmanship of the radio network, assured the delegates that the business of Mutual would be conducted with the same standards that had transformed Amway from a small cleaning company to a giant that in fiscal 1979 did more than \$800 million in sales. He declared:

"I believe in the free enterprise system because, in my opinion... out of that comes responsibility and out of that has come a system that rewards success. Out of that comes greater success, and out of that comes the abundance with the opportunity to help the disadvantaged, the hungry and the poor."

For those at the Oct. 6 banquet who may have been startled by his provocative and different approach, DeVos said:

"You may not have heard many businessmen talk that way, but we built this business on the idea of helping you become whatever you want to become. And we dedicate ourselves and this network to helping you gain the goals that you have sought.

"Our goal when we bought this network was to extend the philosophy I have been outlining to you."

The Mutual co-chairman concluded his keynote address:

"Working with you as independent people, helping you to build bigger and better broadcasting properties means a bigger and better broadcasting network. It is built on mutual love and respect that together we will build and lift up people, changing the outlook of this country so that it can continue to grow and prosper and that out of its abundance it can continue to share its knowledge and its wealth with those who need a greater example."

Brokers agree: AM or FM, radio is worth a lot

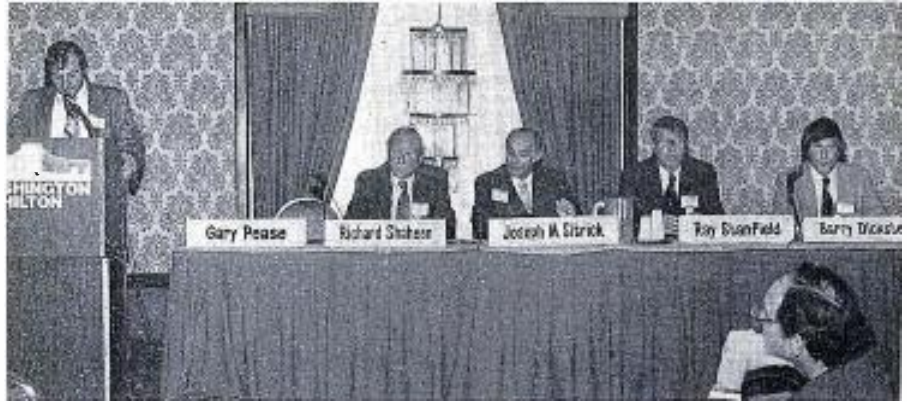
Even high interest rates are not expected to dent seriously station demand, says NRBA panel

The broadcasters who stuck around at the National Radio Broadcasters Association convention for the last management session Wednesday were rewarded with some reassuring words and some good advice from three station brokers and a broadcast financier.

The session, "The Price is Right . . . Or Is It? Evaluating Your Station's Worth," confirmed the health of the radio medium and indicated that broadcasters can expect to command ever higher prices for their stations.

Dick Shaheen, a Chicago broker, said that there has been a "tremendous demand" for stations, which he attributes in part to the ready availability of funds from lending institutions and the capping of the capital gains tax at 28%. Shaheen also predicted that the inventory of available stations will remain tight, despite negative pressure from high interest rates.

Because of spiraling interest rates, Shaheen said that he expects to see fewer cash transactions and sellers "carrying



Middlemen. Up front and the station-valuation sessions (l-r): Gary Pease, General Communications; Richard Shaheen, Richard A. Shaheen Inc.; Joseph Sitrick, Blackburn & Co.; Ray Stanfield, Chapman Associates; Barry Dickstein, Aetna Business Credit.

paper" at lower-than-conventional interest rates.

Joseph Sitrick of Blackburn & Co. picked up on Shaheen's idea. With high interest rates—the Federal Reserve Board set the prime at 14.5% the day before the session—Sitrick said: "Something has to give if the seller is going to get the price he wants." And one way the seller can get his price is to "take back very liberal paper."

Sitrick agreed with the consensus when he said that the greatest buyer interest is in FM stations and Sunbelt stations. He said prices for this type of station have "skyrocketed," but said, partially as a consequence, there are "great bargains on the

AM side" and many "good buys other than the Sunbelt."

Ray Stanfield, Chapman Associates, said that "the threat of recession" has had little effect on broadcasting's bull market. He said there has been an enormous buyer demand and the pressure exerted by that demand "continues to raise prices."

Stanfield, who works out of Los Angeles, said that his was a "West Coast view" but his observations seemed to apply everywhere. He said that the pendulum is swinging away from cash deals, that smaller market stations are becoming harder to sell and that "the big question is money."

To help answer that question, Barry Dickstein, vice president, special industries, Aetna Business Credit, Hartford, Conn., was on hand. He said broadcasting is completing a "five-year boom" and that there is, as a result, "an avalanche of financing" with large corporations such as the Outlet Co. and newspaper chains "bringing in money in wheelbarrows."

Dickstein said that "AM prices are very depressed now" because of the FM and Sunbelt boom, but that AM is where the buys will be in the next year or two. FM's, he said, are selling in the 10-times-cash-flow range whereas AM's can be had for seven or eight times cash flow.

All the big money is flocking to FM, he said, but what some people are not seeing is smart operators like Norman Wain and Robert Weiss, who sold KOAX(FM) Dallas for \$7 million last month, purchasing earlier in the year an AM station, WWOK(AM) Miami (BROADCASTING, Feb. 26).

He suggested that the worst of the FM damage to AM has already been done. FM, he said, has captured 50% of the audience in the last couple years, but that doesn't mean it's going to capture 75% in the next couple. "AM is still a viable medium and it always will be," he said.

In buying any kind of station, Dickstein advised the audience to borrow no more than five or six times the operating profit that can reasonably be expected to be made after 12-24 months. If a buyer borrows more than that, he said, he cannot pay it back. He said that a lot of poorly financed deals will be reappearing on the trading block in the next couple of years.



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■ **KTVB(TV)** Boise, Idaho: Sold by KTVB Inc. to King Broadcasting for \$13 million-\$15 million ("In Brief," Oct. 8). Seller is owned by Georgia M. Davidson and family, who have no other broadcast interests. Buyer is principally owned by Dorothy S. Bullitt and her daughters, Harriet Bullitt and Priscilla B. Collins; Ancil Payne is president. It also owns KYA-AM-FM San Francisco; WRTH(AM) Wood River (St. Louis), Ill.; KGW-AM-TV-KINK(FM) Portland, Ore.; KING-AM-FM-TV Seattle and KREM-AM-FM-TV Spokane, Wash. KTVB is NBC affiliate on ch. 7 with 166 kw visual, 26.9 kw aural and antenna 2,560 feet above average terrain.

■ **WTMA(AM)-WPXI(FM)** Charleston, S.C.: Sold by Charleston Communications Corp. to Sconnix Group Broadcasting Inc. for \$2.6 million. Seller is owned by Jack Rice and family, who have no other broadcast interests. Buyer is owned by Scott R. McQueen, Theodore E. Nixon, Randall T. Odeneal and Alfred W. Hill. They also own WOCB(AM)-WSOX(FM) West Yarmouth, Mass., WLNH-AM-FM Laconia, N.H., and WDOS(AM)-WSRK(FM) Oneonta, N.Y., and have purchased, subject to FCC approval, WCMF(FM) Rochester, N.Y. (BROADCASTING, Sept. 10). WTMA is on 1250 khz with 5 kw day and 1 kw night. WPXI is on 95.1 mhz with 100 kw and antenna 360 feet above average terrain. Broker: Sherman and Brown Associates.

■ **WVOL(AM)** Berry Hill, Tenn.: Sold by Rounsaville of Nashville Inc. to Phoenix of Nashville Inc. for \$1.3 million. Seller is owned by Robert W. Rounsaville, who also owns WSNY(AM)-WAIV(FM) Jacksonville, WLOF(AM)-WBJW(FM) Orlando and WJYW(AM) Tampa, all Florida. Buyer is group of minority Nashville businessmen: Samuel H. Howard, vice president, planning, Hospital Affiliates International Inc., and principal owner of KTPK(FM) Topeka, Kan.; Robert C. Grant, executive director of alumni affairs of Meharry Medical College; Richard A. Lewis, president of Citizens Savings Bank and Trust, and Karen A. Howard of the Third National Bank. WVOL is on 1470 khz with 5 kw daytime and 1 kw night. Broker: Chapman Associates.

■ **KMZK(AM)** Fort Worth: Sold by Radio Fifteen Inc. to SGM Broadcasting Co. for \$900,000. Seller is principally owned by Taft Broadcasting (41%) and James M. Stewart (22%). Taft Broadcasting is owned by Paul E. Taft and family. They also own 85% of WNNB-TV Hanover, N.H., and have sold KODA(AM) Houston (BROADCASTING, July 16) and KODA-FM Houston, subject to FCC approval (BROADCASTING, April 30). Buyer is group of local minority businessmen: Johnny Gonzales, Ramon Medrano and Gabriel Salinas (one-third interest each). None has other broadcast interests.

Brokers: Blackburn & Co. for seller and Chapman Associates for buyer.

■ **KSTB(AM)** Breckenridge, Tex.: Sold by Regal Broadcasting Corp. to Bintz Enterprises for \$305,000. Seller is principally owned by V. A. Moser, who has no other broadcast interests. Buyer is owned by James Bintz, who owns chain of convenience stores in western Texas. He has no other broadcast interests. KSTB is 1 kw daytimer on 1430 khz. Broker: Chapman Associates.

■ **WCMI(AM)** Ashland, Ky.: Sold by Rebel Resources Inc. to Stereo 94 Inc. for \$250,000. Seller is owned by William Beerbower and his wife, Elizabeth (50% each), who have no other broadcast interests. Buyer, principally owned by W. Richard Martin, also owns WAMX(FM) Ashland. WCMI is on 1340 khz with 1 kw day and 250 w night.

■ **WETZ(AM)** New Martinsville, W. Va.: Sold by Harry G. Bright and his mother, Retta, to Wayne Thomas for \$205,000 plus lease (\$600 per month) for real estate. Brights have no other broadcast interests. Thomas is general manager (no ownership) of PBM Outdoor Advertising, Vienna, W. Va. WETZ is 1 kw daytimer on

1330 khz.

■ **WKSP(AM)** Kingstree, S.C.: Sold by Williamsburg County Broadcasting Corp. to Kenneth Knop and his son, Gregory, for \$200,000. Seller is principally owned by H. Y. Hodges and M. H. Jacobs (38.4% each), who have no other broadcast interests. Kenneth Knop is Chicago sales engineer. His son is pilot for Chicago helicopter service. Neither has other broadcast interests. WKSP is 500 w daytimer on 1090 khz.

APPROVED

■ **WGNN-TV** Winston-Salem, N.C.: Sold by Good News TV Network Inc. to Good News TV Inc. for \$698,000. Seller is non-profit religious organization with no other broadcast interests; Wesley Bailey is chairman. Buyer is wholly owned by Piece Goods Shop Inc., Winston-Salem fabric retail chain, owned by John L. Simms and family. It has no other broadcast interests. WGNN-TV is CP (not on air) on ch. 45 with 55 kw visual, 11 kw aural and antenna 520 feet above average terrain.

■ **WRAK-AM-FM** Williamsport, Pa.: Sold by Wright Mackey Corp. to Stainless Broadcasting Co. for \$500,000 plus \$100,000 for agreement not to compete. FCC approval is conditioned on Stainless divesting its interest in WCDL-AM-FM Carbondale, Pa., within 18 months of closing. Seller is principally owned by Wright Mackey, who is retiring from broadcasting. Buyer is owned by Henry J. Guzewicz

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(38%), Richard J. Eberle (26%) and 39 others. In addition to WCDL-AM-FM, it owns WICZ-TV Binghamton, N.Y. Guzewicz and Eberle are principals of broadcast tower fabricator in North Wales, Pa., and leasing companies in Massachusetts and New York. Guzewicz also has interest in bank in Lansdale, Pa., and Eberle is director of investment fund. WRAC is on 1400 khz with 1 kw day and 250 w night. WRAC-FM is on 102.7 mhz with 53 kw and antenna 1,270 feet above average terrain.

■ Other approved station sales include: KLIP(AM) Fowler and KBIK(AM) Lompoc, both California; WDOL(AM) Athens, Ga.; KMFE(FM) Emmett, Idaho; KBUF-AM-FM Garden City, Kan.; WMLO(AM) Beverly, Mass.; KCAN(AM) El Reno, Okla.; and WKRI(AM) West Warwick, R.I. (see "For the Record," page 78).

Time out in Chicago

Company pulls out of deal for WSNS that it planned to use for subscription television

WSNS(TV) won't be the vehicle for Time Inc.'s entry into subscription television in Chicago. The cable operator and pay-cable programmer's American Television and Communication Corp. subsidiary announced that as of Oct. 1, its contract to acquire a 50% interest in WSNS has been terminated, "by agreement of all parties

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It's arguable. "Resolved: That the federal government should significantly strengthen the regulation of mass media communications in the U.S." That is not the subject of a debate between a broadcaster and an unreconstructed government regulator but, rather, the national debate topic for some 1,000 colleges and universities across the country this year. The subject was chosen from among five suggested topics by debate team coaches in balloting last spring.

concerned."

The deal, originally announced in June (BROADCASTING, June 25), would have seen ATC pay over \$5 million to current owner Video 44, a joint venture of Harriscop of Chicago, Woods Amusement Corp. and Riverdale Drive-In Inc., for a half share in the station. On the air since 1970, WSNS has had an STV application pending since 1975.

ATC's announcement of the contract termination cited the petition to deny that has been filed with the FCC by five producers: Paramount Pictures, Columbia Pictures Industries, MCA, MGM and United Artists (BROADCASTING, Sept. 24). Their petition argued that Time has already established a "monopolist" position in pay-cable and MDS programming, and charged the company is trying to extend that control to STV.

The Time unit has a separate application pending for a new station in nearby Joliet, which of necessity would have been dropped if the WSNS purchase were consummated.

Time Inc.'s vice president, Video Group, Gerald Levin, stressed that "concern for ATC's partner" was the reason for the contract termination. He said that Time was not trying to avoid the issues raised by the petition, and was willing to face those questions on its own were similar petitions brought against applications ATC had filed without partners.

Wilcher and his Bay Area group are kicked out of the NBMC

He says he resigned, but Marshall contends that doesn't matter, important fact is that CCMC's out

A long-smoldering controversy within the citizen movement flared into the open at the close of the National Black Media Coalition's meeting in Washington 10 days ago (BROADCASTING, Oct. 8), when the group voted to expel Marcus Garvey Wilcher and the San Francisco Bay Area group he heads. But Wilcher, at home in Berkeley, Calif., was unimpressed; he said he resigned from the coalition two weeks ago, though even that is in dispute.

Pluria Marshall, NBMC chairman, indicated the group had been embarrassed by the notoriety and activities of Wilcher, who had led the Community Coalition for Media Change since the early 1970's. James Gabbert, of KIQI(AM)-KIOI(FM) San Francisco, has suggested publicly that Wilcher's petitions to deny renewals and transfers are motivated at least in part by a desire to obtain financial settlements—and has been sued by Wilcher as a result (BROADCASTING, Oct. 8).

"What he does in San Francisco does not reflect the method of operations of most affiliates," Marshall said of Wilcher. "But his actions," Marshall added, "reflect on all of us."

Marshall was also angered by an attack on him and William Wright, a former media activist in Washington now living in Oakland, Calif., in a petition to deny that Wilcher's CCMC filed against the sale of General Electric Co.'s KFOG(FM) San Francisco to Cardinal Communications Corp. The sale is a spin-off from the proposed GE-Cox Broadcasting Co. merger.

The petition said Marshall and Wright had formed a rival black media group in the Bay Area that would support the GE-Cox merger and described Marshall's handling of the NBMC finances as a "scandal."

Marshall, who countered that the petition was "slanderous," said he had addressed some media employees who were organizing a group that would enable them to keep track of matters of mutual interest in the broadcasting business, and that Wright helped them organize.

However, Marshall did say a new media reform group—Bay Area Black Media Coalition—is being established. His brother, Rudolph Marshall, who lives in Oakland, will coordinate the group's activities. And, Marshall said, "it will be one broadcaster will respect."

Wilcher said the petition to deny, as well as his absence from the NBMC meeting in Washington, made it clear he did not want to be associated with the coalition. He said Marshall "fears" him as a threat to his leadership, and said he "resented" the fact that, except for some blacks other than Marshall, the real leadership of the organization was provided by a white man, David Honig. Honig, who has been with NBMC since its establishment in the early 1970's, is on the faculty of Howard University and is a member of the U.S. delegation to the World Administrative Radio Conference.

Wilcher, who had been an NBMC vice president for the West Coast, was replaced in that position by Yvonne Day, of the coalition's Los Angeles chapter. Marshall said that when the 14 voting affiliates voted unanimously to expel Wilcher and his CCMC, they had no word of Wilcher's resignation, which Wilcher said he had given orally to a NBMC officer who was present at the meeting. But, in Marshall's view, the question of whether Wilcher was expelled or whether he resigned is unimportant. "We need him out of the organization ... getting him out is a breath of fresh air."

The Broadcasting Playlist Oct 15

Contemporary

<i>Last This week week</i>	<i>Title</i> □ <i>Artist</i>	<i>Label</i>
2 1	<i>Rise</i> □ Herb Alpert	A&M
3 2	<i>I'll Never Love This Way Again</i> □ Dionne Warwick	Arista
1 3	<i>Sad Eyes</i> □ Robert John	EMI/America
5 4	<i>Don't Stop Til You Get Enough</i> □ Michael Jackson	Epic
4 5	<i>Lonesome Loser</i> □ Little River Band	Capitol
6 6	<i>Sail On</i> □ Commodores	Motown
10 7	<i>Pop Muzik</i> □ M.	Warner Bros.
7 8	<i>My Sharona</i> □ The Knack	Capitol
13 9	<i>Dim All the Lights</i> □ Donna Summer	Casablanca
9 10	<i>After the Love Has Gone</i> □ Earth, Wind & Fire	Columbia
15 11	<i>Heartache Tonight</i> □ Eagles	Elektra
12 12	<i>Come To Me</i> □ France Joli	Prelude
23 13	<i>Tusk</i> □ Fleetwood Mac	Warner Bros.
21 14	<i>You Decorated My Life</i> □ Kenny Rogers	United Artists
11 15	<i>Lead Me On</i> □ Maxine Nightingale	Windsong
8 16	<i>Don't Bring Me Down</i> □ Electric Light Orchestra	Jet
26 17	<i>Good Girls Don't</i> □ The Knack	Capitol
28 18	<i>Babe</i> □ Styx	A&M
16 19	<i>Devil Went Down To Georgia</i> □ Charlie Daniels Band	Epic
20 20	<i>Heaven Must Have Sent You</i> □ Bonnie Pointer	Motown
14 21	<i>Driver's Seat</i> □ Sniff 'n' the Tears	Atlantic
27 22	<i>Still</i> □ Commodores	Motown
39 23	<i>All My Love</i> □ Led Zeppelin	Swan Song
- 24	<i>Enough Is Enough</i> □ Streisand/Summer	Columbia
32 25	<i>Ships</i> □ Barry Manilow	Arista
34 26	<i>Dirty White Boy</i> □ Foreigner	Swan Song
- 27	<i>Ladies' Night</i> □ Kool & the Gang	De-Lite
22 28	<i>Depending On You</i> □ Doobie Brothers	Warner Bros.
19 29	<i>Bad Case of Lovin' You</i> □ Robert Palmer	Island
18 30	<i>Cruel To Be Kind</i> □ Nick Lowe	Columbia
25 31	<i>Lovin' Touchin' Squeezin'</i> □ Journey	Columbia
29 32	<i>Where Were You When I Was Falling In Love</i> □ Lobo	MCA
35 33	<i>Hold On</i> □ Ian Gomm	Epic
24 34	<i>Spooky</i> □ Atlanta Rhythm Section	Polydor
40 35	<i>I Know a Heartache</i> □ Jennifer Warnes	Arista
30 36	<i>Broken Hearted Me</i> □ Anne Murray	Capitol
- 37	<i>Please Don't Go</i> □ KC & Sunshine Band	TK
42 38	<i>So Good So Right</i> □ Brenda Russell	A&M
33 39	<i>Found a Cure</i> □ Ashford & Simpson	Warner Bros.
41 40	<i>This Night Won't Last</i> □ Michael Johnson	EMI/America
43 41	<i>Born To Be Alive</i> □ Patrick Hernandez	Columbia
- 42	<i>Please Don't Leave</i> □ Lauren Wood	Warner Bros.
- 43	<i>Half the Way</i> □ Crystal Gayle	Columbia
48 44	<i>Arrow Through Me</i> □ Wings	Columbia
50 45	<i>Different Worlds</i> □ Maureen McGovern	Warner Bros.
45 46	<i>You're Only Lonely</i> □ J.D. Souther	Columbia
- 47	<i>Dream Police</i> □ Cheap Trick	Epic
47 48	<i>Street Life</i> □ Crusaders	MCA
44 49	<i>Get It Right Next Time</i> □ Gerry Rafferty	United Artists
38 50	<i>I Do Love You</i> □ G.O.	Arista

Playback

Yankee welcome. Already the number-one record at many radio stations in the South, K.C. & the Sunshine Band's *Please Don't Go* (TK) is rapidly gaining support among stations in the North this week. It bolts onto "Playlist" at 37, and Gary Moore, program director at WBGW(AM) Bowling Green, Ky, reports: "It went from an extra to number one in five weeks. People here have had too much of the tennies-and-ties routine of new wave and new rock 'n' roll, and they're looking for something else now." Steve Ocean, music director at WCKS(FM) Cocoa Beach, Fla., reports heavy requests for the single, which he says is most popular among younger listeners, aged 12 to 24. Among stations adding *Please Don't Go* this week are WRKO(AM) Boston, WAYS(AM) Charlotte, N.C., and CKLW(AM) Windsor, Ont. **One for nostalgia.** Golden West Broadcasting's Michael O'Shea predicted last week that programmers will soon see an even greater upswing in the current trend of nostalgia for music of the late fifties and early sixties. An early indication of this upswing could be the success of J.D. Souther's *You're Only Lonely* (Columbia), which many programmers describe as very similar to the music of Roy Orbison and early Ricky Nelson. WFBR(AM) Baltimore's Dale Andrews describes the single as "very possibly a monster," and Moore reports that it's currently among the 10 most requested records in Bowling Green. "It's a top-10 record," he predicts. "It's a ballad with old-time harmonies and very reminiscent of the music of 10 years ago."

Country

<i>Last This week week</i>	<i>Title</i> □ <i>Artist</i>	<i>Label</i>
10 1	<i>You Decorated My Life</i> □ Kenny Rogers	United Artists
2 2	<i>Half the Way</i> □ Crystal Gayle	Columbia
5 3	<i>Dream On</i> □ Oak Ridge Boys	MCA
7 4	<i>All the Gold In California</i> □ Larry Gatlin	Columbia
3 5	<i>It Must Be Love</i> □ Don Williams	MCA
13 6	<i>Foiled By a Feeling</i> □ Barbara Mandrell	MCA
1 7	<i>You Ain't Whistlin' Dixie</i> □ Bellamy Bros.	Warner Bros.
4 8	<i>Last Cheater's Waltz</i> □ T.G. Sheppard	Warner Bros.
8 9	<i>Before My Time</i> □ John Conlee	MCA
6 10	<i>Sweet Summer Lovin'</i> □ Dolly Parton	RCA
12 11	<i>Fools</i> □ Brown & Cornelius	RCA
11 12	<i>In No Time At All</i> □ Ronnie Milsap	RCA
9 13	<i>There's a Honky Tonk Angel</i> □ Elvis Presley	RCA
16 14	<i>Ain't Got No Business</i> □ Razy Bailey	RCA
14 15	<i>You're My Jamaica</i> □ Charley Pride	MCA
18 16	<i>I Don't Do Like That No More</i> □ Kendalls	Ovation
- 17	<i>Come With Me</i> □ Waylon Jennings	RCA
15 18	<i>Just Good Ol' Boys</i> □ Moe & Joe	Columbia
25 19	<i>Blue Kentucky Girl</i> □ Emmylou Harris	Warner Bros.
- 20	<i>Should I Come Home</i> □ Gene Watson	Capitol
- 21	<i>Broken Hearted Me</i> □ Anne Murray	Capitol
- 22	<i>Blind In Love</i> □ Mel Tillis	Elektra
- 23	<i>Only Love Can Break a Heart</i> □ Kenny Dale	Capitol
- 24	<i>No Memories Hangin' On</i> □ R. Cash/B. Bare	Columbia
- 25	<i>My Silver Lining</i> □ Mickey Gilley	Epic

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.

Metromedia wants a line drawn on the question of 'standing' at FCC

D.C. protest by disgruntled singles is focus of court effort to clarify commission policy in this area

After 13 years, Metromedia Inc. is telling the U.S. Court of Appeals in Washington, in effect, it is time it took another look at the question of who has standing to "vindicate the public interest" in petitions to deny renewal and transfer applications.

The case at issue—involving two unmarried men who petitioned the commission to deny the renewals of the five commercial television stations in Washington because of their alleged failure to provide for local self-expression or to program for the local adult nonmarried population—"constitutes a classic example of abuse of the public intervention process," Metromedia said in a brief filed with the court last week.

It was in 1966 that the appeals court, in the landmark *United Church of Christ* case, told the FCC its grounds for granting standing were too narrow, that it should accord standing to members of the "listening" audience (BROADCASTING, March 28, 1966). Until then, the commission had granted standing only on grounds of economic injury and electrical interference.

The court, in a second case involving the church, defined public interest intervenors as those "seeking no license or private right," and suggested that the commission conduct a rulemaking to establish appropriate standards for would-be petitioners to meet. The commission never did.

Instead, Metromedia said, the commission has "simply overreacted and accorded standing to virtually every party to come before it." One result, it said, was the petition to deny that Christopher W. Walker and James H. Burch filed against Metromedia's WTTG(TV) and the four other commercial television stations in Washington.

The commission denied the petition, but the petitioners appealed. And Metromedia expressed its views in a brief supporting the commission's opposition to the appeal.

Metromedia does not contend that the petition to deny was simply frivolous in complaining about a lack of programming aimed at unmarried adults. Metromedia says WTTG and the other stations have pro-

Want ads. The FCC is doing some heavy advertising for candidates for some heavy jobs. The display ads—in one-time appearances in the *Wall Street Journal* and the *Washington Post*—are in accordance with a new statute governing the hiring for positions in the new senior executive service, which have a salary range of \$44,756 to \$52,800 and a proposed range of \$47,889 to \$56,500. The law requires that such high-level openings be nationally advertised.

Two of the six positions mentioned in the ads are in the Broadcast Bureau—chief of the Policy and Rules Division and chief of the Renewal and Transfer Division. At present, Henry L. Baumann is acting chief of Policy and Rules and Roy Stewart is acting chief of Renewal and Transfer. However, the appointments cannot be made permanent until the procedure required by law is completed and the commission is satisfied there are no more qualified applicants.

Two of the other positions are also filled in an acting capacity—Thomas Campbell, as associate executive director for operations (a new position), and Boyd Nelson, as chief of the economics division of the Common Carrier Bureau. Campbell, at least, is regarded as a likely selection for the post he is filling. He is currently chief of the Financial Management Division.

The other two jobs being advertised are deputy chief of the Office of Science and Technology, which has long been vacant, and assistant chief for policy for the Private Radio Bureau, a new position.

vided substantial programming geared to local needs. Rather, it notes, as it did in opposing the petition before the commission, that Walker and Burch were attempting to advance business interests.

It said they sought to have the stations "lend their call letters, program titles and public esteem to a variety of singles-oriented business ventures." Specifically, Metromedia said, they attempted to persuade the stations to broadcast their *Two-Gether* program, a dating service. The petition to deny followed the stations' refusal, Metromedia said, adding, "It is hard to imagine a clearer case of private objectives being cloaked with a semblance of public purpose."

Accordingly, Metromedia said, "the court may wish to take this opportunity, for the benefit of administrative agencies, potential litigants and the bar, to further refine the doctrine of standing enunciated in the *United Church of Christ* case."

FEC will have another go at debate policy

After opposition downs earlier proposals, which some saw as restrictive of press rights, commission tries a new approach, will hold hearings, seek comment on questions that have been raised

The Federal Election Commission has begun a new effort to draft regulations concerning the sponsorship and conduct of political debates between candidates for federal office. The last effort, begun in July 1977, failed after the proposed rules

were attacked by broadcasters and newspaper publishers as violating their First Amendment rights and were vetoed by the Senate (BROADCASTING, Sept. 24).

The FEC has not formulated new proposals. Rather, it has asked for comment on a number of questions that have been raised under the Federal Election Campaign Act of 1971 concerning funds spent to finance federal candidate debates. It is also seeking comment on the regulations that were vetoed by the Senate.

Those regulations were drafted in response to concerns expressed by the League of Women Voters that federal election law would prohibit the league from obtaining funds from corporations and unions to help it sponsor presidential debates in 1980, as it did in the 1976 campaign.

The FEC says the regulations were intended to create "a narrow exemption" that would have permitted some tax-exempt organizations to receive corporate and union funds to pay the costs of staging debates. But the regulations, as drafted, were seen also as barring broadcasters and newspapers from staging debates, as some had in the past, and as prohibiting broadcasters from selling time to corporations and unions to defray the cost of a debate.

The FEC has not indicated whether it agrees with that interpretation or not—only that "the proposed regulations . . . were not intended to address the issue of whether incorporated news media staging and covering" candidate debates would be permissible.

Among the questions on which the FEC seeks comment are several dealing specifically with broadcasting, including:

■ Are broadcast stations regulated in the presentation of candidate debates exclusively by the equal-time law or by the

Federal Election Campaign Act of 1971, as well?

■ If a broadcast station does not invite all candidates for an office to participate in a debate but affords equal time in a nondebate format to those not invited, would the station have made a "contribution" under the terms of the campaign law to those included in the debate?

■ Assuming a broadcaster may stage and cover a debate, how may the debate be funded without violating the law? Could the broadcaster, for instance, sell time to corporations or unions, or have one of them underwrite the costs as a public service and announce that fact at the beginning and end of the debate?

The FEC also poses a number of general questions. Should it, it asks, even adopt regulations dealing with corporate and union funding of the staging and coverage of debates?

The FEC will hold two days of hearings on the matter beginning on Oct. 23. Written comments are due on Nov. 12.

Meanwhile, there remains the slight possibility that clarification of the law could come from Congress. The Senate Rules Committee, whose chairman, Senator Claiborne Pell (D-R.I.), introduced the resolution leading to the Senate veto of the original regulations, is considering legislation in the form of an amendment to a pending House bill making technical changes in the election law.

However, a committee aide said the aim is to develop language that would be non-

controversial. "We want something acceptable to both chambers so that it could be cleared in advance," he said. And that is not proving an easy thing. As a result, he said, "the House and Senate are likely to let the FEC do it. It has more flexibility."

Proposed revisions in criminal code worrying journalists

Draft of bill in House is seen as particularly troublesome; it includes provisions that would make crimes of intercepting phone conversations, publishing classified information, destroying notes, disobeying gag orders; ad hoc group meets with staffer on House side, is somewhat mollified

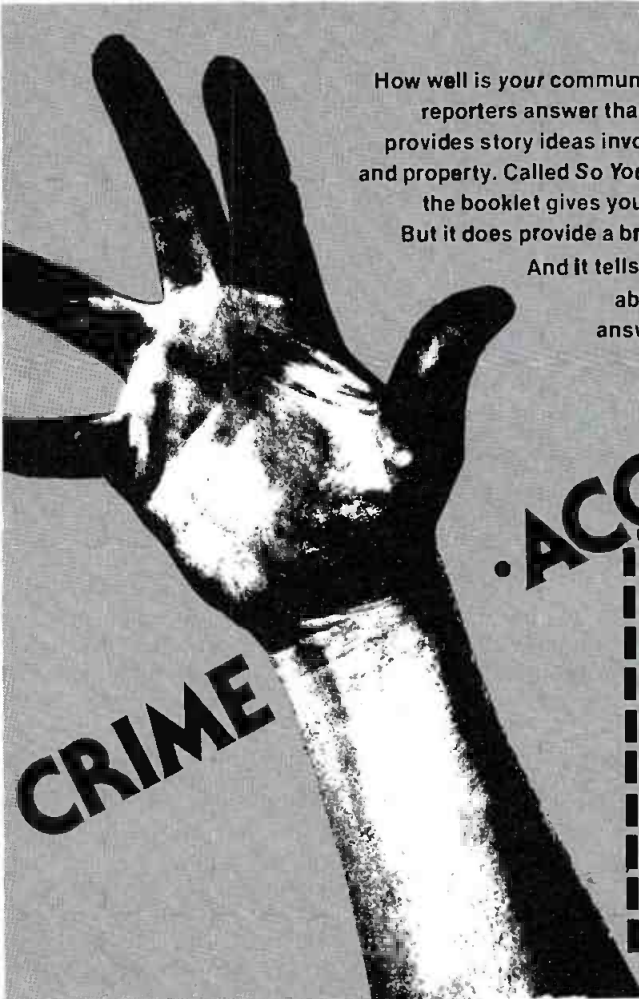
Some media representatives who had been feeling pressure in connection with congressional plans for recodification of the criminal laws appeared somewhat more relaxed last week. They had met the previous Friday with members of the staff of the House Subcommittee on Criminal Justice, which is marking up a draft bill on recodification, and while there had been no resolution of the matters troubling the media, "there was," said one media group representative, "a spirit of cooperation."

The recodification project, which in one

form or another has been under way for a dozen years, involves a bulky piece of legislation embodying the nation's criminal statutes. But what concerns broadcast and print media representatives who have organized into a loose-knit ad hoc committee are provisions they see as hindering investigative reporters' work, increasing reporters' difficulty in protecting confidentiality of sources and in resisting court orders they consider invalid, and threatening with criminal sanctions media that publish information leaked by government officials.

Both Senate and House are at work on the project. Senator Edward Kennedy (D-Mass.), chairman of the Senate Judiciary Committee, has introduced two bills—S. 1722, basically the same as one he authored and that passed the Senate in the last Congress, and the essentially similar S. 1723, which, in turn, is identical to the working draft that Representative Robert Drinan (D-Mass.), chairman of the Criminal Justice Subcommittee, has circulated to interested parties for comment. Kennedy and Drinan are conducting markups of their respective measures, and Drinan will not submit a formal bill until the markup is completed, the date for which has now slipped to Thanksgiving.

The ad hoc committee, in its meeting with Tom Hutchinson of the House subcommittee staff, outlined concerns regarding a number of provisions. And while Hutchinson had no authority to commit the subcommittee or to engage in negotia-




How well is your community protecting its citizens from these dangers? To help reporters answer that question, State Farm has developed a booklet that provides story ideas involving 10 topics related to these threats to life and property. Called *So You're Thinking About Doing A Story On...* the booklet gives you the questions, not the answers. But it does provide a brief overview of the problem. And it tells you where you may be able to get the answers.

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tions, he made notes of the discussion for relay to the subcommittee members. The media group members hope to have a similar meeting with Senate committee staffers.

One provision in the Drinan draft bill that troubles the groups is not in S. 1722. It prohibits the interception of a private communication by an eavesdropping device without the prior consent of all parties and is regarded as likely to limit significantly the circumstances under which a telephone call, for instance, might lawfully be intercepted. At present, investigative and other reporters routinely tape conversations to which they or colleagues are parties.

The other sections of concern are basically in both the Drinan bill and S. 1722. One—aimed at protecting the “integrity or availability for use” of documents in an official proceeding—is seen as possibly imposing criminal liability on reporters who destroy their notes—even those not subpoenaed—in order to protect the identity of confidential sources. In the wake of the Supreme Court decision in 1978 upholding the constitutionality of police searches of newsrooms, some reporters routinely destroy such notes.

Confidentiality is also a subject of concern in a provision requiring the production of information in official proceedings. It does not exempt information obtained by reporters under a pledge of confidentiality.

A provision barring “disobedience” of a “lawful” court order is seen as likely to cause the press difficulties. Press attorneys fear it could be applied to the kind of court “gag” orders that the Supreme Court has held to be unconstitutional. They are urging that the provision be amended to make it inapplicable to orders imposing “invalid” prior restraint—as S. 1722 does.

The danger of criminal prosecution as a result of publishing leaked government information stems from a section making it illegal to buy, receive, possess or obtain “property of another with reckless disregard for the fact” that it has been “stolen by another.” Some press attorneys say the property of concern to the press is information.

The proposal also contains alternatives for dealing with espionage and related offenses, and they, too, have troubled media organizations. For one alternative set of provisions, dealing with the dissemination and publication of classified defense information, does not require proof of intent to injure national security. A law without that requirement, the media groups say, would inhibit the legitimate exercise of press freedom.

The suggested changes in existing law have been opposed by various groups, including the American Civil Liberties Union, and a House subcommittee source believes the changes will not be included in the bill as finally introduced.

However, ACLU officials say a problem remains in S. 1722, even though it retains existing language in the espionage sections. For the report that accompanied the bill reflects the Justice Department view

that intent need not be proved.

Members of the ad hoc committee warn they should not be considered a monolithic bloc. While they have been consulting among themselves on the legislation, they generally file individual comments.

ACLU, for instance, does not agree with others in the group on the ban on recording of conversations without the knowledge of both parties. It endorses the provision as contained in the Drinan draft.

Other members of the ad hoc committee include the National Association of Broadcasters, the Radio-Television News Directors Association, ABC, CBS, NBC, the American Society of Newspaper Editors, the American Newspaper Publishers Association, the Reporters Committee for Freedom of the Press, the American Association of (book) Publishers, National Public Radio, the Public Broadcasting Service, Gannett Co., AP, UPI, Time Inc., the National Press Club, the Magazine Publishers Association and *The Washington Post*.

Supreme Court gets a chance to explain

In the wake of confusion and outrage over high court's Gannett decision, it agrees to hear Richmond case that may clarify justices' intentions

Does the Supreme Court intend for trial judges to have the right to exclude press and public from criminal trials and pretrial proceedings? And if so, under what conditions?

The court, which left those questions unsettled in its *Gannett Co. vs. DePasquale* decision in July, has now agreed to hear arguments in a case that could provide a vehicle for answering them. However, it has not yet decided whether it has jurisdiction in the latest case, and will hear arguments on that matter also.

At issue is the appeal of the Richmond Newspapers Co., publisher of the *News Leader* and *Times Dispatch*, and two of the papers' reporters, of a Virginia trial judge's order excluding press and the public from a murder trial (BROADCASTING, Aug. 27).

The Virginia supreme court affirmed the trial judge's action, citing both a state law and the Gannett decision—which had been issued only a week earlier. In the process, the Virginia court heightened the controversy surrounding the Gannett decision, which was adopted on a 5-4 vote.

Although the Gannett decision dealt only with a court order closing a pretrial proceeding—on the ground the matters to be discussed might be prejudicial to the defendants in a subsequent trial—judges across the country began citing it in orders closing trials.

Those actions plus the continuing criti-

cism to which the Gannett decision was subjected led four justices to the highly unusual action of making public statements regarding the decision. Several of the justices—including Chief Justice Warren E. Burger—blamed the media for misleading trial judges about the import of the Gannett decision.

The case presents another in a series of confrontations between the media and the courts over coverage of court proceedings.

The two-day murder trial involved in the case was the fourth one to which the state had subjected the defendant, John Paul Stevenson. The first resulted in a conviction, which was reversed on appeal. The next two ended in mistrials. And in agreeing to close the fourth trial, after hearing only a brief argument from the defense attorney, Hanover county Judge Richard H.C. Taylor said that after the failure of three previous trials to settle the matter, every effort should be made to assure that the defendant's rights “are not infringed in any way.” The following day, Stevenson was found not guilty.

Richmond Newspapers, in its appeal, said the Virginia law authorizing courts to “exclude from the trial any persons whose presence would impair the conduct of a fair trial” violates the Constitution. And it said its appeal gives the Supreme Court “a ripe opportunity” to determine whether its decision in the Gannett case “may be invoked to sanction the wholesale exclusion of the public and the press from entire criminal trials—to install a regime of secret prosecutions alien to our history” (BROADCASTING, Aug. 27).

Court orders closing courts are justified on the ground of the Sixth Amendment's guarantee of a fair trial. But the appeal—written by Professor Lawrence H. Tribe of the Harvard Law School, regarded as a leading constitutional lawyer—argued that “public access to criminal trials is a fundamental constitutional right,” grounded in the same amendment.

At a minimum, the brief said the Supreme Court should make clear the conditions under which courts may be closed. For instance, what kind of showing is needed to warrant the closing of a courtroom? Or what kind of showing must be made that some measure less drastic than barring press and public would not be adequate to protect a defendant's rights?

Richmond Newspapers has been supported in three friend-of-the-court briefs. One was filed by the Reporters Committee for Freedom of the Press, backed by a number of media organizations, including the National Association of Broadcasters and the Radio-Television News Directors Association; another by the American Newspaper Publishers Association and the American Society of Newspaper Editors, and the third by the American Civil Liberties Union.

The state of Virginia opposed review of the court-closing order. Its attorneys said state courts should be given the first chance to consider the validity of state statutes. And they noted that the statute authorizing the closing of trials was not disallowed in the state courts.

Bailey likely to have clear sailing to FTC; legislative veto is in for stormy ride

Hearings on her nomination center on congressional override proposal

A Senate subcommittee that has been examining the Federal Trade Commission took one final look last week, this time scrutinizing the much-talked-about legislative veto, as well as the nomination to fill the vacant commissioner's seat.

Patricia P. Bailey, nominated to fill a term as commissioner scheduled to expire next September, had a relatively easy time before Senator Wendell Ford's (D-Ky.) Consumer Subcommittee.

The only touchy point raised in the confirmation hearings dealt with the legislative veto, for which Senator Harrison Schmitt (R-N.M.) has been actively campaigning. Bailey said she could understand Schmitt's concern about the agency, but she doubted the one-house veto would be beneficial. In fact, she said she thought the proposal would be "extremely mischievous," and would have doubtful constitutional and policy implications.

Bailey, 42, held a Justice Department position until earlier this year, and was most recently on the general counsel staff of the Merit Systems Protection Board. If

confirmed by the full Senate—which appears a certainty—she will have facing her, among other tasks, a decision on how to proceed with the children's advertising inquiry.

The FTC has weathered seven days of oversight hearings, and Subcommittee Chairman Ford is still committed to resisting implementation of a one-house veto. He reiterated his position last week, saying he prefers rigorous oversight.

Whether the Senate will ultimately opt for the veto is uncertain, but the House appears committed to it.

Representative Elliott Levitas (D-Ga.) predicted last week that within the next two to three weeks the House will pass the FTC authorizations bill, and it will include a legislative veto. Levitas added that FTC Chairman Michael Pertschuk is conscientiously trying to do a good job, but the agency has an enormous mandate that requires closer congressional scrutiny.

Schmitt continued his push for the measure, which he says a majority of the Senate now favors, and repeatedly rejected the notion that the Congress will be bogged down with FTC matters. "The legislative veto will not require the Congress or the committee to laboriously review each and every rule proposed by the Federal Trade Commission," Schmitt said. "What it will do is to provide the elected representatives of this nation an opportunity to review and possibly overturn a particularly objectionable rule dealing with broad national policy."

Networks reject idea that FCC can regulate them in EEO matters

It's unnecessary and beyond commission's power, they say

All three networks have told the FCC that it does not have the jurisdiction to regulate network employment practices, and that they are already "scrutinized" by a myriad of state and local authorities for compliance with equal employment regulations.

The network's statements came in opposition to a petition that was filed by Citizens Communication Center on behalf of nine organizations that seek a rulemaking aimed at extending the FCC's equal employment opportunity rules and reporting requirements to network and broadcast-group headquarters.

CBS's comments said that commission adoption of such a rule would create a "complicated maze with no resulting benefit." CBS cited statistics showing that the networks are currently well above commission EEO guidelines and that there is already "substantial" government and industry self-regulation in this area.

CBS noted a point of particular concern in that because of "a lack of standardized organizational structures and the rapid

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"Who's Gonna Win on Sunday" is currently enjoying a phenomenal following on WRC (NBC) Washington, D.C. and the special TV Super Bowl edition will be aired nationwide.

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nature of organizational changes at network and group operations, the data collected are often useless for intra-industry comparison of broadcast employment."

Both NBC and ABC agreed that the industry already undergoes scrutiny from a host of other federal and state agencies. NBC's comments said there is "no appropriate rationale for commission regulation of networks' and licensees' headquarters' EEO practices... employment statistics are already filed with the commission and open to public scrutiny... and NBC employment statistics are all within the zone of reasonableness." NBC also agreed that the FCC does not have jurisdiction to regulate network employment practices.

ABC said the petition is based on "false assumptions." ABC stressed that "FCC jurisdiction is limited to regulating licensee employment practices which could effect the responsiveness of a station's programming to minority interests."

ABC agreed with CBS in that the organizational pattern typical at most stations "which reflect common functional elements in station operations... is not true regarding the workforces at broadcast networks and licensee headquarters."

Joining the networks in filing comments were the National Association of Broadcasters and Mutual Broadcasting. NAB said that it was submitting "general comments" to what it considered a "broadbrush petition." NAB cautioned the FCC

that it was not a "mini" Equal Employment Opportunities Commission and that it would not exceed its jurisdiction in proposing such regulation. NAB also asserted that "expanded regulations... would add to the mountain of paperwork" that broadcasters are already required to file.

Mutual also opposed the petition and said that "to arbitrarily select the networks out of the whole spectrum of program suppliers and to subject them to commission EEO policies and reporting requirements would be unreasonable and capricious in the extreme, especially in the case of the radio networks, where the typical affiliate station derives a majority of its programming from other program distribution and program origination sources."

For the Record

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

■ Rosamond, Calif.—Rosamond Broadcasters seeks 105.5 mhz, 3 kw, HAAT: 28 ft. Address: Box 811-2206 Cutler St., Simi Valley, Calif. 93065. Estimated construction cost \$26,140; first-quarter operating cost \$7,560; revenue \$75,000. Format: Adult/variety. Principals: Israel Sinofsky (80%) and his sister-in-law Dorothy Sinofsky (20%). Israel is applicant for FM in Carpinteria, Calif. Dorothy is general manager of Nostalgia Sound in Simi Valley. They have no other broadcast interests. Ann. Oct. 2.

■ *Stamford, Conn.—Connecticut Educational Telecommunications Corp. seeks 88.5 mhz, 1.166 kw

(H) 1.12 kw (V) HAAT: 66 ft. Address: 24 Summit St., Hartford, Conn. 06106. Estimated construction cost \$137,970; first-year operating cost \$132,530; revenue \$132,530. Principal: Nonprofit educational institution, Paul K. Taff is president. Ann. Oct. 2.

■ *Hopkinsville, Ky.—Pennyrite Christian Community Inc. seeks 89.3 mhz, 50 kw, HAAT: 300 ft. Address: 1100 East 18th St., Hopkinsville, Ky. 42240. Estimated construction cost \$126,020; first-year operating cost \$48,000. Applicant is non-profit corporation formed for purpose of operating station; Robert Amis is president. Ann. Oct. 2.

■ Amherst, Mass.—Amherst Broadcasting Inc. seeks 100.0 mhz, 3 kw, HAAT: —103 ft. Address: Box 67, Amherst 01002. Estimated construction cost \$39,411; first-year operating cost \$16,900; revenue \$30,000. Format: variety. Principals: Edward H. Peene Jr. and Robert K. McConnell, each 50%. Amherst is licensee of WTTT(AM) Amherst. They have no other broadcast interests. Ann. Oct. 2.

TV applications

■ Austin, Tex.—Texas Television Inc. seeks ch. 42; ERP 5000 kw (m), 1410 kw (h) vis., 500 kw (m), 1415 kw (h) aur., HAAT 1290 ft.; ant. height above ground 1295 ft. Address: 314 Highland Mall Blvd., Austin 78761. Estimated construction cost \$2,205,559; first-quarter operating cost \$332,400; revenue \$1,010,000. Legal counsel Cohn & Marks, Washington; consulting engineer Jules Cohen & Assoc. Principals: Michael D. McKinnon (20%) and South Texas Telecasting (80%). McKinnon owns 50.25% of South Texas Telecasting, licensee of KIII-TV Corpus Christi, Tex. He also is majority stockholder of KBMT-TV Beaumont, Tex., and

owns stock in KSON-AM-FM San Diego. Ann. Aug. 15.

■ Salt Lake City—American Television of Utah seeks ch. 14; ERP 1660 kw vis., 166 kw aur., HAAT 3836 ft. Address: Box 30658-310 Bearcat Dr., Salt Lake City 84125. Estimated construction cost \$2,070,600; first-quarter operating cost \$168,150; first-quarter revenue \$162,500. Legal counsel Benito Gaguini, Salt Lake City; consulting engineer Jack Moffet. Principals: Skaggs Telecommunications (100%). L.S. Skaggs, chairman of drug and food stores chain is chairman of board. He has no other broadcast interests. Ann. Aug. 31.

FM Actions

■ *Lorton, Va.—Broadcast Bureau granted Ethnic Broadcasting 88.1 mhz, 30 w (H), HAAT: 145 ft. Address: P.O. Box 2903, Washington, D.C. 20013. Estimated construction cost \$7,000; first year operating cost "donated services". Format: Educational. Principals: Non-profit organization. Morgan Hodges, president; Joseph Brown, vice president; Mary Low Douglas, all directors. None has any other broadcast interests. (BPED2719). Action Sept. 12.

TV Actions

■ Casper, Wyo.—Broadcast Bureau granted The Chrysostom Corp. ch. 14; ERP 1456 kw vis., 146 kw aur., HAAT 1887 ft.; ant. height above ground 250 ft. Address: 200 City Center Bldg., Casper, Wyo. 82601. Estimated construction cost \$1,108,746; first-year operating cost \$625,000. Legal counsel Brown & Bernstein, Washington; consulting engineer Serge Bergen. Principals: Henry O. Ort (20%), Robert J. Zipay (20%), Daniel M. Burke (10%), Vincent J. Horn Jr. (10%) and Franklin Brown (40%). Ort is president of Two-Way Radio Service in Casper; Zipay is Casper Chief of Police; Burke and Horn are partners in law firm and Franklin is president of livestock company. They have no other broadcast interests (BPCT-781106KE). Action, Aug. 31.

Summary of broadcasting

FCC tabulations as of July 1979

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,519	5	23	4,547	85	4,632
Commercial FM	3,059	2	53	3,114	172	3,286
Educational FM	965	—	28	993	92	1085
Total Radio	8,543	7	104	8,654	349	9003
Commercial TV						
VHF	514	1	2	517	8	525
UHF	217	0	3	220	59	279
Educational TV						
VHF	98	1	6	105	5	110
UHF	152	2	4	158	7	165
Total TV	981	4	15	1,000	79	1079
FM Translators	273	0	0	273	105	378
TV Translators						
UHF	1,187	0	0	1,187	340	1,527
VHF	2,430	0	0	2,430	216	2,646

*Special temporary authorization

**Includes off-air licenses

Ownership Changes

Actions

■ KLIP(AM) Fowler, Calif. (1220 khz, 250 w-D)—Broadcast Bureau granted assignment of license from Eleanor Mindel to Frontier Communications for \$260,000. Mindel is administratrix of estate of her late husband, Morris. She has no other broadcast interests. Buyer is equally owned by Carlton B. Goodlett, Jerrel W. Jones and Woodrow Miller. Jones owns 76% of KNOV(AM) Milwaukee. Miller is general manager at KLIP. Goodlett is San Francisco doctor with no other broadcast interests. (BAL7906266E). Action Sept. 26.

■ KBIK(AM) Lompoc, Calif. (1410 khz, 500 w-D)—

Broadcast Bureau granted assignment of license from Berry-Iverson Co. of California to Sunshine Wireless of California for \$210,000. Seller is owned by A. G. Berry (51%) and Ronn L. Iverson (49%). Neither has other broadcast interests. Buyer is partnership of Erich T. Esbensen and Donald V. Berlianti (46.5% each) and two others. Group also owns KRQK(FM) Lompoc and WKQS(FM) Boca Raton, Fla. (BAL790716FK). Action Sept. 25.

■ **WDOL(AM)** Athens, Ga. (1470 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from WDOL Broadcasting Inc. to B&W of Georgia Broadcasting Co. for \$262,500. Seller is owned by Tolliver R. Rivers, who also owns 62% of WTJH(AM) East Point and 12 2/3% of WJIZ(AM) Albany, both Georgia. Buyer is owned by William O. Woodall and Frank Bird Jr. (50% each). Woodall owns 100% of WGAF(AM) Valdosta, 25% of WGRA(AM) Cairo, both Georgia, and 33 1/3% of WPTM(FM) Roanoke Rapids, N.C. Bird is Valdosta insurance agent. (BAL79070GHT). Action Sept. 25.

■ **KMFE(FM)** Emmett, Idaho (101.7 mhz, 790 kw)—Broadcast Bureau granted assignment of license from Emmett Valley Broadcasters Inc. to Wegner Vittert Broadcasting Inc. for \$84,500 plus \$40,500 14-year consultancy agreement. Seller is principally owned by Floyd D. Brown and his wife, Evelyn (43-1/2% each), who have no other broadcast interests. Buyer is owned by Glen E. Wegner, Mark B. Vittert and Elliott H. Stein Jr. (33-1/3% each). Wegner is Boise, Idaho, industrial health consultant. Vittert is St. Louis real estate investor. Stein is New York investor. None has other broadcast interests. (BALH790801ER). Action Sept. 25.

■ **KBUF-AM-FM** Garden City, Kan. (AM: 1050 khz, 97.3 mhz; FM: 97.3 mhz, 11 kw)—Broadcast Bureau granted assignment of license from Midwest Radio Co. to Robert E. Ingstad Broadcast Properties for \$405,000 plus \$45,000 for agreement not to compete. Seller is owned by William VanHorn Smith, Roland Belcher and Dwight E. LeClerc, none of whom has other broadcast interests. Buyer is owned Robert E. Ingstad who also owns WTNT(AM)-WLWV(FM) Tallahassee, Fla. (BROADCASTING, Feb. 5); KGRZ(AM) Missoula, Mont.; KKO(A)AM) Minot, N.D., and KKLS(AM)-KKHJ(FM) Rapid City and KGFY(FM) Pierre, both South Dakota (BAPL790802EY, BALH790802EZ). Action Sept. 26.

■ **WMLO(AM)** Beverly, Mass. (1570 khz, 500 w-D)—Broadcast Bureau granted assignment of license from Algonquin Broadcasting Co. to Pauley Enterprises Inc. for \$220,000. Seller is principally owned by Bernard A. Dwork and Robert A. Belmonte as trustees. It is also selling its only other broadcast interest, WKRI(AM) West Warwick, R.I. (see below). Buyer is owned by Robert Pauley (85%) and William Minot (15%). Pauley is vice president of Boston brokerage and former president of Mutual Broadcasting System (1968-69) and ABC Radio Network (1960-67). Minot is Boston financial consultant. Neither has other broadcast interests (BAL790731EI). Action Sept. 21.

■ **KCAN(AM)** El Reno, Okla. (1460 khz, 500 w-D)—Broadcast Bureau granted assignment of license from The Young People's Church of the Air Inc. to Clark Broadcasting Ltd. for \$210,000. Seller is controlled by three member board of directors: Ruth C. Porter and her sons, Donald and Dean. All are principals of family-owned Crawford Broadcasting Co., which is in process of selling off properties, which at one time included four AM's and six FM's, to individual family members. Buyer is owned by Robert B. Clark (28%) and 17 others. Of 18, only William H. Payne and Ralph Tyler, who each own 4% of Clark Broadcasting, has other broadcast interests. Tyler owns KEBC(AM) Oklahoma City and Payne owns KTFX(AM) Tulsa, both Oklahoma (BAL790730HW). Action Sept. 21.

■ **WSCR(AM)** Scranton, Pa. (1320 khz, 1 kw-D, 500 w-N)—Broadcast Bureau granted assignment of license from Rice Communications Inc. to Command Broadcast Group of New York State for \$390,000. Seller is owned by Thomas Rice, who has no other broadcast interests. Buyer is owned by Robert E. Lessner, Alford H. Lessner and Robert A. Outer, who also owns WBNR(AM) Beacon, WINR(AM) Binghamton and WSPK(FM) Poughkeepsie, all New York (BAL790719GH). Action Sept. 21.

■ **WKRI(AM)** West Warwick, R.I. (1450 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted assignment of license from Algonquin Broadcasting Co. to Rainbow Broadcasting Corp. for \$380,000. Seller is also selling its only other broadcast interest, WMLO(AM) Beverly, Mass. (see above). Buyer is principally owned by Lester G. Sobin, who is vice president and minority

stockholder in International Minerals and Chemical Corp., Northbrook, Ill. He has no other broadcast interests. (BAL790723GX). Action Sept. 21.

Facilities Changes

FM applications

■ ***WBQM(FM)** Decatur, Ala.—Seeks CP to increase ERP: 50 kw (H&V); HAAT: 500 ft. (H&V) and make changes in ant. sys. Ann. Oct. 2.

■ ***WJLS-FM** Jacksonville, Ala.—Seeks CP to increase ERP: 3 kw; HAAT: 144 ft. and make changes in ant. Ann. Oct. 2.

■ ***WUOA(FM)** Tuscaloosa, Ala.—Seeks CP to increase ERP: 100 kw (H&V); HAAT: 414 ft. (H&V); and make changes in ant. sys. Ann. Oct. 2.

■ **WKZW(FM)** Peoria, Ill.—Seeks CP to make changes in ant. sys.; change type trans.; change type ant.; increase ERP: 41 kw (H&V); decrease HAAT: 548 ft. (H&V) and change TPO. Ann. Oct. 3.

■ **WBOS(FM)** Brookline, Mass.—Seeks CP to make changes in ant. sys.; change type trans.; change type ant.; increase ERP: 12.2 kw (H&V); decrease HAAT: 858 ft. (H&V) and change TPO. Ann. Oct. 3.

■ ***WGAO(FM)** Franklin, Mass.—Seeks CP to change frequency to 88.3 mhz; increase power to 124 watts and HAAT: 176 ft. Ann. Oct. 2.

■ ***WTBR-FM** Pittsfield, Mass.—Seeks CP to change frequency to 89.7 mhz; ERP: 375 w and HAAT: 117 ft. Ann. Oct. 2.

■ **WRNN-FM** Clare, Mich.—Seeks CP to change TL; ERP: 3 kw (H&V) HAAT: 300 ft. (H&V). Ann. Oct. 2.

■ **KKOZ(FM)** Billings, Mont.—Seeks CP to change type trans.; decrease ERP: 35.26 kw (H) and change TPO. Ann. Oct. 3.

■ **WOB-R** Wanchese, N.C.—Seeks CP to increase HAAT: 300 ft. (H&V) and make changes in ant. sys. Ann. Oct. 2.

■ **WYNY(FM)** New York—Seeks CP to increase ERP: 7.25 kw (H&V) and change TPO. Ann. Oct. 3.

■ **WIFI(FM)** Philadelphia—Seeks mod. of CP to make changes in ant. sys.; change TL to: Potshop Rd., East of Germantown Pike, Norristown, Pa.; decrease ERP: 40 kw (H&V); increase HAAT: 545 ft. (H&V) and change TPO. Ann. Oct. 3.

■ ***WDOM(FM)** Providence, R.I.—Seeks CP to increase ERP: 125 watts HAAT: 128 ft. and make changes in ant. sys. Ann. Oct. 2.

■ **KBHU-FM** Spearfish, S.D.—Seeks CP to increase power to 100 watts and change trans. Ann. Oct. 2.

■ **WFOV(FM)** Hampton, Va.—Seeks CP to increase ERP: 1.24 kw; HAAT: 195 ft. Ann. Oct. 2.

In Contest

Designated for hearing

■ FCC has designated for hearing applications of KOTV Inc. and Scripps-Howard Broadcasting Co. for CP's to change trans. sites of KOTV(TV), KTEW(TV) both Tulsa, Okla. George T. Herrnich, doing business as KFPW Broadcasting Co., licensee of KFPW-TV Fort Smith, Ark.; Noark Investment Company (controlled by Herrnich), licensee of KFPW-TV's satellite KTVP(TV) Fayetteville, Ark. (Herrnich), and Mid-America Broadcasting Inc., licensee of KTVJ(TV) Joplin, Mo., filed petitions to deny both applications. Petitioners contended that trans. moves would affect ability of their UHF's to survive and compete effectively, and would create substantial areas which would not have any television service. Action Sept. 27.

■ FCC has set for hearing application of KBMR Radio Inc., licensee of KBMR(AM) Bismarck, N.D., to increase its authorized daytime power, change its community of license to Lincoln, N.D., and add nighttime operation. Application was opposed by Bismarck-Mandan Communications Inc., licensee of KBOM(AM), Bismarck. Action Sept. 27.

Initial decision

■ In supplemental initial decision Chief ALJ Lenore G. Ehrig has found no basis for FCC Review Board to reconsider its denial of application of John Lamar Hill

to relocate trans. site of KJLH(FM) Compton, Calif. In 1976 Hill asked for authority to move trans. to Baldwin Hills, approximately 10 miles northwest of Compton. Station was licensed to operate from Dominguez Hills, approximately two miles south of Compton, but temporary authority was granted in May 1976 for it to broadcast from Baldwin Hills. Ann. Oct. 3.

FCC decision

■ Saltville, Va.—FCC has granted application of James B. Childress for new daytime AM station on 1600 khz to serve Saltville. It denied petition by Mountain View Broadcasting Co., licensee of WJSO(AM) Jonesboro, Tenn., to dismiss application. Mountain View contended that Childress proposal would cause prohibited overlap with its station. Childress had failed to keep information in his application up-to-date, and granting application would violate FCC's duopoly rule as well as its regional concentration of control rule. Action Sept. 27.

Allocations

Actions

■ Lexington and Florence, both Kentucky, and Portsmouth, Ohio—Broadcast Bureau deleted UHF television ch. 58 at Florence as result of withdrawal of interest by Maranatha Broadcasting Corp. (Doc. 21392, RM-2816, RM-2991). Action Sept. 28.

■ Haynesville, La.—Broadcast Bureau, in response to request by Robillard Communications Inc., assigned 105.5 mhz to Haynesville as its first FM assignment, effective Nov. 16. (BC Docket No. 79-128, RM-3277). Action Sept. 28.

■ O'Neill, Neb.—Broadcast Bureau, in response to request by Ranchland Broadcasting Co., licensee of KBRX(AM)-KBRX-FM, O'Neill, substituted 102.9 mhz for 92.7 mhz, and modified license of KBRX-FM to specify operation on 102.9 mhz instead of 92.7 mhz, effective Nov. 16. (BC Doc. No. 79-113, RM-3151). Action Sept. 28.

Translators

Applications

■ Old Fort and Greenlee, both North Carolina—Wometco Skyway Broadcasting Co. seeks CP for new VHF translator on ch. 12 (TPO: 1 w, HAAT: 15 ft.) to rebroadcast directly WLOS-TV Asheville, N.C. Ann. Oct. 1.

Cable

■ Coldwater Cablevision Inc. for Bronson and Bethel, both Michigan (MI0353, 76) new system.

■ Emco CATV Inc. for Pittsford, Newfane, Hardwick, and Putney, all Vermont (T0063, 37, 0, 116) add signal.

■ Telenational Communications Inc. for Fort Eustis AFB, Va. (VA0216) new system.

■ Texas Community Antennas Inc. for Malvern, Ark. (AR0169) new system.

■ Garden State CATV Inc. for Byram, N.J. (NJ0057) add signal.

■ Wozniaktv for Medina Plaza, Colo. (CO0130) new system.

■ Greer Associates Inc. for Greer, S.C. (SC0034) add signal.

■ Jackson Hole Cable TV Ltd. for South Park and Wilson Teton, both Wyoming (WY0050) add signal.

■ Hampton Cablesystems for Braconer-Hampton, Tenn. (TN0054) add signal.

■ CPI of Arkansas Inc. for North Little Rock, Pulaski county and Sherwood, Ark. (AR0069,147,070) add signal.

■ American Cablesystems of Virginia Inc. for Chilhowie, Seven Mile Ford, and Smyth, all Virginia (VA0060,211,0) add signal.

■ Laurel Highland TV Co. for Saltlick, Donegal, both Pennsylvania (PA1628,9,30) add signal.

■ Cablevision Service Co. for Hillsborough, N.H.

(NH0077) new system.

- Summit-Leoni for Summit and Leoni, both Michigan (MI00698) add signal.
- Richard Jackson et al. for New Paris, Ohio (OH0683) new system.
- Yachats Community TV System for Yachats and Waldport, both Oregon (OR0147.6) add signal.
- Lock City Cable TV Inc. for Lockport, N.Y. (NY0797.8) new system.
- National Cable Co. of Pennsylvania Ltd. for Dayton, Pa. (PA1794) new system.
- Cable TV of Livingston Parish Inc. for Denham Springs and Livingston Parish, both Louisiana (LA0161.2) new system.
- Teleprompter Corp. for Iron Mountain, Breitung, Kingsford, Aurora, all Wisconsin (WI0027.143.4.83) add signal.
- Teleprompter Southeast Inc. for Haines City, Davenport, Dundee, Lake Hamilton and Polk, all Florida (FL0120.15.7.21.30) add signal.
- Theta Cable of California for Laverne, Calif. (CA0766) add signal.
- Satellite Cable TV Inc. for Kennesaw and Cobb county, both Georgia (GA0235.6) add signal.
- Stacey Communications Corp. for Portland, Tex. (TX0560.1) new system.
- Warner Cable Corp. for Waynesboro, Tenn. (TN0019) add signal.
- Warner Cable Corp. for Pecos and Crockett, both Texas (TX0049.7) add signal.
- Warner Cable Corp. for Water Valley, Miss (MS0069) add signal.
- Tower Cablevision Inc. for Westwood, Ky. (KY0103) add signal.
- Sedona-Oak Creek TV and Cable Co. for Vida, Leaburg, Blue River, all Oregon (OR0003.155.001) add signal.
- Carthage Cablevision Inc. for Carthage, Mo. (MO0015) add signal.
- Warner Cable Corp. for Lambert, Marks, Batesville,

- Pontotoc, Cleveland, Drew, Ruleville and Boyle, all Mississippi (MS0065.7.3.8.46.7.8.5) add signal.
- Warner Cable Corp. for Dumas, and Sunray, both Texas (TX0153.4) add signal.
- Coastal Bend Cablevision for Taft, Tex. (TX0569) new system.
- Lincoln Television Inc. for Neskowin, Ore. (OR0073) add signal.
- Warner Cable Corp. for Lake City, and Columbia, both Florida (FL0063.285) add signal.
- Perry Cable Co. for Ocean Village, Fla. (FL0458) add signal.
- Commonwealth Cablevision Corp. for Grottoes, Va. (VA0218) new system.
- Vuecom Inc. for Lakota, N.D. (ND0061) new system.
- Oregon Cablevision Co. for Polk, Ore. (OR0224) new system.
- Automated Cable Corp. for Atlantis, Fla. (FL0468) new system.
- Selmer Cable Television for McNairy, Tenn. (TN0160) new system.
- Princeville Cablevisions Inc. for Princeville-Hanalei, Hawaii (HI0042) new system.
- Rockwood Cable TV Inc. for Rockwood, Pa. (PA1801) new system.
- Ionia Cable Services Inc. for Ionia, Mich. (MI0381) new system.
- Ruth Cablevision for Brownsville, Pa. (PA1023) add signal.
- Manistee Cable TV Co. for Manistee, Filer, both Michigan (MI0051.91.2) add signal.
- Cable Systems Inc. for Ellinwood, Kan. (KS0142) add signal.
- Kodiak TV Cable for Kodiak, Alaska (AK0011) add signal.
- Atoka Cablevision Co. for Coalgate, and Atoka, both Oklahoma (OK100.22) add signal.
- Classic Cable for Whitehall, N.Y. (NY0098) add signal.
- Dynamic Cablevision of Florida Inc. for Hialeah, Fla. (FL0202) add signal.
- Cable TV Puerto Rico for San Juan, Bayamon, Trujillo Alto, Guaynabo, and Carolina, all Puerto Rico (PR0001.4.5.6.7) add signal.
- Tele-Media Co. of Addil for Mineral City, Ohio (OH0349) add signal.
- Warner Cable Corp. for Crestview, Fla. (FL0186) add signal.
- Greenville Cablevision for Greenville, Tex. (TX0068) add signal.
- Greater Fall River Cable TV Inc. for Fall River, Mass. (MA0099) add signal.

made after filing of petition to deny. It said if petition to deny was required to trigger ex parte rules, then it was correct for FCC to require technically sufficient petition, as defined in Communications Act. Action Sept. 27.

Call Letters

Applications

Call	Sought by
New AM's	
KTXK	Big Mountain Bdcg. Co., Whitefish, Mont.
KPOK	Larry L. Kennitz, Bowman, N.D.
New FM's	
KYRS	Home Town Development Co., Chariton, Iowa
KQUY	Mountain Sky Bdcg., Butte, Mont.
KXXE	Gold Won Radio Corp., Forsyth, Mont.
KRTN-FM	Raton Bdcg. Co., Raton, N.M.
WKJA	Roach-Pennington Communications, Belhaven, N.C.
New TV's	
WFUM	Regents of the Univ. of Michigan, Flint, Mich.
WXVT	Big River Bdcg. Co., Greenville, Miss.
Existing AM's	
KLVV	KBIK Lompoc, Calif.
KHOS	KCEY Turlock, Calif.
WIHO	WDJZ Bridgeport, Conn.
WIZY	WKOG Gordon, Ga.
WNIX	WJPR Greenville, Miss.
WHTN	WKKE Huntington, W. Va.
Existing FM's	
KAIO	KXOW-FM Hot Springs, Ark.
*KPCC	WEEG Pasadena, Calif.
WRMF	WJNO-FM Palm Beach, Fla.
WIZY-FM	WKOG-FM Gordon, Ga.
*WPSU	WPSI Lehman, Pa.
KVLY	KESI Edinburg, Tex.
KUFO	KOYL-FM Odessa, Tex.
KATS	KIT-FM Yakima, Wash.
Existing TV's	
KTNV-TV	KSHO-TV Las Vegas
WCLQ-TV	WEEG Cleveland

Grants

Call	Assigned to
New AM's	
WRTT	Tolland County Broadcasting Co., Vernon, Conn.
WKRP	Paulding Productions Inc., Dallas, Ga.
WXOK	RA-AD of Spring City, Tenn.
New FM's	
*KSJV	Radio Bilingue Inc., Fresno, Calif.
KOIQ-FM	Cross Country Communications Inc., Lemoore, Calif.
KFMR	Carson Communications, Stockton, Calif.
KBLT	Cherokee Broadcasting Co., Baxtor Springs, Kan.
KOSK	Big Sky Co., Chadron, Neb.
Existing AM's	
KRVD	KVIO Cottonwood, Ariz.
KZLA	KPOL Los Angeles
WJDW	WPDF Corydon, Ind.
WKKR	WJPS Evansville, Ind.
WQIS	WNSL Laurel, Miss.
WSTJ	WTWN St. Johnsbury, Vt.
Existing FM's	
KZLA-FM	KZLA Los Angeles
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WTRT	WBHJ Trenton, N.J.
WQEZ-FM	WMLP-FM Milton, Pa.
WSMS	WSWM Memphis
KDRK	KXXR-FM Spokane, Wash.
WMAD	WYXK Sun Prairie, Wis.
Existing TV's	
WHNS	WANC-TV Asheville, N.C.
WTVG	WSPD-TV Toledo, Ohio

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Complaints

■ A total of 1,941 complaints from public was received by FCC in August, decrease of 340 from July. Other comments and inquiries for August, totaled 1,458, decrease of 417 from previous month. FCC sent 1,195 letters in response to comments, inquiries and complaints. Ann. Oct. 4.

Other

■ FCC has streamlined its alphabetical index of broadcast rules, making it easier to use and reducing its volume by over 33%. New index introduces "subject matter" entries as well as "rule title" entries; references names only of subparts pertaining to Emergency Broadcast System and International Stations, and changes "repeat-listings" in each of five subparts of rules that are same or quite similar in title or subject matter to one precise listing. Action Sept. 27.

■ FCC has proposed amending its rules governing ex parte communications to restrict application proceedings to interested persons from day on which petition to deny or formal opposition is filed. FCC noted that rules presently provide that ex parte communications before designation of case for hearing shall not be

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RADIO

HELP WANTED-MANAGEMENT

General Manager with strong sales background wanted by progressive, expanding group broadcaster. Send resume with salary requirements to: Entercom, One Bala Cynwyd Plaza, Suite 225, Bala-Cynwyd, PA 19004. EOE.

Radio Station Manager needed. Group owner will consider candidates currently employed with a significant record of achievement as Radio Station Sales Managers. Aggressive, ambitious. This is a career opportunity EEO-M/F. Reply Box I-117.

General Manager—top ten N.E. market, FM, AOR format, looking for G.M. to move station to top of youth market. Prior management experience. Salary plus. E.O.E. Affirmative action. Send resume to Box I-183.

Looking for your first management slot? We need a Sales Manager for our full time AM Contemporary format station in Montgomery, Alabama. You should have a good track record in radio sales, and a big desire to win. Salary, Commission override and Annual Bonus. Potential first year earning \$19,200 to \$20,000 or greater. Call Gene Moorhead: 205-832-4295.

Medium to small market sales manager... Here's your chance to move up if you have a good management track record. We would like you to come to the sixth largest growing city in the United States—Sun City, El Paso, Texas, and help us grow profitably. Salary and over-ride, first year potential \$25,000 to \$40,000 to right person. Contact Garrett Haston, General Manager, KPAS, Area Code 915-533-8211.

General manager with successful sales track record in a competitive metropolitan market needed for a central East Coast AM station. Must show strong leadership, mature judgment and overall management experience. (Our employees are familiar with this ad.) An equal opportunity employer. Send resume and salary requirement to Box J-52.

West! Beautiful medium growth market with fine climate. Adult MOR with excellent profile and ratings. Must be a total local sales pro who loves to hustle! \$18,000 per year plus bonus incentives. Potential first year \$25,000 ... second year \$35,000. Company car provided. Prefer applicants from Western states only. EOE/MF Please reply to Box J-56.

South Florida MOR seeks sales person with minimum two years radio sales experience to train into Sales Manager position. Send resume with monthly billing record and minimum income required to Bill Brown, WIRA, Box 3032, Fort Pierce FL 33450. An Equal Opportunity Employer.

Public Radio station of the University of North Carolina at Charlotte seeks Promotion and Resource Director: to plan, organize, and manage all developmental aspects of the station, i.e., to increase public awareness and volunteer support, and to develop and maintain private and governmental sources of funding. Responsibilities will be in the following areas: publication design and layout, advertising, grantsmanship, fund raising in the private sector, non-commercial public relations, and fiscal management. Only applicants with a minimum B.A. and experience or training in public relations and fund-raising need apply. Salary commensurate with qualifications. Send letter of application and resume by November 15, 1979 to: Vernon R. Parrish, Director, Bonnie E. Cone University Center, UNCC Station, Charlotte, NC 28223. EOE/Affirmative Action.

HELP WANTED SALES

100,000 people, one station, looking for salespeople to turn into sales managers. Education and experience both count. WMMW, Meriden, CT 06450.

New England 100,000 Plus—Rapidly growing market. We need additional sales representative. Prefer RAB and/or Jennings. Will train ambitious person. EOE-M/F Resume and letter to Box I-217.

Creative Sales Manager for No. 1 rated AM (C&W) on North Coast of California. Must be interested in advancement and future ownership. Call James Hoff 707-443-1621.

Need sales people for Central Texas automated AM, MOR station. Good salary plus fringes. Prefer experience but will train right person. Reply in confidence to Box J-70.

Sea, Sun, Sales Manager. LA area station needs energetic sales manager. Live and work in prime area. EOE. Resume to Box J-63.

Experienced Salesperson needed to handle established accounts for No. 1 station in New York's Hudson Valley. Annual comp \$16K to \$18K first year. Expense allowance. Liberal commission plan or billing. Write Walter C. Maxwell, WGHO, CPO 1880, Kingston, NY 12401. E.O.E.

If you sell/manage, you're worth over 2 1/2 thousand plus extra benefits to us! Constructing new facilities. Southern resort. 803-496-5352 Wayne Koonts.

We've got it all—except we don't have you—yet! ... what we do have is a brand new, one half million dollar facility—the beautiful state of California-2 stations, an AM and FM. Rate cards in the double figures and good numbers in the book. If you are interested—and you're experienced we need to talk. Resume and sales commission history to: Mr. Bob Neutzling, Sales Manager, KCEY-KMIX-FM, Box 979, Modesto, CA 95354.

WSGA, Southeastern Contemporary powerhouse in beautiful Savannah, Georgia, is looking for an account executive who can get it done and wants to be with a winner. The sky's the limit for the right person. If you think it's you, send a resume with earnings history to General Manager, WSGA, Box 8247, Savannah, GA 31412. EOE-M/F.

Immediate opening in growing Texas community for experienced salesperson. Resume, salary requirements to: KTER, Box 818, Terrell, TX 75160.

Sales Manager wanted for AM station in Leadville in Heart of Colorado Mountain Country. Base salary, plus incentives, plus fringe benefits, plus car. Rush resume to Corporate Headquarters, Suite 715, United Bank Bldg, Pueblo CO 81003 or call 303-543-7570.

Once in a lifetime opportunity to join new, exciting south Florida Radio station. We're called The Lady ... For Singles Only. Earnings potential \$50,000+. Liberal fringe benefits. Prior Radio sales experience essential. No amateurs please. Only top billers! Rush resume to Jim Glassman, VP Community Service Broadcasting, PO Box 8055, Miami/Ft. Lauderdale FL 33024.

HELP WANTED ANNOUNCERS

Drive Time Personalities—Competitive Market Modern Country outlet with new facilities in southeast seeking an experienced drive communicator. Send resume to Box J-38.

50,000 watt FM, Ocean City, Md. seeks experienced announcer with strong promotion and production ability. Number one in market. Tape and resume to: PO Box 758, Ocean City, MD 21842. E.O.E.

Rock Springs, WY needs a morning communicator. Very contemporary p/A formatted KRKK needs someone with minimum 2 years experience. Tapes and resume to Rod Tucker, KRKK, Box 2128, Zip 82901. EOE M/F.

Immediate Openings for several announcers to direct shows, do production, etc. \$4-hour start. New York studios 212-279-2360. Philadelphia studios 215-665-8744.

Small market adult contemporary AM needs morning drive announcer to jock and anchor news block. Call 302-422-7575. EOE.

Highly rated small market FM near shore seeks country music jock. Call 302-422-7575. EOE.

This is an immediate opening for a Beautiful Music announcer. If you have a smooth, professional delivery we could make this position very attractive to you. And you would be stepping onto a career ladder within a successful and fast-growing broadcast group. Send tape and resume to Paul Knight, WEZN, 10 Middle Street, Bridgeport, CT 06604. EOE.

Western Pa. station now looking for mature one on one type Modern Country DJ. Must be good at production and creative programming. Morning and midday personalities interested, send resume to Don Evans, program director, WJAC Radio, Hickory Lane, Johnstown, PA 15907. Station offers excellent pay, great facilities, fringe benefits and pension. We are an E.O.E. employer.

Midwest station needs announcer from 6-10 PM. Must have experience, be neat and willing to live in pleasant community of 23,000. Send resume to: WTTF, PO Box 338, Tiffin, OH 44883.

Contemporary FM station in New Orleans is looking for experienced announcers. Send tape and resume to Chris Wallenberg WEZB, 601 Loyola, New Orleans, LA 70113. No phone calls please. EOE.

South Florida MOR seeks strong morning personality with excellent voice. Minimum 5 years experience, salary range \$15,000 to \$25,000 yearly. An Equal Opportunity Employer. Send resume and salary requirements to Box J-119.

West Texas Station has opening for copy writer with production ability. Excellent advancement opportunities. EOE. Send resume to Box J-101.

Copy writer with production ability. Excellent back up material. In a beautiful Texas City. Advancement opportunities. EOE. Send resume to Box J-103.

HELP WANTED TECHNICAL

Chief Engineer, directional AM-automated Class C-FM, N.E. Texas station with outstanding reputation. No board work. Send resume, references, salary requirements. Box H-90.

Studio Engineer Public TV station. First class FCC license required. Experience preferred. EOE. WBRA-TV, Box 13246, Roanoke, VA 24032, 703-344-0911.

Self-Start Chief Engineer wanted for one of the most successful three KW FM live stereo facilities in the Country. New one million, one hundred thousand dollar studio building to be completed in April 1980. new transmitters and generators, and drive-in transmitter building for mobil remote Marti work. Must be strong in studio maintenance. Need manager with excellent planning and personnel relationship abilities. Excellent salary. Send resume and reference in confidence to George Scantland, President, WDFI Radio, Box 524, Marion, OH 43302 E.O.E.E

Chief Engineer for new FM station in New Orleans. Management experience desirable. Send resume to Dr. McLean, PO Box 4409, New Orleans, LA 70118.

Our good Chief Engineer is leaving for a larger market and we need another. Is that you? Must be experienced in everything involving our 5kw AM, 100kw FM, DA, STL, Automation, installation of already-purchased Control and Production Room new equipment, and all professional engineering responsibilities at a solid operation. We are part of a group so we offer a future to the right CE. EOE. Call or write GM, KLMR, Lamar, CO 81052, 303-336-2206.

West Coast ... Assistant Chief for AM-FM combo in the Seattle/Tacoma area. Should be experienced in directional, remote control and audio processing. E.O.E. Send resume, with salary requirements to: KTAC, PO Box 11335, Tacoma, WA 98411.

Chief Engineer—AM fulltime. Contact Gene Guthrie, KRGO Radio, 5065 West 2100 South, Granger, UT 84120.

HELP WANTED TECHNICAL CONTINUED

Chief Engineer: WLKW Providence Rhode Island... 50 KW FM and 50 KW DAD seeks first class engineer with heavy transmitter, STL, automation and DA experience. Resume, to include salary requirements to: William M. McCormick, President, McCormick Communications, One Beacon Street, Boston, MA 02108.

Engineer/Production Palm Springs 1000 Watt MOR station needs talented first with good preventive maintenance program. Would double as head of production. Good voice and production talent desired, maintenance talent required. Equipment in good condition and would like to keep it that way. Send resume and voice tape to Personnel, KPSI Radio, 174 North Palm Canyon Drive, Suite 145, Palm Springs, CA 92262.

Broadcast Technician: Here is the chance of a lifetime for someone with basic electronic knowledge to break into major market radio. If you have a 1st phone, car and drivers license and are willing to work odd hours. We are willing to give you major market experience, good pay and benefits. We are a large group broadcaster with room to move up as you learn. Write to: WPOC, 711 W. 40th St. Baltimore, MD 21211 Attn: Chief Engineer. An Equal Opportunity Employer.

HELP WANTED NEWS

We want the best for our news and sports position in Ohio's No. 1 non-metro award-winning news operation. We need a news reporter who knows how to dig, write clearly and creatively, cover sports, and work at a station committed to quality journalism. Print journalism and photo experience helpful. Rush a tape and resume to: Bob Bender, WDIF Radio, Box 524, Marion, OH 43302. E.O.E.

News—Modern Country outlet with news emphasis is looking for an experienced leader. Brand new—best facilities. Send tape & resume to Bill Murray, WBHP PO Box 547, Huntsville, AL 35804.

Sports Reporter—Must have minimum 3 years Major Market broadcast experience. Strong reportorial skills required. College degree preferred. Apply by mail only to: Frank Beckmann, WJR Radio, 2100 Bldg., Detroit, MI 48202.

Experienced Anchor/Reporter—anchor shift, general assignment street work. Send tape, resume, salary needs to John Strickling, News Director, WAPI Radio, PO Box 10502, Birmingham, AL 35202.

Producer/Host, Telephone Programing for WHA Radio. Primary duty will be producing and hosting a statewide telephone forum program and related features for magazine program. Bachelor's degree and one year's experience in broadcast journalism; or some college and three years' experience in broadcast journalism. Candidates with at least one year full-time experience at a CPB Qualified public radio station preferred. Experience in State of Wisconsin preferred. Salary based on a minimum annual rate of \$14,000. Application deadline November 2, 1979. Write for application and details to: Jack Mitchell, Station Manager WHA Radio, 821 University Avenue, Madison, WI 53706. An equal opportunity employer.

Reporter/Anchor major market station. Three years experience on-air and in field, plus excellent writing skills. Conversational presentation. Tape and resume to News Director, KYA AM/FM, 300 Broadway, San Francisco, CA 94133. EOE M/F.

Northern New England's largest most respected Radio News Department is seeking candidates for News Director and/or morning anchor. WGIR and WGIR-FM, Knight Quality Group Station, in Manchester, N.H. have had only 2 News Directors in the past 24 years. We have facilities, people and living environment second to none. WGIR is the number one rated news station in the second fastest growing state east of the Mississippi. We are seeking applicants with a solid smooth, authoritative delivery and clear, crisp and concise writing style. Organization skills and the ability to work with and set an example for an award-winning news team are essential. In addition, the successful candidate will have at least three years commercial broadcast news experience, preferably as N.D. Applicants should send tape ASAP with air check, documentary or mini-doc samples and writing samples with resume and news philosophy statement to Barbara Neale, Vice President-WGIR Radio, Box 610, Manchester, NH 03105. EOE.

Immediate opening for News Director or Reporter. Strong on human interest and actualities. Midwest, 5,000 Watts. E.O.E. Call 812-425-2221. M/F.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Copy Writer/Traffic, Palm Springs, MOR station needs talented copywriter with ability to handle traffic. Resume and writing example to Personnel, KPSI Radio, 174 North Palm Canyon Drive, Suite 145, Palm Springs, CA 92262.

Programmer-Announcer. Easy Listening Stereo FM new in Altoona market. Creative production. Good organizer. Immediate. Apply: Dave Bitzel, WHPA, PO Box 464, Hollidaysburg, PA 16648. Phone 814-696-1000.

Unique broadcasting company has several part time, full time, evening, weekend shift openings to direct radio shows, do production, etc. Board experience required. \$4, hour start. New York studios 212-279-2360. Philadelphia studios 215-665-8744.

SITUATIONS WANTED MANAGEMENT

Assistant GM, PD or MD experienced Detroit/surrounding area radio/TV. FCC 1st, BS Accounting. Rock Stations please write Box 1-224.

General Manager who excels in programming as well as sales available for permanent move! Outstanding qualifications! In no hurry, will wait for right opportunity! Box J-15.

18-35s want more than lifeless AOR jocks and pseudo news! This PD/ND team has answers for your AOR station. Yours starting at 40K/year. Box J-1.

Sales Management: qualified sales professional. Over 12 years experience in sales management, advertising and sales promotion. Successful track record in East Coast major market. Media/radio sales, both local and national. Bottom line oriented. An interview will demonstrate my managerial qualifications. Reply Box 1-204.

Workaholic, religious station general manager to be available soon. 28 year vet., sales, programming, renewals, excellent track record. Motivator and self starter, will re-locate. Present employers know of this ad. Box J-83.

Manager, Sales Manager with abilities unlimited, behind the desk and on the street wants southeast first rate operation. 20 plus. 703-466-4130.

General Manager: If you need a builder, your property "turned around" I'm, a successful broadcast veteran with a strong "turn around" track record. West coast preferred, will consider others. Box J-4.

Manager—Over twenty years. Like sales. Know FCC, rules, applications. Good on community relations. Married, degree, employed, reliable, ready. Box J-123.

Need challenging position in management. 19 years in radio, last 5 in management. Energetic, hard-working, dedicated and trustworthy. Excellent references. Call 517-684-1693.

SITUATIONS WANTED ANNOUNCERS

DJ announcer young and talented with excellent personality. But needs a break from smart music director or new management. Tight board with FCC license and disco DJ experience. Oct. 15, 1979. Box J-105.

Experienced broadcaster looking for committed Christian station. Track record includes announcing, news, production and PBP Available immediately, anywhere. John 219-844-8694.

Looking for PBP-Sports Director-air shift. 4 years experience. Call Mark (406-727-2455) or (406-453-0336). Professional PBP experience.

Solve your energy problems with this motivated, responsible announcer. Experienced in many formats plus news and production. Will relocate anywhere. You're the boss. Box J-45.

Beautiful Music/Pop Adult, 7 year pro, currently number one station/top 20. Want operations manager/announcer position. Box J-51.

Commercial Experience: D J prefers New England area station. Available immediately. Keilh, 414-769-6966.

5 yrs. experience, last 4 years Medium Market, Major Market Suburban personality. Employed, married, looking for stability Call Carl 518-477-8169 after 6 p.m.

DJ, experienced; good board work, news and commercials, can follow directions any format. Box J-61.

This is not a "Lure Ad" Minority broadcaster. Fine tuned performer. Have tape that sells with professionalism. If you don't agree I'll (ugh) go into the Post Office for life. Phone mornings Jheri Young, 212-798-1920.

Born-again Christian, 6 years experience, wants Baptist doctrinal commercial station. Jim Roberts: 414-364-0244/414-365-8865.

SITUATIONS WANTED TECHNICAL

Need technical help? Experienced first phone needs job. Wages negotiable. Relocate. References. Box J-104.

375 per mo. get you retiree CE DJ AM FM DR STL. Box J-118.

Male, 3rd phone, first time out. Will relocate. Kevin McAteer, 12 Whitford St., Warwick, RI 02886.

SITUATIONS WANTED NEWS

Be an Innovator! Hire an experienced female sports reporter for your medium or major market staff. 4 year pro. Good talk and PBP 3rd endorsed. Single. Available now. Box J-12.

Sports Specialist/DJ, presently working, seeks mainly sports position. Journalism graduate—December. Experienced in news, production, etc. 3rd endorsed. Willing to re-locate with salary negotiable. Tim Mole, WLTA-FM, 1459 Peachtree Street, N.E. Atlanta, GA 30357. 404-941-9788.

When are you people going to stop hiring ex jocks to do your sports when they can't say three words without making Noah Webster turn over and hire an informed, competent, polished sportscaster? If your answer is "Now" reply Box J-46.

Newman with 1½ years experience, looking for a reporting position in the Binghamton area but will relocate. Call evenings, weekends 717-828-7187.

Sports Journalist. Thorough knowledge and experience for complete coverage with heavy audio content and solid PBP. College grad, well read with exciting delivery and involved approaches seeking sports conscious environment. Bob 516-741-1298.

News Director with 15 years of news experience looking for director's position in eastern or south-eastern states. Award winner. Believer in tape and listener reaction. Salary in upper teens. Availability within 30 days of agreement. Reply to Box J-108.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Community Involvement spells higher ratings and profits and I am the programmer to make your station the only station your market will ever need. Box J-67.

Dedicated, hard working pro with major market experience seeking programming position. 415-573-8093.

General Managers: Exceptional Programmer who can put your station far ahead of the competition in every area of programming. Box J-76.

Need a new format? Two young, programmers with experience in rock, jazz, blues are ready to inject new life into your station. Know how to get station off ground. Prefer to work as PD/JMD team. Write: Rick Rockwell, Westerly, RI 02891 or call: 401-596-3128.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS CONTINUED

Programmer with 8 years experience in A.O.R., contemporary, and C & W looking for next challenge! Will consider offers for PD, M.D., & announcer slots. Jay Preston 1-502-781-9797.

Total pro who will involve your station with the community. Experienced PD. with proven results. Box J-121.

TELEVISION

HELP WANTED MANAGEMENT

Asst. Business Mgr. Midwest UHF leader seeking strong individual for highly responsible position. Requires degree in accounting and supervisory experience. Broadcast experience preferred. Knowledge of all phases of business office functions desirable. Will supervise business office staff and be responsible for numerous internal and corporate reports. An Equal Opportunity Employer M/F. Send resume and salary requirements to Box J-109.

Director of Programming for Public Television Station in East Coast major market. Supervise in house production, acquisition and programming staff of 10 people. Work closely with development staff in underwriting and fund raising efforts. Minimum 2 years experience in TV production, 1 year supervisory experience, and demonstrated imagination and ingenuity in working with limited resources. Salary \$26,000. Box J-122.

Executive Director of Regional Network. Position is chief operating executive responsible to Board of Governors for the administration of network services to 32 public television stations. Duties include implementation of board goals and objectives, personnel hiring and evaluation, budget development and control, project creation and management, representation of regional views on PTV issues at regional and national levels, administration of program activities including acquisition and distribution. Applicants should have broad experience in public broadcasting administration including programming, development and operations or equivalent experience. Closing date October 19, 1979. Salary competitive. Resumes and letters of reference should be sent to Screening Committee, Pacific Mountain Network, Suite 170B, 2480 West 26th Avenue, Denver, CO 80211. An EEO/MF employer.

HELP WANTED SALES

TV Salesperson with commercial production and advertising agency production experience. Must have advertising contact list and willing to travel extensively. Contact Personnel Director, Broadcasting, by sending resume to WSM, Incorporated, Box 100, Nashville, TN 37202. An Equal Opportunity Employer.

Local Sales Manager—Superb opportunity for aggressive sales manager/executive with track record (minimum 5 years TV experience) who can hire, administer, lead, motivate and price a number one station in a major West Coast market. "The faint of heart" need not apply. AA/EOE. Reply Box J-117.

HELP WANTED TECHNICAL

Electronic technicians for maintenance positions in National Operation. Some positions available in major cities. Applicant should have experience on 1" and 3/4" format. Digital background a plus. Send resume and salary requirements to: Gene Wright, 1018 West Peachtree St., Atlanta, GA 30309.

Maintenance Engineer. Southeastern educational station seeks experienced engineer with First Class FCC License. Experience must include two years or more of Electronics Technology at a reputable institution or equivalent Military experience, and at least five years experience in Television Operations and Maintenance. Salary in the \$19,000 range with excellent fringe benefits. EOE. Send resume and salary requirements to Box J-31.

We need a First Class License and person with background in TCR-100 video tape machines, experience with RCA TK45 cameras and maintenance of microprocessor based equipment. EEO employer. Resumes to Box J-6.

Chief Engineer for network affiliate in Sunbelt. Must have extensive maintenance experience on TR-60's, TK-27 or other comparable studio equipment. Send resume to WHTV-TV, PO Box 5185, Meridian, MS 39301, Attention: Bob Horton.

KPBS-TV seeks Chief Engineer. Responsible for technical operations and maintenance of public TV station, ITFS system, closed-circuit TV system, and production facilities. Equivalent of a BS Degree in electrical engineering or physics. Minimum of 6 years TV engineering experience, supervisory or management experience, and 1st phone required. Salary \$29,424 to \$35,556. Secure application from the Employment Division, San Diego State University, San Diego, CA 92182. Position closes October 26. San Diego State is an Equal Opportunity/Affirmative Action/Title IX Employer.

Video Engineer required by quality production facility. Experience and client interaction are necessary requirements. Call or write Don Faso, C.E., Video Tape Associates, 1733 Clifton Road, N.E., Atlanta, GA 30329, 404-634-6181.

Engineer. EE or ET degree and considerable "hands-on" operating and maintenance experience for new ABC affiliate. Experience in design and construction a plus. Station will reflect the latest state-of-the-art in EDP, ENG/EFP, VTR, and satellite systems. Salary open. AA/EOE. No phone calls, please. Send resume to WMDT(TV), PO Box 321, Salisbury, MD 21801.

TV Maintenance Engineer—major west coast independent. 4 years TV maintenance or related experience required. BSEE, TV and digital experience preferred. EOE. Send resumes to Personnel, KTVU Television, 1 Jack London, Sq., Oakland, CA 94607.

Television Maintenance/Remote Engineer: Expanding commercial production company needs a unique person to maintain and operate their Quad and 1" remote production units. Equipment includes RCA TR-600, TKP-45, TH-200, TH-50 and CEI-310. Component-level repair and maintenance abilities with analog and digital systems is a must. Film-style commercial production experience is desirable. Some in-house maintenance as well. Negotiable salary, company-paid insurance program, profit-sharing and Florida living. Call or send resume with salary history to Tony Kennedy, Ted Johnson Productions, 150 Riverside Avenue, Jacksonville, FL 32202. 904-354-7000.

Experienced Maintenance Engineers to work with state of the art equipment at modern production facility. Digital expertise a definite plus. Salary open. Call or write Don Faso, C.E., Video Tape Associates, 1733 Clifton Road, N.E., Atlanta, GA 30329, 404-634-6181.

TV Technicians. UHF, Public TV station under construction looking for engineers with first class license. Help to design and install equipment now—act as operating/maintenance engineers after sign-on. Experience required. Salary competitive, good benefits. Send resume and salary history to: Donald L. Balcom, Chief Engineer, WFUM-TV Channel 28, The University of Michigan-Flint, Flint, MI 48503. The University of Michigan-Flint is an Affirmative Action, Equal Opportunity employer.

Opportunity for aggressive, "on the move" maintenance/operations engineer in new post production facility in New York City. Must be a "Fixer" with video experience and strong knowledge of computers. Send resume to: Box J-75.

Assistant Radio-TV Engineer. 2nd class license or 2 years experience minimum. To service campus FM radio, modern TV facilities, cable TV, and related A-V functions. Exciting college atmosphere. Send resumes by October 8 to Humanities, Wayne State College, Wayne, NE 68787.

Transmitter Supervisor: Top-20 group owned VHF affiliate in sunbelt seeks engineering supervisor to manage and maintain new transmitter and microwave facilities. First-phone, 3-to-5 years in-depth transmitter maintenance experience and good working knowledge of solid-state electronics required. Experience maintaining Harris VHF transmitters desirable. Excellent compensation/benefits package. Company-owned home in beautiful well-maintained residential community available. If your career goals include increasing responsibilities and have the requisite qualifications, we invite your resume. EOE. Director of Engineer, Box J-89.

WTAE-TV, Pittsburgh, Pa., has an opening for an engineer experienced in the installation, operation and maintenance of studio television equipment. This person must have at least five years experience in studio equipment maintenance, with a thorough knowledge of switching, video tape, audio equipment and studio cameras. They must be willing to work varying shifts and be available for travel. A valid FCC Radio-telephone First Class License is required. An Equal Opportunity Employer, M/F. Contact James E. Hurley, Director of Engineering, WTAE-TV, 400 Ardmore Blvd., Pittsburgh, PA 15230. Phone: 412-244-4434.

Assistant Chief: Major market TV Station/Production Company seeks first rate individual for large operation. Applicant should be well versed in maintenance, production and operations. Good salary and fringe benefits for knowledgeable self-starter. EOE, M/F. Box J-95.

TV Technician wanted for on-air switching, production and tape operations. Applicants must have FCC 1st phone. Contact: Leon Drye, C.E., WSWP-TV, Box AH, Beckley WV 25801. Phone: 304-255-1501.

TV Maintenance Engineer with five years experience for major market station. EOE, M/F. Box J-102.

Maintenance Engineer for midnight or 4AM shift with TV Station/Remote Operation/Production Co. FCC 1st and 3-5 years broadcast maintenance experience required. M/F, EOE. Send resume Box J-98.

TV Design Engineer, \$30,000. concept, design, layout & specify equipment, great company, NYC. Fee Paid. Call Reed 212-921-9559.

Assistant Chief Engineer with 5-10 years broadcast TV experience for major market facility. Must be well versed in engineering, production and remotes. E.O.E. M/F. Send resume to Box J-107.

PBS Station seeking experienced engineer to operate all phases of master control including VTR, audio, satellite, program switching, UHF transmitter. First class license required. Part time position. Resume to Chief Engineer, WLIW-TV, Channel 21 Drive, Plainview, NY 11803. An Equal Opportunity Employer.

Maintenance Engineer to work with latest broadcast equipment at major market TV Station/Production House. Must have FCC 1st and be a self-starter. EOE, M/F. Send resume to: WPHL-TV, Inc., 5001 Wynnefield Avenue, Philadelphia, PA 19131.

TV Maintenance Engineer—ABC Network Affiliate needs an Engineer with a strong background in TV Engineering, TCR 100 Cartridge tape equipment and ENG. First Phone required. Salary commensurate with experience. E.O.E. Contact: Lewis Gordon, WTVC TV, Chattanooga, TN 615-756-5500.

HELP WANTED NEWS

Leading News Station needs photographer/editor. Must be fully experienced in ENG. Will work with HL79A, BVU200's and BVU50's. Send tape and resume to Larry Beaulieu, KFDM-TV, P.O. Box 7128, Beaumont, TX 77706 EOE.

Opportunity to work for one of the best-equipped broadcast weather departments in the country. Meteorologist needed for weekend and morning weathercast, in addition to doing consulting work. Please send tape and resume to: Chief Meteorologist, Kansas State Network, PO Box 333, Wichita, KS 67201. An Equal Opportunity Employer.

Promising downstate Illinois market has opportunity for TV News Director. Rapidly growing Broadcast group with an innovative record. An excellent opportunity for the right person. Delightful Community... good quality of life. An equal opportunity employer. Send resume and references to Box I-206.

Sportscaster for Northeast radio and television sports active stations. No beginners. If you can anchor, do features, basketball and football play-by-play, prove it with complete resume and video/audio tapes of all facets in both media. Good opportunity for the mature and talented. An equal opportunity employer. Prior applicants for this position need not reapply. Send all material now to Dean McCarthy, Harrington Righter and Parsons, Inc. 280 Park Avenue, New York, NY 10017.

HELP WANTED NEWS CONTINUED

WJCL-TV has an immediate opening for an experienced on-camera street reporter. All ENG station. Send resume & video tape, apply in person, or call Stan Bowman, ND, 10001 Abercorn St., Savannah, GA 31406. 912-925-0022. EOE. M/F.

Mini-Cam Tape Editor to edit weekly half-hour news documentary. Must have mini-cam news editing experience, background in journalism and TV production, and ability to edit for content. ENG camera experience desirable. Samples of work required. Submit resume and cassette to Wiley Hance, Department B, WNED-TV, 184 Barton Street, Buffalo, NY 14213. An Equal Opportunity Employer.

Producer for Northeast NBC affiliate in competitive market. Need producer with strong background in TV news production who is creative and energetic. An Equal Opportunity Employer. Resumes and salary requirements to Box J-54.

Major Market TV station seeks an aggressive, experienced individual to take on responsibilities in all areas of station operations. We will pay top dollar for the right person, previous management experience is important but age is not. Equal Opportunity Employer. If you qualify, please send your resume to Box J-23.

News Director for a Sun Belt medium market network affiliate. Must have strong leadership and news judgment capabilities. Send resume, references and financial requirements. An Equal Opportunity Employer. Write Box J-80.

Professional Meteorologist wanted for nightly anchor position in major Midwest market. Must have extensive on-air experience, and be a Certified Meteorologist. Excellent opportunity for right person. An equal opportunity employer. Please reply to Box J-86.

News Director. Ground floor opportunity to develop aggressive news operation for new ABC affiliate. Heavy experience as a TV news director or assistant is a must. AA/EOE. Salary open. Do not phone. Send resume, and 3/4" videotape, if available, to WMDT(TV), PO Box 321, Salisbury, MD 21801.

We have openings for a Chief Photographer and Reporter/Photographer. Total ENG station with "live" capability in warm Southeast. Group owned. Send resume, tape and salary requirement to: Paul McCaye, WAFF-TV, Box 2116, Huntsville, AL 35804. E.O.E. Minorities encouraged.

TV News Reporter with two years experience in commercial broadcasting, able to write well, air, and produce news broadcasts as well as appear on camera. Applicants should reply with a resume and 3/4" video tape to Gene Hebert WXII-TV, PO. Box 11847, Winston-Salem, NC 27051 E.O.E. M/F.

A good Opening in TV News at midwest NBC TV affiliate. We need a reporter who writes well and is interested in the possibility of a weekend anchor slot. Tapes and resumes to: Ron Davis, News Director, WICD-TV, Channel 15, 250 Country Fair Drive Champaign, IL 61820.

News Producer (Lansing/Jackson, Michigan) Wanted ... experienced Producer. A solid journalist with at least two years of reporting or producing background. We need a strong writer who is well organized and creative ... to put together 6 & 11 p.m. Newscasts. Rush resume, tape and writing samples to WILX-TV. Equal opportunity employer. Write ... Personnel, WILX-TV, PO Box 30380, Lansing, MI 48909.

Noon Anchor and Weekend Anchor/Reporter—Must have anchor and reporting experience in television. Excellent opportunity for advancement. Send resume and video tape to News Director, WTJ-TV, 5000 6th Avenue, Altoona, PA 16602. An Equal Opportunity Employer.

News Photographer (Lansing/Jackson, Michigan). An experienced cinematographer with minimum of two years background in television news. Solid knowledge of ENG shooting, editing and packaging necessary. Rush resume and tape to WILX-TV. Equal opportunity employer. Write Personnel, WILX-TV, PO Box 30380, Lansing, MI 48909.

Number One News Station looking for weatherperson Meteorologist preferred. Will work in two man department. Have Nafax, G.O.E.S., Color Local Radar and other support equipment. Send tape and resume to Larry Beaulieu, KFDM-TV, PO. Box 7128, Beaumont, TX 77706, EOE.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

PM Magazine expanding its staff. Looking for a photographer/editor who will also have production assistant duties. Should have full ENG experience. Send resume and tape to Larry Beaulieu, KFDM-TV, PO. Box 7128, Beaumont, TX 77706. EOE.

Studio Supervisor. PTV station southern New Mexico. Requires BA in TV or related, 2 yr. full-time professional TV production experience, ability to train staff, competence in all crew positions, FCC regs. related to TV operations. Preference to persons with teaching experience, TV directing experience, supervisory experience. Supervises studio operations including crew scheduling, lighting, set construction, crew training, etc. and teaches TV prac. course. Letter & resume to Production Manager, KRWG-TV, Box 3-J NMSU, Las Cruces, NM 88003 by Oct. 24. KRWG-TV is EEO/AA employer at N.M.S.U. 9,000-11,000/yr.

TV Producer/Director, adjunct instructor university PTV in Southern New Mexico. Duties: Develop, write, research, produce & direct on tape, film or live both in studio & on location. Design proposals, prepare budgets, post production. Teach college level TV production course. Requires relevant bachelor's degree, 3 yr. full-time professional TV production experience, 1 yr. as producer/director. Preference to persons with master's, teaching experience, and/or supervisory experience. Letter & resume to: Production Manager KRWG-TV, Box 3-J NMSU, Las Cruces, NM 88003 by Nov. 15. Salary 10,500-13,500. KRWG-TV is an EEO/AA Employer at N.M.S.U.

TV Producer-Director. Key Teaching and Production Position. Teach regularly scheduled courses in television production and related areas in an expanding communications curriculum. Produce and direct educational and instructional programs, translating the needs of faculty into effective media presentations. Utilize "state of the art" facilities. Collaborate with on-campus PBS affiliate. Many opportunities for professional growth. Master's (doctorate would be a plus) and significant job experience in television and teaching required. Twelve-month salary in high teens and negotiable. Excellent benefits. Beautiful area of New York close to Montreal and the Winter Olympics. Write with resume, references and salary history to: Dr. Richard Stowe, Box 112, SUNY College of Arts and Science, Plattsburgh, NY 12901, by October 25, 1979. An Equal Opportunity/Affirmative Action Employer.

On-air Promotion Manager for WFSB-TV, a Post-Newsweek Station. An understanding of on-air TV, promotion, producing & copywriting essential. Prior experience in directing and tape editing required. Send demo reels and resumes to Kay Greaser, 3 Constitution Plaza, Hartford, CT 06115. We are an Equal Opportunity Employer!

Creative Services Director: must have the ability to write and produce television commercials and communicate directly with clients as to concepts; must have the ability to see a project through completion. At least two years' directing experience required. Contact: Production Manager, WJAR-TV, 111 Dorrance Street, Providence, RI 02903 An Equal Opportunity Employer.

Producer-Director for PBS station with minimum of five years experience in news, sports and performing arts production. Fiscal and other supervisory duties. Send resume to Program Director, WLIV-TV, Channel 21 Drive, Plainview, NY 11803. An Equal Opportunity Employer.

Television Director: WHRO has a position available for an experienced TV Director to be part of a local public TV production team in the top 50 market. Undergraduate degree in communications or four years equivalent experience required. Applicant must have four years experience in general TV directing including studio and remote. Some producing experience required. ENG and EFP experience preferred. Good employee benefits. Salary range \$14,000 to \$16,000. Send resume to Personnel Director, 5200 Hampton Boulevard, Norfolk, VA 23508. Deadline for resumes is October 26, 1979. Equal Opportunity Employer.

Fast Growing South Florida CBS affiliate is looking for experienced video tape operators and master control switchers. EEO/M/F. Minorities and females encouraged to apply. Send resumes (no phone calls please) to Box J-128.

SITUATIONS WANTED SALES

Bright, creative, hardworking, aggressive, and self-starting individual seeking sales position at local level for network affiliate. Working knowledge of Arbitron and BAR data. Contact Scott Spector, 89 Morris Lane, Scarsdale, NY or 212-747-4907.

Local Account Executive—10 years sales and management experience at independent production house. Aggressive hard worker seeking new challenge. Familiar with research and pricing techniques. Anxious to relocate Box J-106.

SITUATIONS WANTED TECHNICAL

TV-FM Engineer—1st phone/radar, 3 yrs. exp. 2 yrs. technical school. Seeking prod. engineering/maintenance in Northwest prefer Portland or Seattle. Available Jan. 14th. Box J-77.

TV-FM-AM-Field Engineering Service, 29 years experience, installation-maintenance-system design-survey and critique-interim maintenance or chief engineer. Available by the day, week or duration of project. Phone Bruce Singleton 813-868-2989.

SITUATIONS WANTED NEWS

Anchor/Reporter—experienced—commercial TV News/Sports/50KW operations. Strong journalistic skills. Sharp appearance. Dedicated, Mature. Degree. Employed. Full credentials. Box J-47.

Looking for small market sports anchor spot... five years experience in radio, including p-b-p, one year TV Sports. Box J-57.

Eager to start. B.S. in Television Production from Montana State seeks entry level position. Experienced with ENG/3/4" editing. Great references. Hayes DeLisle, 6035 E. Pershing, Scottsdale, AZ 85254. 602-991-8419.

Excellent, experienced sportscaster looking for a good job. Four years experience. Strong on air and PBP. 614-885-3890. College degree. Box J-120.

If you're looking for an experienced, mature (30), knowledgeable reporter, then please call Craig at 213-992-5285 any morning.

SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

Associate Producer with B.A. from Newhouse and 2 years ENG experience seeks commercial position. Will relocate. Box J-97.

Yale grad—female, Phi Beta Knappa, First Class FCC, Radio experience. Seeking entry TV Production. 516-364-1943.

ALLIED FIELDS

HELP WANTED NEWS

Retired Newperson Wanted. Special project requires two veteran reporters with extensive experience covering news on major dailies or network radio/television. Send resume. Box 1105, San Mateo, CA 94403.

HELP WANTED INSTRUCTION

Faculty Opening in Broadcast Law, Management, Critique. Supervising graduate program offerings. Assistant or Associate Professor. Ph.D. required. Salary based on previous experience. Send letter, resume, three recommendations, official transcripts to: Dr. Joe Misiewicz, 341 Moore, Central Michigan University, Mt. Pleasant, MI 48859. Deadline: October 30, 1979. All persons, including women, minority groups members and handicapped encouraged to apply. CMU is an Equal opportunity/Affirmative Action 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.

**WANTED TO BUY EQUIPMENT
CONTINUED**

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.)

Paul Schafer wants to buy RCA, Collins or Continental 250, 1000, 5000 and 10,000 watt AM transmitters and RCA or Collins 5 or 10KW FM transmitters and Schafer automation systems. Contact Schafer International, 5801 Soledad Mtn Rd., La Jolla, CA 92037. Tel. 714-454-1154.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

Andrew Line & Connectors ready for emergency shipment anywhere by air. Broadcast Consultants Corp. 703-777-8660. Box 590, Leesburg, VA 22075.

5' Air Helix Andrews HJ9-50. Can be cut and terminated to requirement. Below Mfrs Price. Some 3" also available. BASIC WIRE & CABLE 860 W. Evergreen, Chicago, IL 312-266-2600.

Want to expand your station's flexibility and REVENUE by producing outside commercials and Special Programming in your own market? We have two fully equipped production vans—one with Quad! Both priced realistically and ready to roll. Discover the advantages and PROFITS of being the only Major production resource in your region. Call Dave at 209-957-1761 for an immediate inspection.

RCA TR-22 VTR's: Hi-band, CAVEC, Doc. \$16,000 ea.

Collins MW-408D Microwaves: 7 Ghz, audio channel, \$4,500 ea.

Amplex 1200A VTRs: loaded with options \$24,000 ea.

GE PE-400 Color Cameras: Pedastals, scopes, racks, like new. \$14,000 ea.

RCA TP-8 Projectors: "Oldie but goodie," \$1,500 ea.

AMPEX VPR 7800 VTR's: 1" format, 5 available, \$1,000 ea.

Eastman 285 Projectors: Reverse, good condition, \$6,000 ea.

Marconi Marc VII Color Cameras: Pedastals, very good condition, \$8,000 ea.

GE PE-350 Color Cameras: All accessories, good condition, \$7,000 ea.

RCA TR-50 VTRs: CAVEC and DOC 1 with editor, \$22,500 ea.

GE 12KW UHF Transmitter: With Channel 14 antenna, \$18,000.

RCA TK27A Film Camera: Good condition, TP 15, available, \$12,000.

RCA TP66 Film Projectors: Optical and magnetic sound \$10,000 ea.

GE PE 240 Film Camera: Automatic gain and blanking \$8,000.

RCA-TT-10 AL VHF Television Transmitter: low band, spares, \$8,000.

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.

Tektronix 528 and 1480 Waveform monitors and 1420 and 520A Vectroscopes, new in factory cartons, in stock ready to ship. Call Ivey Communications Corp. 305-843-8982.

General Electric 50kw AM transmitter, excellent condition, tuned to 750 KHz with spare tubes, some spare parts. Model BT50A, installed in 1980. \$30,000. Contact Larry Wilson, 1415 S.E. Ankeny, Portland, OR 97214. 503-231-0750.

AMPEX VR-3000—All mods except dual audio. Have three units and wish to sell one. Spare rebuildable head available. Make offer. Bob Olsen 312-738-4181.

Dream Production Facility. Full stereo, 2 & 4 track tape, cartridge, mixers, limiters, equalizers, turntables, mics, and more. Assumable lease. Phone 208-734-2457 or 733-4840.

Cash for used RCA TK-27's, TP-6's, TP-15's, TP-7's. 205-956-2200.

CBS Image Enhancers—Model 8000 (New) \$2,275. Model 526 (Used) \$825. Call 703-836-0091. Mon.-Fri. 9 to 5.

20KW FM Collins 831G Transmitter 6 yrs old. Available immediately, excellent. \$23,000 FOB Florida. Call Paul Schafer, Schafer International 714-454-1154.

Varitol Lens (RTH)—Model XX (Demo Unit) \$2,695 Call 703-836-0091. Mon.-Fri. 9 to 5.

Ikegami HL-33 Camera. Good working condition with AC and battery supplies, battery supply needs nicads. Priced at \$9,000. J. D. Weigand, KFMB Stations, PO Box 80888, San Diego, CA 714-292-5362.

SONY 1" Tape w/8to-Mo capability & Chyron III & IV available immediately. Chyron Font Compose Department—will create custom fonts or logos from 18 to 124 TV scan lines. TV GRAPHICS 201-262-5925.

7 Ampex ATR 100 Audio Recorders w/cabinets Mono convertible to stereo. Excellent condition, \$4,480 ea. or package price. Call Rod Hall 213-577-5327.

Film Processors—Jamieson "Compac" 16+35 M.M. color film processor and Kodak supermatic 8 M.M. color film processor. Contact: Angelo Figurella 919-637-2111.

Video Equipment: Conrac 5522 12" Rack Mount Color Monitor; 3M 1114 SEG with Chroma Key, Like new; 518-439-7614. Ask for Bob or Ted.

Six Norelco PC-100A Triax Cameras, two with 34:1 lenses, top condition, tip price, complete and ready for studio or truck. Box J-110.

2.5 KW AM, C51. under 3 yrs. Will tune and test. Like new. M. Cooper 215-379-6585.

10 KW FM CCA 9 yrs. old, \$1200 damage to PA. Will sell 1/2 used value. Also 2nd model perfect. Will guarantee. M. Cooper 215-379-6585.

COMEDY

Free sample of radio's most popular humor service! O'LINERS, 1448-C West San Bruno, Fresno, CA 93711.

Phantastic Phunnies—400 introductory topical one-liners ... \$2.00!! 1343-B Stratford Drive, Kent, OH 44240.

Guaranteed Funnier! Hundreds renewed! Freebie! Contemporary Comedy, 5804-B Twineing, Dallas, TX 75227.

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.

Prize! Prize! Prize! 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.

Cheap Radio Thrills! Promo music, sound effects, program themes, synthesizers, jingle add-ons, production aids, over 325 dynamite tracks on 4 low-priced LPs!! Free sample: L.A. AIR FORCE, Box 944-B, Long Beach, CA 90801.

National magazine seeking subscriptions now offering Pt. arrangement with generous terms. Conversion to cash arrangement possible. Tape supplied. Great for midnite-to-dawn, movies, etc. All replies confidential. Box I-198.

Build your voice! Techniques of professional broadcasters revealed on cassette tape. \$7.95 JAYCO, Box 8314, Waco, TX 76710.

INSTRUCTION

Free booklets on job assistance. 1st Class FCC. license and D.J.-Newscaster training. A.T.S. 152 W. 42nd St. N.Y.C. Phone 212-221-3700. Vets benefits.

1979 "Tests-Answers" for FCC First Class License Plus—"Self-Study Ability Test". Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348-B, San Francisco, 94126.

REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin September 10 and October 22. Student rooms at the school, 81 N. Pineapple Ave., Sarasota, FL 33577. 813-955-6922.

RADIO

Help Wanted News

NEWS TEST

WHO: Maybe You!
WHAT: Challenging position... heavy news commitment... digging, writing, airing.
WHEN: Now!
WHERE: Midwest. Major Market Suburb. Close enough to enjoy city... far enough to have our own market.
WHY: A Big step up! Dynamic stations. Growing area. Recognized top news shop.
HOW: Resume, Letter/salary to Box-J-129

Help Wanted Announcers

We're Accustomed To Being Number 1

and we're looking for a Program Director/Morning Drive personality and adult voiced announcers that know country music inside and out, we're a full time 5KW in a market of over 200,000 population. Are you ready to be Number 1? Reply with resume to Box J-50. Air checks after 1st conversation.

GOING LIVE COUNTRY DEC. 1st

Need PD, announcers with strong, adult voice, and top production. Start 13,000 to 18,000 with excellent fringes. Top company in the Business, Ohio, send resume. Prefer Midwest Applicants. Box I-72.

Help Wanted Programing, Production, Others

Join the RKO Radio Family in Boston, Mass.

WROR-FM needs the best production director in the country to join Boston's fastest growing radio station. In addition to production, you will also handle a short, daily air shift. If you have 3-5 years' on air/production experience in either Top-40 or A/C, send an Air Check, production samples and resume today to: Gary Berkowitz, Program Manager, WROR, RKO General Building, Government Center, Boston, MA 02114.

98 1/2 FM WROR

An Equal Opportunity Employer M/F/H/Vets

**Help Wanted Programing,
Production, Others
Continued**

**\$100 REWARD
FOR INFORMATION LEADING TO
THE APPREHENSION OF THE
FOLLOWING PERSON**

This person is a genius audio production engineer, with superior taste in audio mixing, music production, editing, casting, directing and general production management. He or she may not have years of experience but this is not apparent from hearing their tape. The person has the ability to organize a 16 track automated production studio and the ability to help make it the top west coast studio for commercials, jingles, audio-visual shows and syndicated products such as station I.D. specials and the like. If you know of this person, have them answer this ad with resume, tape and references. When we hire the person, we will mail you a check for \$100 within 30 days provided you are identified in the first letter of application; only one award will be made at our sole discretion; applicant's family not eligible; all materials returned if requested; all communications strictly confidential. Reply to:

Jerry B. Thompson, President
Thompson & Thompson Creative Services, Inc.,
7421 215th Street, S.W.
Edmonds, Washington 98020

Offers expires January 1, 1980

Situations Wanted Management

Broadcast Management

I would like to get back in to broadcasting with a professional company the consulting business not my cup of tea former group vice president, successful owner, former CEO broadcasting division of a national company FM AM CATV same Company over 20 years. 49 years old. Box J-36.

Situations Wanted News

After 16 Years

In medium Midwest community, award-winning PBP veteran and sports commentator will soon be available for major college or professional market baseball, hockey, football, and basketball PBP Strong following, excellent references, proven track record, and ready to relocate. Free lance coverage of professional team a possibility Box J-116.

**Situations Wanted Programing,
Production, Others**

**I'VE PREPARED MYSELF
NOW I'M READY**

I'm Black, 32, married, currently employed with exceptional communication skills-B.S degree in Mass Comm & FCC 1st. phone. 6 years B'dcast exp. Radio & TV. I'd like to put my energy, talent and motivation to work for you. I seek a challenging position and S. Write Box J-124.

TELEVISION

**Help Wanted Programing,
Production, Others**

**Help Wanted Programing,
Production, Others
Continued**

PROJECT DIRECTOR

One year planning grant to determine and implement best alternative available for current translator W39AA, Fort Wayne Public Television, Inc. Desired goals: increased coverage of potential half million population area; possibilities for local production. Familiarity with federal grants and compliance procedures. Masters degree in telecommunications or equivalent experience. Public TV background a definite plus. Immediate opening. Equal opportunity employer. Salary \$16,000. Reply PROJECT, Channel 39, Box 39, Fort Wayne, IN 46801. 219-422-2936.

Assistant Commercial Producer

Creative production photographer with heavy ENG-EFP experience to join state-of-the-art 1" commercial production unit. Strong lighting and editing skills a must. Engineering background helpful. No beginners please. An equal opportunity employer. Send resume to Cliff Fisher, WKBW-TV 7 Broadcast Plaza, Buffalo, NY 14202.

PRODUCER/DIRECTOR

Extremely active local, live midwest station is seeking an enthusiastic individual with 3-5 years experience in all phases of TV production. Creative writing ability desirable. Send resume to Box J-100.

Equal Opportunity Employer (M/F)

Help Wanted Technical

CHIEF ENGINEER

WLKW Providence Rhode Island... 50 KW FM and 50 KW DAD seeks first class engineer with heavy transmitter, STL, automation and DA experience. Resume, to include salary requirements, to: William M. McCormick, President, McCormick Communications, One Beacon Street, Boston, Massachusetts 02108.

Help Wanted Management

**Experienced Sales
Manager**

wanted for growing AM/FM in Southeastern resort area. Advancement to Gen. Mgr. and future equity Interest possible for well qualified individual. Must be prepared to grow with the stations. At least five years broadcast sales supervisory experience mandatory. Send complete resume to Box J-127.

GENERAL MANAGER

for stations WWOL (AM) and WWOR (FM) in Buffalo, New York. Qualifications required: Experience in either general management or sales management, medium or major market; utmost personal integrity; ability to work with and direct people while maintaining high staff morale; proven administrative and sales talents and a desire for permanence as part of a growing, professional radio company. Complete resumes with references should be addressed to: William B. Chesson, Associated Communications Corporation, 219 Gateway Towers, Pittsburgh, Pa. 15222. Complete confidence maintained. EEO.

Field Producers

TV Magazine

- Interested in field producing a magazine program in a market that can't get any bigger?
- For a station that can't get any better?
- Do you have field producing experience on a magazine show like "Evening" or "PM" right now?
- Can you tell a story better than anyone else?

If so, this could be your biggest opportunity ever! Please send your name, and background to:

Box J-131

An equal opportunity employer, m/f

Help Wanted Technical

ENGINEERING MANAGEMENT

Manager of Facilities Maintenance of Midwest Network-Owned Station will retire in December. We are seeking a people-oriented person who has a strong background in maintenance and installation, and who is looking for a good future. This is an excellent position for the right person. Tell us about yourself. Send resume to: Director of Engineering, WKYC-TV, 1403 E. 8th St., Cleveland, OH 44114, E.O.E.

Help Wanted News

Producer For Northeast NBC Affiliate

in competitive market. Need producer with strong background in TV news production who is creative and energetic. An Equal Opportunity Employer. Resumes and salary requirements to Box J-54.

Promising Opportunity for TV News Director

Excellent opportunity with growing Illinois communications company. We're looking for a person with a good background in news, ability to deal effectively with people and a desire to grow with our company. Managerial ability and potential primary, on-air skills secondary. An equal opportunity employer. M/F. Send resume to Box J-79.

SPORTSCASTER

for Northeast radio and Television sports active stations. No beginners. If you can anchor, do features, basketball and football play-by-play, prove it with complete resume and video/audio tapes of all facets in both media. Good opportunity for the mature and talented. An equal opportunity employer. Prior applicants for this position need not reapply. Send all material now to Dean McCarthy, Harrington, Richter and Parsons, Inc., 280 Park Avenue, New York, NY 10017.

Situations Wanted Management

Dynamic EXECUTIVE/ENTREPRENEUR

15 Years Marketing /Sales/Operations Experience in consumer products and services. Background includes franchising. Skilled in dealing with executives of international and domestic companies. Strong sales producer. Presently, Vice-President. Interested in finding opportunity as key executive with potential for part ownership or partnership. Confidential resume to specific position inquiry. Box J-130.

Situations Wanted Programing, Production, Others

"THE BAXTERS"

If you strip this show & need a local moderator to ask the tough questions, I am available for one or several markets.

Stan Major—Miami
305-596-2809

CABLE

Help Wanted Management

Comcast Corporation

You are a cable system's operating executive proud of your current job and did not consider exploring a new position until you saw this ad.

It's a key position with Comcast Corporation, an MSO on the move. Our success in urban franchising has created the position of Vice President of System Development.

The assignment: Corporate supervision of all new system start-ups, including: make-ready, contracting, construction, staffing, organizing, budgeting, marketing, and initial operation.

As Vice-President, you will have your own staff and draw upon the Company's support facilities: Engineering, Finance, Marketing.

You will report directly to me, Dan Aaron, President of Comcast's Cable Communications Division. You will be one of our "second generation" executives to whom we will look for the present and future leadership of our Company.

For a confidential discussion of this position, call me directly or write to me.

Daniel Aaron, COMCAST CORPORATION
Cable Communications Division
One Belmont Avenue, Suite 227, Bala Cynwyd, PA 19004
Office Phone: 215/667-4200 • Home Phone: 215/635-3625

COMCAST CORPORATION
An Equal Opportunity Employer

The MSO on the move

Help Wanted Technical



united cable television corporation

Join an Aggressive Industry Leader

PROJECT ENGINEER

Experienced person with extensive knowledge of cable television needed to coordinate on-going system projects such as headend design, new services packages, technical maintenance, etc. Individual will report to Chief Engineer. Some travel required.

CORPORATE CONSTRUCTION SUPERVISOR

We need person to coordinate construction activities in our systems. Individual will check progress on construction in all systems, aiding when necessary. Some travel required. Practical knowledge of all facets of CATV construction desired.

CONSTRUCTION SUPERVISOR

We need experienced person at System level to:

- 1) Work with utility companies on pole arrangements.
- 2) Keep construction work on schedule.

All positions offer complete benefit package.

Please send resume, job preference and salary requirements to:
United Cable Television Corporation—Engineering Department
7995 East Prentice Avenue
Englewood, Colorado 80111

We are an Equal Opportunity Employer M/F/V/H

ALLIED FIELDS

Help Wanted Sales

Sales Manager

Broadcasting Publications Inc. is accepting applications for a position as Western Sales Manager. Successful applicant will sell and service advertising space clients in 11 Western states.

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 direct 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

Help Wanted Programing, Production, Others

PUBLIC AFFAIRS SPECIALIST East-West Center

The East-West Center is a national educational institution founded by the U.S. Congress in 1960 to promote better relations and understanding among nations in Asia and the Pacific through cooperative programs of study, research, and training. Applications and nominations are being accepted for the position of Public Affairs Specialist in the Office of Administration, Public Affairs.

Under the administrative direction of the Executive Administrator for Public Affairs assists in the development and coordination of various public affairs projects and activities to enhance local, national, and international awareness of general and specific activities of the Center. The Public Affairs Specialist is responsible for carrying out special projects while also assisting the executive administrator with internal coordination and reports. Activities include creative writing for exhibits, slide shows, and public service announcements for radio-TV; feature writing and placement internationally; and working with producers outside and within the Center in planning, creating, and coordinating public affairs exhibits and occasional radio-TV activities and programs.

Candidates must have a bachelor's degree or equivalent in a communication-related field, plus at least four years experience in public relations activities which demonstrate creative ability; writing versatility; skills in planning, organizing, and conducting projects; and effectiveness in community relations and in working with scholars and researchers in a multicultural environment. Applicant must be able to evaluate research projects and reports for public information value and to adapt research findings and educational activities to mass-media audiences. Applicant should have experience in describing an institution and its work through several of the following: exhibits, posters, slide shows, public service announcements, and radio and television programs. Community-oriented public relations experience in Hawaii preferred.

Starting salary of \$20,611 per year plus cost-of-living allowance of 12.5% (subject to change).

Submit resume with cover letter which includes title of position sought, a narrative description detailing relevance of your qualifications, names and addresses of three professional references, and samples of work demonstrating ability to perform the stated duties. Applications must be postmarked by November 1, 1979. Send to: Rebecca Lembeck, Personnel Division, Dept. 2, East-West Center, 1777 East-West Road, Honolulu, Hawaii 96848.

*An Equal Opportunity Employer/M/F

Radio Programing



LUM and ABNER
5 - 15 MINUTE
PROGRAMS WEEKLY
Program Distributors
410 South Main
Jonesboro, Arkansas 72401
Phone: 501-972-5884

Employment Service



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

\$1,000.00 TREASURE HUNT!!!

Fight January dotdrums! Increase billings \$5,000.00 month. Case history available. Clues, copy, client help. Flat \$100.00 fee or 15% of sales. Box 2585 .. Augusta, GA. 30903 .. (404) 733-0642 ... other ideas too.

THE PROMO DOMO

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.

Business Opportunity

BUSINESS OPPORTUNITY

Why seek a job with limited future, own your own business with an unlimited potential in the advertising field. Call (404) 546-6001 or write to: Franchise Director, 387 Old Commerce Road, Athens, Georgia 30607.

Radio Surveys

**200 Calls \$41.00 per
mo.**

Box 2585, Augusta,
Ga., 30903 .. (404) 733-0642

S-A-M-S

Free Film

FREE FILMS? CALL

MODERN TV

The leading distributor. We have the most PSA's & newsclips too. Call regional offices. Or general offices: 5000 Park Street North, St. Petersburg, FL 33709. (813) 541-7571.

Miscellaneous

WESTCLOX



12" - QUARTZMATIC

Accuracy within one minute a year!

\$35.00 Prepaid

Check or money order with order only

BROADCAST ENGINEERING SERVICE

60 WOODS MILL RD.
SHERMAN, ILL. 62684

Wanted To Buy Stations

*Joseph Kotler
represents a
New York Stock Exchange
company wanting to
acquire television and
radio stations.*

*Contact Joseph Kotler
Box No. 39
Riverside, Conn. 06878
Phone (203) 637-0005
Replies confidential.*

For Sale Stations Continued



STATIONS

S	Small	Profitable	\$230K	15 yr.
Plains	Small	AM	\$350K	\$102K
W	Medium	AM	\$450K	Terms
MW	Medium	FM	\$900K	Cash
MW	Metro	AM	\$525K	29%

CONTACT

Bill Chapman (404) 458-9226
Peter Stromquist (218) 728-3003
Corky Cartwright (303) 741-1021
Bill Hammond (214) 387-2303
Jim Mackin (312) 323-1545

To receive offerings of stations within the areas of your interest, write Chapman Co., Inc., 1835 Savoy Dr., N.E., Atlanta, GA 30341

I want to buy

a winning AM or FM —or both—
for cash. Principals only, please.
Box J-96

**Solid Money Maker
And Community Leader**

WMPX-AM Midland, Michigan \$1,500,-
000 for 100% of the stock, free and
clear. Includes real estate. Excellent
community, excellent market, excellent
staff. Please, no brokers. Contact Peter
Gregory, 313-353-4520 or write to Box
2150, Southfield, MI 48037.

NORTH GEORGIA

Excellent opportunity for owner/operator in
market experiencing rapid growth. Estab-
lished AM daytimer with full time potential.
Profitable facility currently keeping close to
50¢ on the dollar. Real property included.
\$395,000. Principals only please reply to Box
J-126.

For Sale Stations

**AM, FM, AM/FM
TV and CATV**

Properties Currently Available

Alabama	Minnesota
Arizona	Missouri
California	Nevada
Florida	New York
Georgia	North Carolina
Illinois	Ohio
Indiana	Oregon
Iowa	Pennsylvania
Louisiana	Rhode Island
Massachusetts	Texas
Michigan	Utah
	Washington

Write Brad . Hart or Frank Calcagno, 280 Park
Avenue, New York, N.Y. 10017, advising prefer-
red locations; type of properties desired; mini-
mum/maximum transaction size; and financial
criteria.

Bankers Trust Company

**JACK DANIELS &
ASSOCIATES
SUNBELT MEDIA BROKERS**

We have Buyers for Sunbelt
AM & FM Stations
Jack Parry 505/393-5181

THE HOLT CORPORATION

APPRAISALS - BROKERAGE - CONSULTATION
OVER A DECADE OF SERVICE
TO BROADCASTERS

Westgate Mall, Suite 205
Bethlehem, Pennsylvania 18017

215-865-3775

CLASS C FM

Illness forces sale of the No. 1
FM in fast growing western city.
Box J-99

**MEDIA BROKERS
APPRAISERS**

RICHARD A.
SHAHEEN INC.
435 NORTH MICHIGAN • CHICAGO 60611
312-467-0040



**EXCELLENT OPPORTUNITY
CLASS C FM**

in the West. A careful examination of this large
market and the history included with this Sta-
tion will more than justify the \$1,600,000 ask-
ing price. 29% down 8 1/2% interest. Send
profile to owner—Box J-125.

- Good facility near Anchorage, Alaska. \$1,200,000.
- AM-FM in Kentucky. \$360,000. Terms.
- Daytimer - plus FM CP. Western Arkan-
sas. \$150,000. \$25,000 D.P.
- AM/FM. S.W. Missouri. \$280,000. Low
D.P.
- South Alaska. Includes Real Estate.
\$200,000. Terms.
- Fulltimer. Large metro area. R.E. In-
diana. \$2,000,000. Terms.
- FM in Western Oklahoma. \$280,000.
- Fulltimer. N.W. Coastal. \$400,000.
- Powerful Fulltimer; N. Maine. \$450,-
000.
- Daytimer. Mass.; Large Metro. \$850,-
000.
- Fulltime. Dominant. Metro. TX
\$1,000,000.
- Daytimer. Million + Pop. in coverage
area.
- 1 kw AM in Southern Ga. Real Estate.
\$250,000. Good terms.
- Southern Arizona. Fulltimer. Good
county population. \$390,000. Terms.
- N. Central Texas. Daytimer. \$400,000.

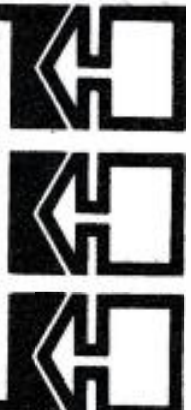
Let us list your station. Confidential!

BUSINESS BROKER ASSOCIATES
615-756-7635 24 HOURS

**THE
KEITH W. HORTON
COMPANY, INC.**

P. O. Box 948
Elmira, NY
14902
(607) 733-7138

Brokers and
Consultants
to the
Communications
Industry



For Sale Stations Continued

Dan Hayslett
 & associates, inc.
Media Brokers
 RADIO, TV, and CATV
 (214) 691-2076
 11311 N. Central Expressway • Dallas, Texas

R.D. Hanna Company
 Brokers-Appraisers-Consultants
 5944 Luther Lane Suite 505 Dallas, TX 75225
 214-696-1022
 8340 E. Princeton Ave. Denver, CO 80237
 303-771-7675

SELECT MEDIA BROKERS

FL	Daytime AM	330K	Medium
FL	Daytime AM	165K	Small
TX	Daytime AM	630K	Metro
	& CP Fulltime		
AL	Daytime AM	600K	Metro
FL	Daytime AM	390K	Medium
WA	Fulltime AM	265K	Small
AZ	Fulltime AM	360K	Small
NY	Daytime AM	450K	Medium
	& CP-FM		
VA	Daytime AM	180K	Small
FL	Fulltime AM	170K	Small
GA	Daytime AM	385K	Small
LA	Daytime AM	450K	Small
	& Fulltime FM		
NC	Daytime AM	205K	Small
GA	Daytime AM	350K	Small
	& Fulltime FM		
SC	Daytime AM	500K	Medium
	& Fulltime FM		

912-883-4917
 PO Box 5, Albany, GA 31702

NORTH ARKANSAS DAYTIMER
 with Possible FM. Bob Rothfus—King Agency. 501-856-3705. Nights: 501-257-2567.

FM NEAR WASH.. DC
 in an explosive populous area. Includes real estate. Underdeveloped property showing daily revenue increases. \$350,000 cash. Please submit financial capabilities to receive additional information. Box J-115.

901/767-7980
MILTON Q. FORD & ASSOCIATES
 MEDIA BROKERS—APPRAISERS
 "Specializing in Sunbelt Broadcast Properties"
 5050 Poplar • Suite 816 • Memphis, TN 38157

LARSON/WALKER & COMPANY
 Brokers, Consultants & Appraisers
 213/826-0385 Suite 214 11681 San Vicente Blvd. Los Angeles, CA. 90049
 202/223-1553 Suite 417 1730 Rhode Island Ave. N.W. Washington, D.C. 20036

BILL-DAVID ASSOCIATES
 BROKERS-CONSULTANTS
 (303) 636-1584
 2508 Fair Mount St.
 Colorado Springs, CO 80909

SMALL EASTERN AM
 Real Estate + \$210,000 gross
 Early sale desired.
 Box J-73

H.B. La Rue, Media Broker
 RADIO • TV • CATV • APPRAISALS
 West Coast:
 44 Montgomery Street, 5th Floor, San Francisco, California 94104 415/434-1750
 East Coast:
 500 East 77th Street, Suite 1909, New York, NY 10021 212/288-0737

BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or money order only (Billing charge to stations and firms: \$2.00).

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, COO, PD, etc. count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.

BROADCAST MANAGEMENT
 Radio and Television

2nd Edition by Ward L. Quaal and James A. Brown

Considered the "standard" in radio/television station management, this book has been completely revised throughout, with considerable new material added.

"Well organized and clearly written..."—Newton N. Minow, former FCC Chairman.

"A volume of exceptional excellence..."—Washington Post.

480 pages; charts, tables, notes, index.
 \$16.50

BROADCASTING BOOK DIVISION
 1735 DeSales St., N.W.
 Washington, D.C. 20036

Please send me BROADCAST MANAGEMENT. My \$16.50 payment is enclosed.

Name _____

Address _____

City _____

State _____ Zip _____

Fates & Fortunes

Media

David Donovan, general manager of WGSO(AM)-WQUE(FM) New Orleans, appointed VP of Insilco Broadcast Group, parent company of stations.

Donald Cuthrell Jr., general manager, WSPA-AM-FM Spartanburg, S.C. joins WLEE(AM) Richmond, Va., in same capacity.

Willa Hoffner, director of sales and marketing for Paramount Pictures pay television department, joins Madison Square Garden Communications Network in newly created position of general manager of Madison Square Garden Cablevision.

Torey Southwick, VP-director of programing, noncommercial KPTS(TV) Hutchinson (Wichita), Kan., joins noncommercial WNEO-TV Alliance, Ohio, and co-owned noncommercial WEAQ(TV) Akron, Ohio, as general manager.

Steven Epstein, VP-general manager of Pacific Programing Consultants, Los Angeles, joins NBC Radio there as regional manager, affiliate relations, responsible for affiliate acquisition for The Source, NBC's new youth-oriented radio network, and for Western region

of U.S. served by NBC Radio.

Dean Johnson, sales manager, KWAT(AM)-KIXX(FM) Waterlown, S.D., named station manager.

Frederick (Ted) Livingston, from Interactive Data Corp., joins Continental Cablevision, Boston, as national director of marketing. Continental is multiple system operator.

Walter Reavely Jr., financial director of Murphy International, advertising agency in New York, joins ABC there as director of treasury operations.

Bruce Boulester, manager of administrative services, Howard Johnson Co., Chicago, joins WFYR(FM) there as controller.

A. Stuart Hinkle, associate media director, Hoefler, Dieterich & Brown, San Francisco, joins newly formed Association of Santa Clara County Broadcasters, San Francisco, as executive director. Association includes 10 radio stations.

Advertising

Bartine A. Stoner Jr., managing director of ABH International in London, returns to U.S. and to parent company, N W Ayer ABH International, to take over responsibilities for Ayer's West Coast operations in Los Angeles and San



Stoner



Macdonald

Francisco. **Bruce Macdonald**, executive European account director of Needham, Harper & Steers for past four years, succeeds Stoner. **David Lehmkuhl**, **Jane Twyon** and **Diane Zgonc**, associate media directors, and **Richard Welsh**, head of network negotiation and programing, N W Ayer, New York, named VP's and group media directors.

Leonard M. Sive, founder of Sive Associates, Cincinnati, retires as chairman of board and chief executive officer. **Robert Grannen**, president of Sive, becomes chairman of board but will continue as creative services director. **Jack Thinnos**, executive VP and general manager, becomes president and chief executive officer.

Jan Homan, involved in marketing strategies for Young & Rubicam, Detroit, joins Campbell-Ewald there as senior VP-director of strategic planning, newly created position.

Donald C. Richards, VP, account supervisor on Sprite, Marschalk Co., New York, named

management supervisor on that account. **Janice Rigney**, account executive, William Esty Co., New York, joins Marschalk in same capacity.

Linda Garrison, account supervisor, and **Steve Broeker**, associate media director, Tatham-Laird & Kudner, Chicago, elected partners of company. **Jan DeTurk**, media planner, Lee King & Partners, and **Lauren Swirsky**, media planner, Clinton E. Frank, join TLK in same capacities. **Maurine Rosenstein**, graduate, Medill School of Journalism, Northwestern University, Chicago, joins TLK as assistant media planner. **Diane Hall**, research project director, Young & Rubicam, joins TLK as account research manager.

Stephen Smith, account supervisor, Benton & Bowles, New York, named VP.

Elected VP's at Ogilvy & Mather, New York: **Robert Engel**, associate creative director; **Marylou Pritchett**, management supervisor; **Ray Simko**, assistant media director, and **Wendy Weiner**, associate research director.

Howard Willens, VP-research director, J. Walter Thompson Co., New York, named VP and associate research director. Kenyon & Eckhardt, New York.

Eric Medney, account executive at D'Arcy, MacManus & Masius, New York, appointed account executive for Needham, Harper & Steers Advertising, New York.

Camille Johnson, media planner, Hoefler, Dieterich & Brown, San Francisco, named associate media director.

Jack Smart, art director-producer, Dancer Fitzgerald Sample, New York, named VP.

Dina Weinstein, spot broadcast buyer, Marschalk Co., New York, joins Bozell & Jacobs there as spot broadcast buying supervisor.

Connie Bernard Kleinpeter, with Herbert S. Benjamin Associates, Baton Rouge, named assistant VP.

David J. Chodkoff, manager of Katz American Television's Philadelphia sales office, appointed division VP.

Deborah Dunlevy, manager of West Coast office of Roslin Radio Sales, Los Angeles, appointed VP.

John Lionberger, sales manager of Minneapolis office of MMT Sales, appointed sales manager of firm's Chicago Team B.

Richard Larcade, research analyst, Petry Television, New York, named group research manager.

Cathy Considine, from WDIV(TV) Detroit, joins Top Market Television, New York, as account executive.

Leslie Ann Lillen, consultant and former VP, Frank Goodman Associates, New York, named director of marketing services, Air Time Inter-

"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

national, New York. **David Landau**, radio buyer, Air Time, New York, named director of spot radio. **Ellen Hassman**, formerly owner of Phase Four Productions, advertising agency in Virgin Islands, joins Air Time as TV spot buyer.

Jock T. Fritz, account executive, WKBD-TV Detroit, named sales manager.

Rosemary Artors, account executive for WNEW-FM New York, named national sales manager.

Dale Pon, director of creative services, Storer Broadcasting's radio division, named entertainment marketing manager, WNBC(AM) New York.

Tom Jimenez, sales manager, XETRA-AM-FM Tijuana, Mexico (San Diego), named director of sales and development. **Bill Arbenz**, account executive and assistant sales manager, KFMB-AM-FM San Diego, joins XETRA as regional sales manager. **Sharon Lorin**, formerly with KMJC(AM) El Cajon, Calif., joins XETRA as merchandising manager.

Lee Dorman, sales manager, WBVQ(FM) Nashville, named local sales manager for co-owned WMAK(AM) there.

Bill Fuller, senior account executive, KGW(AM) Portland, Ore., named local sales manager.

Gary Cozen, account executive, WPHL-TV Philadelphia, joins WPVI-TV there in same capacity.

Ed Weiss, former general sales manager of WRAL(FM) Raleigh, N.C., named director of sales development for WKIX(AM)-WYYD(FM) there.

Michael Jones, assistant general manager of Oakland (Calif.) Stompers of North American Soccer League, and formerly with WMET(FM) Chicago, and **James Losh**, graduate, University of Missouri, Columbia, join WMET as account executives.

Martin McClung, from New York Life Insurance, and **Douglas Leonhard**, from www(FM) Detroit, join WCZY-AM-FM Detroit as account executives.

Gwen Edwards, operations manager, WJOI(FM) Pittsburgh, joins WPNT(FM) there as account executive.

Elisa Longo, account executive, *Tab*, Brookline-Newton, Mass., newspaper, and **Sue Ellen Schwam**, assistant director for Weight Loss Clinic of America, join WRKO(AM) Boston as account executives.

Amy Caplan, account executive for *Men's Wear* magazine, New York, joins WEEI(AM) Boston in same capacity.

Steve Candullo, account executive, WBOS(FM) Boston, joins WVBF(FM) there in same capacity.

Larry Cook, manufacturer's representative for Lightolier, lighting company in Seattle, joins KVI(AM) there as account executive.

Programming

Phyllis Golden-Gottlieb, formerly in program development with Rollins-Joffe Production Co., based at Universal Studios in Los Angeles, joins NBC Entertainment, West Coast, as manager of current comedy programs.

Jim Dauphinee, national producer for *P.M. Magazine* in San Francisco, appointed executive producer of new WBS-TV New York magazine

program *Real Life!*

Tim Moore, general sales manager, TM Programming, Dallas, named executive VP-general manager. **Bob Bruton**, senior sales consultant, succeeds Moore. **Ernie Winn**, who was VP-general manager, resigns that position, but will continue as consultant to TM.

Dennis Burgess, research analyst, Columbia Pictures Television Distribution, Burbank, Calif., named director of marketing services.

Gaylord Creedon, VP of Key Concepts division of Centrex Videotape Productions, New York, joins General Television Network, Detroit, videotape production company, as VP in charge of production.

Randy Hanson, account executive, Worldvision Enterprises, joins Gold Key Entertainment, Hollywood, as Western sales manager. **Leslie Richards**, assistant director of business affairs, Gold Key, named VP-business affairs.



Murphy

Frank D. Murphy, director of creative services, Bonneville Broadcast Consultants, Tenafly, N.J., named VP-client relations.

John McGinnis, from Kartes Productions, Indianapolis, joins Telematrix there as head of film section.

John Shine, director of programing and operations, WMT-TV Cedar Rapids, Iowa, named director of programing for co-owned WAVE-TV Louisville, Ky.

Peter Marino, producer of *Roy Leonard Show* on WGN(AM) Chicago, named director of special program projects for WGN-TV there.

Bill Castleman, production manager, WDCA-TV Washington, joins WFLD-TV Chicago in same capacity.

Dan Vallie, program director, WBVQ(FM) Nashville, assumes additional duties as operations manager for Mooney Broadcasting of Nashville, licensee of WBVQ and WMAK(AM) there. **Sonja Thrasher**, air personality and assistant in programing for WYLD-AM-FM New Orleans, joins WMAK as program director.

Sam Faulk, air personality, WLWI(FM) Montgomery, Ala., named program director.

Bill Andrus, production manager, WAKR(AM)-WAEZ(FM) Akron, Ohio, joins WHK(AM) Cleveland as production director.

Craig Hines, formerly with KVEC(AM) and KATY(AM), both in San Luis Obispo, Calif., joins KKAL(AM) Arroyo Grande, Calif., as program director.

Drew Kaercher, former announcer for KOLE(AM) Port Arthur, Tex., joins KKBJ(AM) Bemidji, Minn., as program director. **Mark Kuhrke**, announcer for KKBJ, assumes additional duties as music director.

Ray Adams, field representative, Kentucky Division of Conservation, joins WAKY(AM) Louisville, Ky., as farm director.

Laurie Fagen, graduate, Arizona State University, Tempe, who has been working for KTAR(AM) Phoenix as air traffic reporter, named assistant producer of talk-interview program in addition to traffic reporting duties.

Karen Sobek, sales service assistant, KDKA-TV Pittsburgh, named traffic manager for co-owned WPNT(FM) there.

Lynn Hampton, formerly with WMBM(AM) Miami, joins WIGO(AM) Atlanta as air personality.

News and Public Affairs

Howard Stringer, executive producer of *CBS Reports*, working out of New York, named senior executive producer of that series and CBS News's *Magazine* program. **Grace Diekhous**, executive producer of *Magazine* and *Your Turn: Letters to CBS News*, given additional duties as senior producer of *CBS Reports*.

Jessica Savitch, NBC News correspondent, appointed principal reporter for NBC News's *Prime Time Sunday*, while continuing as principal reporter/writer of weekend editions of *NBC Nightly News* and nighttime weekend versions of *NBC News Update*.

Thalia Verganellis, manager of network news operations, ABC News, New York, named director of news operations.

Bill Whitney, morning anchor and reporter, WGBS-FM New York, named director of news and public affairs.



Whitney



Deibert

Len Delbert, head of public affairs and special events, WJLA-TV Washington, and formerly in news management position with WMAL(AM) there, rejoins WMAL as news director.

James Thebeau, assistant news director, KTVI(TV) St. Louis, joins WCSC-TV Charleston, S.C., as news director. **Frank Hunt**, news director, WCTV(TV) Charleston, joins WCSC-TV as senior reporter.

Steve Kremer, reporter, WILX-TV Onondaga (Lansing), Mich., named news director. **Mark Greenberg**, producer, named assistant news director. **Susan Hayes**, anchor, WXYZ(AM) Detroit, joins WILX-TV as weeknight co-anchor. **Kathi Tiplady**, formerly with WJIM-TV Lansing, joins WILX-TV as noon anchor. **Jackie Kelly**, reporter, KWGN-TV Denver, and **Peter Jaroff**, from KCHA(AM) Charles City, Iowa, join WILX-TV as reporters. **Rob Allan**, sports reporter, WTVW(TV) Evansville, Ind., joins WILX-TV as sports reporter and anchor. **Ed Ring**, meteorologist, WITN-TV Washington, N.C., joins WILX-TV in same capacity.

Bob Carlton, former public information officer for state of North Carolina, and former news director, WHL-TV Johnson City, Tenn., rejoins WHL-TV as news director.

Wayne Doolittle, reporter, WSBT(AM)-WWJY(FM)-WSBT-TV South Bend, Ind., named

news director.

Paul Gluck, 6 p.m. news producer, WJZ-TV Baltimore, named executive news producer for station, succeeding **John Bobel**, who has been named senior news producer. **Susan Dorothy Kopon**, reporter, WCBM(AM) Baltimore, joins WJZ-TV in same capacity.



Marsh

Michele Marsh, correspondent and weekend anchor at WCBS-TV New York, named co-anchor of station's weekday *Eleven O'Clock Report*.

Carole Yelverton, news director, producer and host of *The Hub News and Views* program on WQTV(TV) Boston, named director of news and community

affairs.

Frank Cloffi, chief assignment editor and producer at WNEW-TV New York, joins KRON-TV San Francisco as producer of evening weekend edition of station's *NewsCenter 4*.

Ted Kavanau, VP-director of evening news on WNEW-TV New York, joins Cable News Network, Atlanta, as senior producer-news. **Stan Berk**, independent producer and syndicator based in Washington, joins Cable News Network as recruiter of on-air personnel.

Roger Burnham, assignment editor and producer, WCKT(TV) Miami, named assistant news director.

Ysabel Duron, weekend co-anchor and general assignment reporter, KTVU-TV Oakland, Calif., joins Eyewitness News team of WBZ-TV Boston as general assignment reporter and weekend morning anchor.

Jayne Miller, reporter-anchor for noncommercial WQED(TV) Pittsburgh, joins WBAL-TV Baltimore as general assignment reporter.

Carolyn Raiser, producer and weekend anchor for WANE-TV Fort Wayne, Ind., named education reporter and morning "cut-in" anchor at KXAS-TV Fort Worth.

Ted Mullins, from KOVR(TV) Stockton, Calif., joins KETV(TV) Omaha as weekday co-anchor. **Jack Spaulding**, from KIFI-TV Idaho Falls, Idaho, joins KETV as photographer.

Terry Anzur, reporter and morning news managing editor, WTVI(TV) Miami, joins WSB-TV Atlanta as co-anchor of weekend news and general assignment reporter.

Deborah Wrigley, assistant assignment editor, KTRK-TV Houston, named reporter.

Mark De Marino, from WRAL(FM) Raleigh, N.C., joins news team of WGAR(AM) Cleveland.

John Willis, AP correspondent in charge of Spokane, Wash., bureau, appointed broadcast executive for southern Texas, based in Houston.

Jim Forsyth, news director, KSMN(AM) Mason City, Iowa, joins wwva(AM) Wheeling, W. Va., as reporter and morning anchor.

Mike Gleason, reporter and photographer with WOWT(TV) Omaha, assumes additional duties as producer of weekend news.

Craig Johnson, formerly with WMT-TV Cedar

Rapids, Iowa, joins KWWL-TV Waterloo, Iowa, as weather forecaster.

Bill Ward, from news department of KAYS-AM-TV Hays, Kan., joins WHO-TV Des Moines, Iowa, as news photographer.

Promotion and PR

David Ish, managing partner of Ish & Cognata, San Francisco design and marketing firm, joins public relations department of J. Walter Thompson there as account supervisor on Chevron account.

William Butler, advertising-promotion director, WDAF-TV Kansas City, Mo., joins WTHR(TV) Indianapolis as creative services director.

Mark Halliday, formerly with noncommercial WGBH-TV Boston, joins noncommercial WXXI(TV) Rochester, N.Y., as director of public information and special events.

Merrily Davis, account executive, WLCY(AM) St. Petersburg, Fla., named sales manager, creative services.

Mark Scheller, music director and announcer, KKBJ(AM) Bemidji, Minn., named assistant program director and promotion director.

Technology

G. Scott Brodey, VP-general manager of RCA Globcom Systems, New York, named VP-marketing for RCA Global Communications there. **Peggy Hughes-Whiting**, administrator, sales administration, RCA Broadcast Systems, Camden, N.J., named manager, marketing services of that RCA unit.

Paul Hoppe Jr., VP-engineering, Switchcraft, Chicago, named VP-marketing-sales.

Joerg Agin, regional sales manager in motion picture and audiovisual markets division, Pacific northern region, San Francisco, Eastman Kodak, named marketing director for motion picture and audiovisual products, business marketing planning.

Harold Culver, chief engineer, WAVE-TV Louisville, Ky., named director of engineering and operations.

Lee Adams, buyer with Federated Group's California Audio-Visual Super Stores, joins TDK Electronics Corp. as Western regional sales manager, based in Los Angeles. **Stanley deSzamelt**, sales manager, national accounts, Superscope, joins TDK as Midwest regional sales manager, Chicago.

Allied Fields

Elmer W. Lower, former president, ABC News and VP, corporate affairs, ABC Inc.; **Ragan A. Henry**, president, Broadcast Enterprises Network, and **Ernest Kinoy**, freelance writer whose credits include *Roots* and *Roots II*, named S.I. Newhouse professors, S.I. Newhouse School of Public Communications, Syracuse University, Syracuse, N.Y.

New officers, National Broadcast Association for Community Affairs, elected at annual conference held in Los Angeles Oct. 3-5: **Sandra M. Johnson**, WKW-TV Cleveland, president; **Howard Sturm**, KNBC-TV Los Angeles, first VP; **Arnold Wallace**, WCAU-TV Philadelphia, secretary, and **Paul LaCamera**, WCVB-TV Boston, treasurer. Elected regional VP's: **Both**

Rawles, WVT(TV) New Britain (Hartford), Conn., Northeast; **Jon Miller**, WPVI-TV Philadelphia, mid-Atlantic; **Joseph Abrell**, WTVI(TV) Miami, South; **Bette Shapiro**, KETV(TV) Omaha, Midwest; **Deb Dowling**, KHOW(AM) Denver, West, and **Marilyn Solomon**, KCOP(TV) Los Angeles, Pacific.

Charles Renwick, VP, affiliate relations, NBC Radio Network, named VP of SESAC Inc., New York, music licensing firm.

Michael Suffness, from Office of Cable Television, New Jersey Board of Public Utilities, joins Smith, Cooper Associates, cable television consultant and management company in Cherry Hill, N.J., as executive VP. **Swapan Bose**, also from New Jersey board, joins Smith, Cooper as VP-engineering. **Clyde Abee**, regional manager with Smith, Cooper, named VP-operations.

Thomas Mauro, formerly with antitrust division of Department of Justice, joins Washington communications law firm of John D. Pellegrin, which has moved offices to 1101 17th St., N.W., (202)293-3831.

James K. Francis, senior account executive, The Katz Agency, Los Angeles, joins Arbitron Western Radio Station Sales there as account executive.

Douglas Banik, associate research director, Benton & Bowles, New York, joins Advertising Research Foundation there as VP-research.

Deaths



Willard in 1948.

A. D. (Jess) Willard Jr., 75, former executive VP of National Association of Broadcasters, Washington, and retired president-general manager and part-owner of WGAC(AM) Augusta, Ga., died Oct. 9 in Augusta of cancer. Willard was manager of WJSV (now WTOPIAM) Washington) at time it was owned by CBS. He

later managed then CBS-owned WBT(AM) Charlotte, N.C. He was executive VP of NAB from 1945 to 1949 and was first head of its television division. He is survived by his wife, Georgianna, daughter, Mrs. Ford (Courtney) Conger of Aiken, S.C., and son, Arthur D. III, of Roanoke Rapids, N.C.

David O. Cooper, 68, with FCC for 30 years before retiring in 1971, died of heart attack Oct. 2 in his Arlington, Va., home. He worked for FCC in Washington before moving to Kansas City, Mo., in 1948 as chief of field division there. Several years later, he became supervisor of Control of Electromagnetic Radiation (CON-ELRAD) program for Southwest U.S. and later for Eastern U.S. He returned to Washington in 1961 as assistant chief of FCC's frequency allocation and treaty division where he remained until retirement. Survivors include his wife, Mary, one daughter and son.

Merritt S. (Jerry) Franken, 70, veteran television publicist with companies including Television Programs of America and National Telefilm Association in New York and Los Angeles, died at his home in Encino, Calif., last Tuesday (Oct. 8) of heart disease. He is survived by his wife, Charlotte, and son, Steve.

Stock Index

Exchange and Company	Closing Wed. Oct. 10	Closing Wed. Oct. 3	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
BROADCASTING						
N ABC	41	43 1/2	- 2 1/2	- 5.74	9	1,148
N Capital Cities	45	47 3/4	- 2 3/4	- 5.75	12	620
N CBS	49 1/2	52 3/4	- 3 1/4	- 6.16	7	1,390
N Cox	62 1/2	63 3/4	- 1 1/4	- 1.96	12	415
A Gross Telecasting	23 3/4	26 3/4	- 3	-11.21	8	19
O Lin	46 3/4	51 3/4	- 5	- 9.86	11	130
N Metromedia	66 1/2	70 1/4	- 3 3/4	- 5.33	9	305
O Mooney	9 1/2	9	+ 1/2	+ 5.55		4
O Scripps-Howard	54	53 1/2	+ 1/2	+ .93	10	139
N Storer	45	51 1/4	- 6 1/4	-12.19	12	231
N Taft	27 7/8	30	- 2 1/8	- 7.08	9	238

BROADCASTING WITH OTHER MAJOR INTERESTS

A Adams-Russell	19 5/8	21 3/8	- 1 3/4	- 8.18	16	24
A Affiliated Pubs.	25 7/8	27 7/8	- 2	- 7.17	9	90
N American Family	10 1/4	13 7/8	- 3 5/8	-26.12	4	107
N John Blair	20 3/8	23 3/4	- 3 3/8	-14.21	5	75
N Charter Co.	37	42 7/8	- 5 7/8	-13.70	32	805
N Chris-Craft	16	19 3/4	- 3 3/4	-18.98	9	68
N Coca-Cola New York	6	6 1/4	- 1/4	- 4.00	8	105
N Combined Comm.	10 3/4	12 1/4	- 1 1/2	-12.24	4	114
N Cowles	22 1/2	24 5/8	- 2 1/8	- 8.62	18	89
N Dun & Bradstreet	37 5/8	40 1/4	- 2 5/8	- 6.52	15	1,047
N Fairchild Ind.	33 1/2	35 1/2	- 2	- 5.63	7	191
N Fuqua	12 1/2	14	- 1 1/2	-10.71	4	158
N Gannett Co.	45 1/4	48 3/4	- 3 1/2	- 7.17	15	1,216
N General Tire	21 7/8	23	- 1 1/8	- 4.89	5	507
O Gray Commun.	27	29	- 2	- 6.89	8	12
N Harte-Hanks	22 3/4	24 1/8	- 1 3/8	- 5.69	13	211
O Heritage Commun.	7 7/8	9	- 1 1/8	-12.50		12
N Jefferson-Pilot	32 3/4	34 7/8	- 2 1/8	- 6.09	9	749
O Marvin Josephson	12 3/4	14 1/2	- 1 3/4	-12.06	7	32
O Kansas State Net	26	26			22	46
N Knight-Rider	24 1/8	25	- 7/8	- 3.50	10	796
N Lee Enterprises*	22 5/8	22 5/8			12	164
N Liberty	36 1/2	38 3/4	- 2 1/4	- 5.80	8	246
N McGraw-Hill	24 5/8	26 1/4	- 5/8	- 6.19	10	610
A Medis General	23 3/4	25 5/8	- 1 7/8	- 7.31	10	177
N Meredith	32 1/8	33	- 7/8	- 2.65	7	99
O Multimedia	30 1/2	31 1/4	- 3/4	- 2.40	13	203
A New York Times Co.	23 1/4	24 5/8	- 1 3/8	- 5.58	18	269
N Outlet Co.	19 7/8	22 1/2	- 2 5/8	- 1.66	5	48
A Post Corp.	20 3/4	22 3/4	- 2	- 8.79	9	37
A Reeves Telecom	4 7/8	5	- 1/8	- 2.50	54	11
N Rollins	26 1/4	30 1/2	- 4 1/4	-13.93	13	351
N San Juan Racing	13 7/8	15 1/2	- 1 5/8	-10.48	18	34
N Schering-Plough	30 1/2	32 3/4	- 2 1/4	- 6.87	8	1,632
A Sonderling	25 3/4	25 3/4			8	28
A Tech Operations	10	11 1/8	- 1 1/8	-10.11	25	13
N Times Mirror Co.	34	36 1/8	- 2 1/8	- 5.88	9	1,154
O Turner Broadcasting*	11	11				108
A Washington Post	22 3/4	24 5/8	- 1 7/8	- 7.61	7	361
N Wometco	19 7/8	24	- 4 1/8	-17.18	9	170

CABLECASTING

A Acton Corp.	9 3/4	11 7/8	- 2 1/8	-17.89	6	25
O Ameco+						
O Athena Comm.	5 3/4	7 1/4	- 1 1/2	-20.68		12
O Burnup & Sims	7 1/8	7 1/4	- 1/8	- 1.72	38	60
O Cable Info.*	6	6			30	3
O Comcast	16 3/4	20	- 3 1/4	-16.25	16	28
O Entron*	5	5			5	4
N General Instrument	41 1/4	43 1/4	- 2	- 4.62	11	324
O Genev Corp.	20	24	- 4	-16.66	9	22
O Tele-Communications	16 3/4	20 1/8	- 3 3/8	-16.77	21	178
N Teleprompter	17 3/8	17 3/4	- 3/8	- 2.11	23	294
O Texcan	4 1/2	5	- 1/2	-10.00	26	3
N Time Inc.	44	46 3/8	- 2 3/8	- 5.12	8	1,228
O Tocom	11	12 1/4	- 1 1/4	-10.20	23	16
O UA-Columbia Cable	27 1/2	30 1/2	- 3	- 9.83	13	92
O United Cable TV	19	24 3/4	- 5 3/4	-23.23	13	77
N Viacom	29 7/8	31 1/2	- 1 5/8	- 5.15	15	113

Exchange and Company	Closing Wed. Oct. 10	Closing Wed. Oct. 3	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
PROGRAMING						
A Amer. Intl. Pics	9 3/4	9 3/4				23
O Chuck Barris Prods.	5	6	- 1	-16.66	2	15
A Cinema 5 Ltd.	4 7/8	4 7/8				3
N Columbia Pictures	23 1/8	25 3/4	- 2 5/8	-10.19	4	225
N Disney	38 1/8	39 3/8	- 1 1/4	- 3.17	12	1,236
N Filmways	13 1/2	15 3/8	- 1 7/8	-12.19	8	72
Four Star*	1	1				10
N Gulf & Western	15 1/8	16 1/4	- 1 1/8	- 6.92	4	720
N MCA	49 1/4	52 1/4	- 3	- 5.74	9	1,148
N MGM	17	19 5/8	- 2 5/8	-13.37	8	518
O Medcom	3	3 1/2	- 1/2	-14.28	12	5
N Transamerica	17 3/8	19 1/4	- 1 7/8	- 9.74	6	1,147
N 20th Century-Fox	39 3/4	42 5/8	- 2 7/8	- 6.74	5	309
O Video Corp. of Amer.	6 7/8	9	- 2 1/8	-23.61	23	6
N Warner	39 1/4	41 1/2	- 2 1/4	- 5.42	9	770
A Wrather	15 3/4	17 3/4	- 2	-11.26	43	36

SERVICE

O BBDO Inc.	33 1/4	36 1/4	- 3	- 8.27	7	83
O Compact Video	7 1/4	9 1/2	- 2 1/4	-23.68		13
N Comsat	37 7/8	39 1/2	- 1 5/8	- 4.11	9	303
O Doyle Dane Bernbach	20	22	- 2	- 9.09	7	53
N Foote Cone & Belding	20 5/8	23	- 2 3/8	-10.32	7	53
O Grey Advertising	36	37 1/2	- 1 1/2	- 4.00	4	22
N Interpublic Group	30 3/4	29 3/8	+ 1 3/8	+ 4.68	6	73
O MCI Communications	5 1/8	5 7/8	- 3/4	-12.76	64	105
A Movielab	4 3/4	5	- 1/4	- 5.00	8	7
A MPO Videotronics	5 1/4	5 3/8	- 1/8	- 2.32	5	2
O A. C. Nielsen	24 1/8	24	+ 1/8	+ .52	11	265
O Ogilvy & Mather	22 1/4	22 1/2	- 1/4	- 1.11	7	80
O Telemation	1 3/4	1 3/4			2	1
O TPC Communications	6	6 3/4	- 3/4	-11.11	11	5
N J. Walter Thompson	28 1/8	28 1/2	- 3/8	- 1.31	6	74
N Western Union	17 5/8	19 3/4	- 2 1/8	-10.75	8	267

ELECTRONICS/MANUFACTURING











O AEL Industries	6 5/8	7 1/4	- 5/8	- 8.62	5	11
N Ampex	16 1/8	17 7/8	- 1 3/4	- 9.79	11	183
N Arvin Industries	12 3/4	13 1/2	- 3/4	- 5.55	4	75
O CCA Electronics*	1/8	1/8			1	
A Catec	4 1/4	5 1/8	- 7/8	-17.07	9	2
A Cohu	4 1/4	5	- 3/4	-15.00	14	7
N Conrac	16	16 1/2	- 1/2	- 3.03	25	32
N Eastman Kodak	52 1/2	53	- 1/2	- .94	9	8,472
O Farinon	12 1/4	12 1/2	- 1/4	- 2.00	11	60
N General Electric	48 7/8	50 3/4	- 1 7/8	- 3.69	9	9,021
N Harris Corp.	30 1/2	32 1/8	- 1 5/8	- 5.05	13	796
O Harvel Industries	6 1/2	6 1/2			17	3
O Intl. Video Corp.*	1 1/4	1 1/4				3
O Microdyne	20 1/2	22	- 1 1/2	- 6.81	21	2
N M/A Com, Inc.	26 1/2	29 3/8	- 2 7/8	- 9.78	34	1,498
N 3M	51 1/8	51 1/2	- 3/8	- .72	11	5,954
N Motorola	49 3/8	54 1/4	- 4 7/8	- 8.98	12	1,409
N N. American Philips	28	30 1/8	- 2 1/8	- 7.05	5	336
N Oak Industries	28 1/4	30 1/2	- 2 1/4	- 7.37	19	102
O Orco Corp.	5 3/8	6 5/8	- 1 1/4	-18.86	8	10
N RCA	23 1/2	25	- 1 1/2	- 6.00	6	1,759
N Rockwell Intl.	43 1/4	45 7/8	- 2 5/8	- 5.72	7	1,522
A RSC Industries	3 1/8	3 1/4	- 1/8	- 3.84	17	7
N Scientific-Atlanta	42 7/8	43 1/4	- 3/8	- .86	24	182
N Sony Corp.	7 3/8	8 1/8	- 3/4	- 9.23	12	1,272
N Tektronix	58 1/8	59 3/8	- 1 1/4	- 2.10	15	1,045
O Valtec	9 3/4	13 1/2	- 3 3/4	-27.77	21	38
N Varian Associates	22 7/8	25 1/8	- 2 1/4	- 8.95	127	156
N Westinghouse	19 1/2	20 5/8	- 1 1/8	- 5.45	5	1,686
N Zenith	11 3/8	12 5/8	- 1 1/4	- 9.90	11	213

Standard & Poor's 400 Industrial Average 116.71 122.50 -5.79

Notes: A-American Stock Exchange, M-Midwest, N-New York, P-Pacific, O-over the counter (bid price shown, supplied by Shearson, Hayden Stone, Washington). P/E ratios are based on earnings per share for previous 12 months as published by Standard & Poor's or as obtained by Broadcasting's own research. Earnings figures are exclusive of extraordinary gain or loss. Footnotes: *Stock did not trade on given day, price shown is last traded price. **No P/E ratio computed, company registered net loss. ***Stock split. +Traded at less than 12.5 cents.

Added Attractions

BROADCASTING's editors and writers are at work on a number of special reporting assignments scheduled (*) to appear during the next few months. Among the more prominent prospects:

- Oct 29  Status report on **children's TV**: its trials, its triumphs and its prospects for the future. Principal areas of interest: **programming, advertising, regulation.**
- Nov 5  The official track record on **radio revenues in 1978**, as compiled by the FCC. Along with: the first report in a continuing series—**Campaign 1980**—that will follow key broadcast developments leading up to election day.
- Nov 12  A looking-forward report on **the next quarter century of television**—coinciding with a looking backward at the first 25 years of the Television Bureau of Advertising.
- Dec 10  After the fact: the full story, reported on the scene in Geneva, of **what happened at WARC '79**, to whom, and to what eventual effect.
- Dec 17  Annual special report on the **state of the art in broadcast equipment and technology.**
- Dec 17  The **top 100 records** on pop radio playlists in 1979, plus the **top 50** in country. Just in time for yearend programming.
- Jan 7  Annual double issue, featuring BROADCASTING, exclusive report and analysis of the **top 100 companies in electronic communications.**
- Jan 21  Will it be another record year in TV, AM and FM station sales? Read all about it in the annual **station trading special**, playing back the "Changing Hands" track record of 1979.
- Feb 11  **Pre-NATPE.**
- Feb 18  **NATPE.**

That's not all on our drawing boards, but it gives a general idea. BROADCASTING will continue to update this schedule as appropriate, (a) to give readers an idea of what's upcoming, (b) to give sources due notice that we're at work in their territories and (c) to give advertisers a chance to plan their own marketing strategies in tandem with these editorial opportunities.

You Belong in Broadcasting Every Week

* Publication dates are subject to change, dependent on the progress of research and the pressures of and pre-emptions by other breaking news developments.

Staff honcho at the FCC: Lichtwardt

Don Lichtwardt is not averse to change. As chief administrative officer of the agency mandated to regulate the communications industry, he can't afford to be.

As the FCC's executive director, Lichtwardt (pronounced Likewart) is responsible for housing, staffing, supplying—all the administrative logistics involved in running the commission. Aiding him in that function is his can-do attitude. "A bureaucrat tends to sit back and tell the person he's serving all the reasons why something can't be done, and I oppose that bitterly," he says. "There are all sorts of ways you can get something done. The typical reaction doesn't have to be 'no'."

Twenty-two years in the Air Force prepared Lichtwardt for change. The built-in reassignment process in the military left him little choice but to accept it. "It's a way of life . . . you just get into your harness and go," he says. And that typifies his attitude about the agency he administers.

He was appointed to the executive director spot in November 1974 by then-Chairman Richard Wiley. He has seen a new administration come in under Chairman Charles Ferris, with a new set of ideas on how the FCC should operate. "Ferris is a man of change," Lichtwardt says, "but change means progress, and you can't stand in the way of progress. I realize there are gripes about some of the changes in this agency, but a professional person shouldn't get embedded in a way of doing business."

And Lichtwardt is a professional in his way of dealing with problems within the commission and his own office. "I believe in laying my cards on the table—I don't like to hurt anyone, but I always lay it out like it is," he says.

Lichtwardt, who left the Air Force as a lieutenant colonel in September 1972, joined the FCC the following month as a senior program analyst in the financial management division of the executive director's office. He moved on to become assistant for management in the office of the chief of the field operations bureau. To those and his current posts, Lichtwardt brings a background in data automation, something he believes in strongly.

In responding to a recent General Accounting Office report on the FCC's management and information control systems, Lichtwardt said one of his primary goals is to create a more efficient and effective data automation system at the commission.

He believes this will enhance the support his office provides the rest of the commission. The dapper Lichtwardt feels that good information control will enable the



Richard Donald Lichtwardt—executive director, FCC; b. Jan. 27, 1931; enlisted in Air Force 1951; retired as lieutenant colonel, stationed at Pentagon, 1972; BA, business administration, University of Texas, 1960; MBA, Syracuse University, 1964; joined FCC as senior program analyst in financial management division of executive director's office, 1972; assistant for management, Field Operations Bureau, 1974; assistant for management, Field Operations Bureau, 1974; acting executive director, 1974, until formal appointment, 1975; m. Dorothy Lawrence, July 14, 1971; children (previous marriage)—Richard D. Jr., 26; Brian, 23, and Sandra, 20.

agency to keep track of priorities and objectives.

In staying on top of the projects and data that flow from office to office, he says, "we will be able to functionally align the activities of the various offices." He believes the government manager should be "more of a manager and less of a technician in his particular field."

He said while it is not a real problem, the nature of the FCC is such that it cannot make long-range plans. And the information on communications is sometimes so technical that every avenue must be explored before a rulemaking can proceed or a decision is reached. Having current, updated information on all proceedings will maximize effectiveness and help the agency in all these processes, he believes.

Lichtwardt also feels that the FCC is moving toward a more management-effective organization in other ways. He doesn't believe in centralization of authority and says, "each bureau chief and subordinate should manage that bureau. We don't need another layer at the top of the pyramid." He sees his role as an administrator, not a policy-maker, one who informs the commission of the impact on itself of its policies. "I would be responsible for telling them how many people and how many dollars it will cost to implement a particular program," he says.

He believes his most useful role at this

point is to provide support to others in administrative roles. Ferris believes in filtering authority through all levels of the FCC and thereby making each bureau chief and office head responsible for the actions of his or her particular section.

Lichtwardt said he is "excited" at the way the agency is moving in this respect, because each bureau is envisioned as becoming a well-oiled part of the larger agency.

And although he is not involved in the policy-making aspect of the FCC, the executive director absorbs its issues, priorities and ways of thinking through "osmosis," Lichtwardt says. With this, he wholly supports the deregulatory cause. "As technology advances, there will be a tremendous amount of diversification of entertainment opportunities . . . people will be given more choices . . . the demand and capability of the industry to satisfy that demand will dictate the structure of broadcasting in the future," he says.

And he doesn't believe the FCC should stand in the way of that development "absent any public interest perspective that something is going to be destroyed." But, Lichtwardt said, "the definition of the public interest is not written in stone. It is a fluid doctrine and cannot change at the whim of political appointees to the commission. Society and technology will dictate its changes and flexibility."

Lichtwardt is calm, even-tempered and his demeanor exudes confidence. He is well-dressed, with slightly graying hair and blue eyes that look out through wire-rimmed glasses. He uses a cigarette holder that has become something of a trademark but he explains that it is not an affectation; he uses it for filtering purposes.

He is a hard worker who has basically no fears about the future at the FCC, and his philosophy for change and progress enables him to be this way. His long hours at the agency do not leave him much time for recreation. But, he says he is an "inveterate" reader, and likes to play the piano. He is more of a sports spectator than a participant, and an avowed Redskins fan.

Lichtwardt paints a contented picture of himself, although he's ready to switch positions if the call arises.

What privacy he has, he protects. And he said that if he has any fears, it is how his privacy will be protected in the future. He feels that unless information-gathering and its use is limited, a citizen's privacy may be compromised.

"I don't want to see a government or a private organization tap information on me or you that's essentially private. We must be wise enough and smart enough to assure that a citizen's privacy is maintained. To destroy that will really put us in Orwell's 1984."

Editorials

The herd instinct

The National Radio Broadcasters Association held its annual convention in Washington last week, slightly less than a month after the National Association of Broadcasters held its annual radio programming conference in St. Louis. During some panel sessions on last week's program, delegates who had also been in St. Louis must have thought that this was where they came in. The cast of participants may have changed, with some exceptions, but many of the topics were familiar.

There are probably more differences than similarities in the NRBA's convention and the NAB's radio conference, but the overlap is enough to raise again the question of whether too many meetings encumber broadcasters' calendars.

The NRBA began its annual conventions for both AM and FM (an expansion of its former status as an FM-only association) several years ago to counterprogram NAB conventions, which some radio members had complained were tilting overwhelmingly toward television. Two years ago the NAB countered with its first radio conference, intended to recapture its image as an association for both radio and television and perhaps even to divert attention from the NRBA. (There was also a hint of ambition to create a radio version of the National Television Program Executives annual conference, which has become the premiere television syndication market, a role the NAB once occupied, but that is another story.)

To the NRBA convention, the NAB radio conference, the NATPE conference and the NAB's main event must be added scores of national and regional meetings held by specialized associations and other groups. Understandably there have been cries, some sounded on this page, for consolidation.

Years of observation, however, now compel the conclusion that meetings will proliferate with the diversification of interests in broadcasting and allied arts. As the home communications business expands and the specialties within it multiply, the up-front "Datebook" in this magazine is destined to occupy more space. Meetings will disappear only when attendance drops and the exhibitors of goods and services lose interest. Let the marketplace decide.

Heaven sent

Broadcast journalism was at its professional best during the U.S. visit of Pope John Paul II. It was thorough but not excessive, respectful but not deferential. It was also highly individualistic.

Although stations and networks joined in pools for events of general interest, they differed widely in their use of pool material, their own originations and their scheduling. The papal presence could be heard or seen somewhere on the dial at almost every public moment of his tour, but regular programming was also to be had elsewhere at most times. The audience had choices it does not always have when events of uncommon magnitude attract broadcaster attention.

One point should not be lost on broadcasting critics who resent the profitability of the business: The technological virtuosity and commercial dislocation entailed in coverage like that of the Pope can be afforded only by successful media. No marginal operations could buy the sophisticated hardware or support the skilled workers that were committed on a massive scale to follow the papal tour.

Upon departure, the Pope expressed appreciation to "those who have been close to me through the providential media of press, radio and television." Repeating: providential media.

Crucial criterion

The doubts, misgivings and outright objections raised by FCC members in voting to issue a notice of rulemaking to deregulate radio (BROADCASTING, Oct. 8) assure the extension of this procedure well into the 1980's. If final action ever comes, it is unlikely to bear much resemblance to the relief that broadcasters have been hoping for.

There is, however, little question that in the minds of some commissioners deregulation and decentralization mean the same thing. The lifting of some federal controls over operations is tied in those minds to an increase in radio facilities and a diffusion of ownership. The purpose of expansion and redistribution is primarily to open the field to minority participation.

As a special report elsewhere in this issue makes clear, minorities are demanding more opportunity and will support such proposals as an enlargement of the AM band, a reduction of AM channel widths from 10 khz to 9, a breakdown of clear channels and a breakup of crossownerships. Those aspirations are understandable. Perhaps they can at least in part be realized. But in the headlong rush to create more stations, the FCC must keep the total public interest in mind.

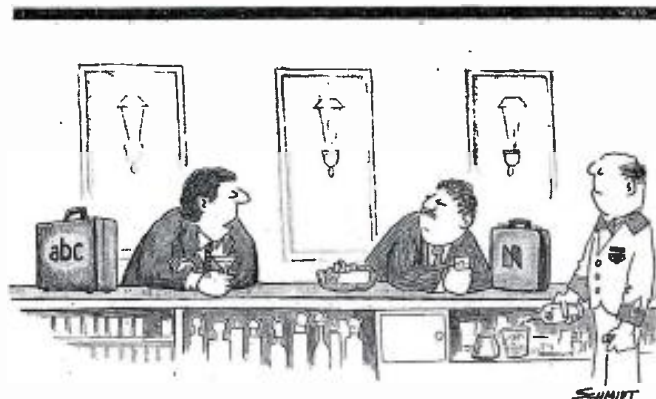
Physical engineering, not social engineering, is the discipline to apply when the FCC starts tinkering with radio allocations. Before AM standards are radically changed, it must be certain that the technical quality of service will be unharmed. Delivery of listenable signals is the objective to be sought. If that objective cannot be met, forget it.

Perpetual plebiscite

Three weeks do not a television season make, but winning two out of three must give Fred Silverman and his colleagues brief relief from corporate pressure to get NBC-TV out of the basement it had occupied. It may be as close to a moment of tranquility as is ever experienced in the executive suites at any television network.

ABC-TV and CBS-TV may have their moments later on. Right now they are adjusting schedules and replacing shows in maneuvers that are certain to affect the standings, however unpredictably. The one certainty in network programming is that it will change as audiences search, find and reject.

How many politicians would be willing to submit to public vote every half hour?



Drawn for BROADCASTING by Jack Schmidt

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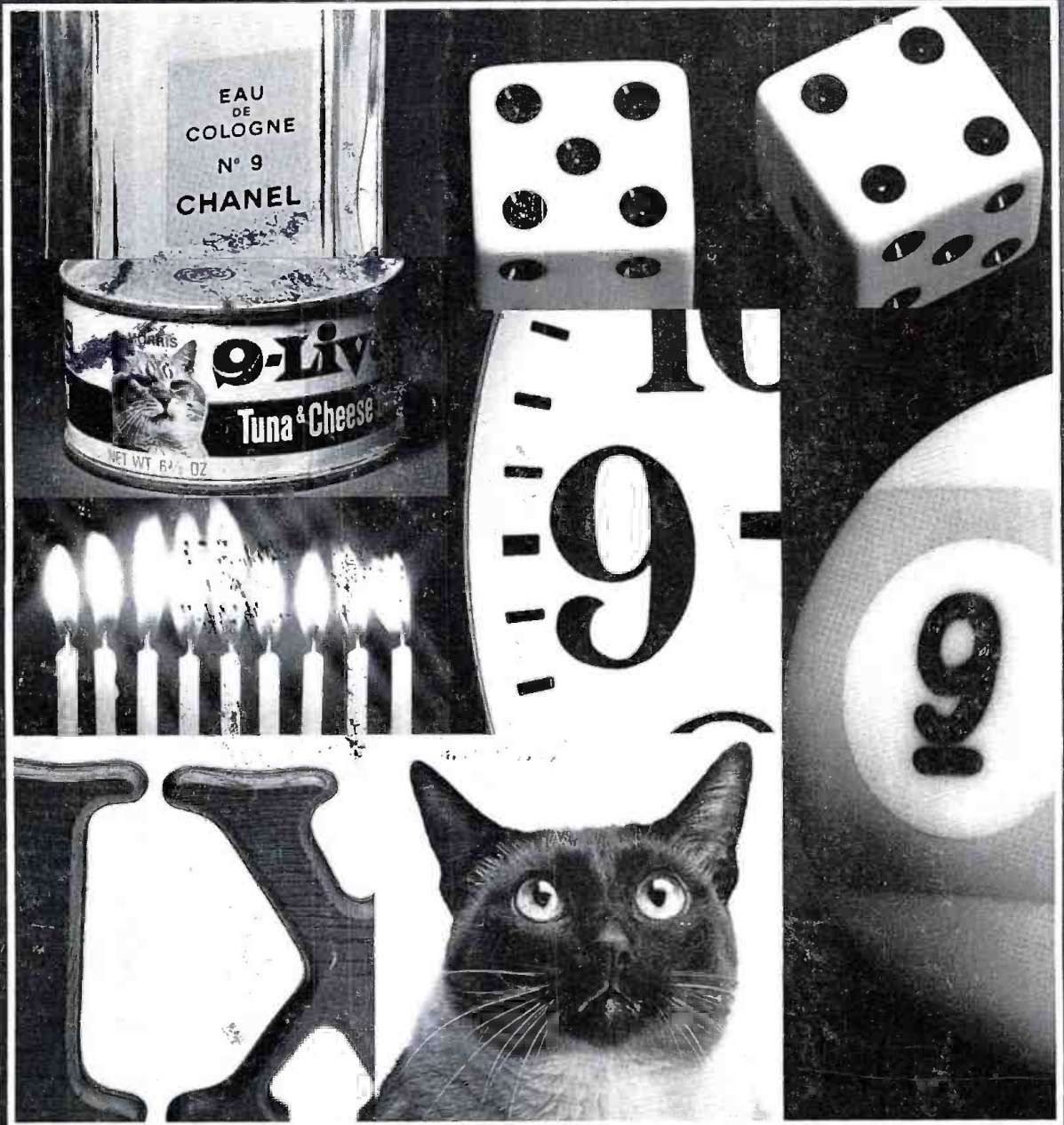
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