

Oct. 29, 1979

Status report on children's TV: Nobody loves it but the kids

Broadcasting Oct 29

The newsweekly of broadcasting and allied arts

Our 49th Year 1979

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OUR NEWS IS GOOD NEWS.



To the Texas Association of United Press International. Fact is, when UPI sat down to review the year's best efforts in electronic journalism, they discovered what Houston viewers have known all along. KPRC TV's Big 2 News at 6 and 10 are real winners, in more ways than one.

Our team of news professionals are backed by the largest electronic news-gathering capabilities in the area. And they work hard to provide the latest coverage of local, state and national events, so our viewers will always know what's news.

It's nice to be recognized for outstanding work, but success won't spoil us. We'll keep on doing our best to be even better. Big 2 News, the best news yet.

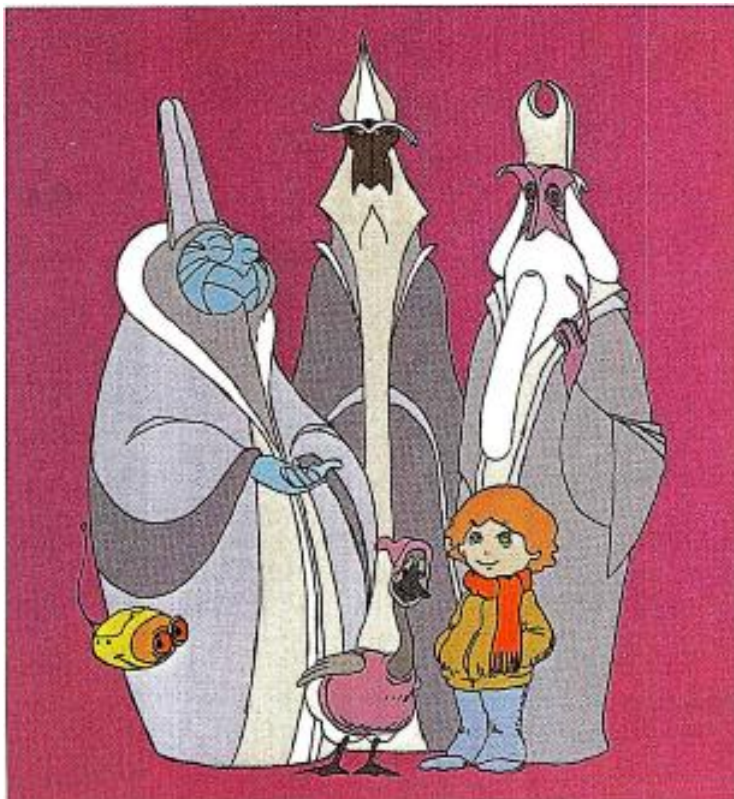
2_N
KPRC TV HOUSTON
Petry Television, Incorporated, National
Representatives/NBC Affiliate

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PAPER

WE WORK

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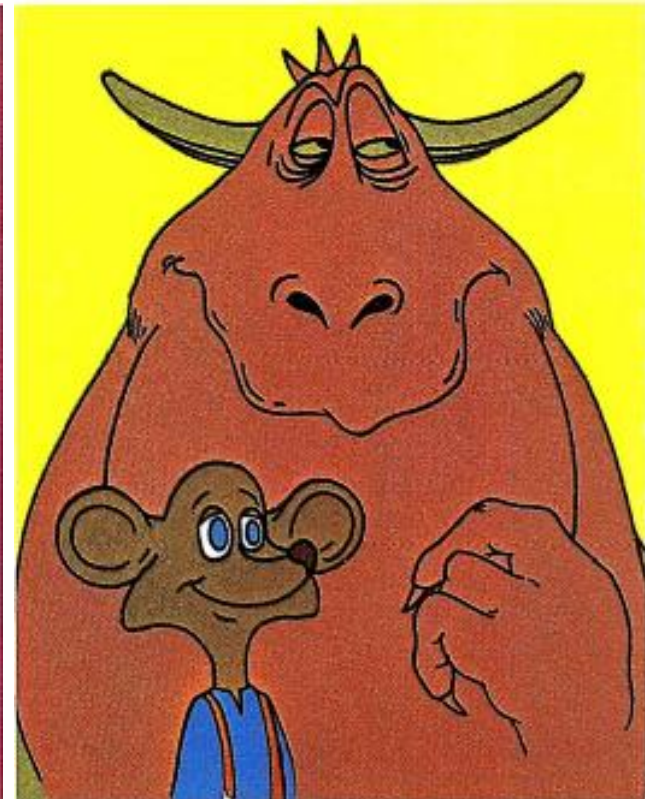


"A Cosmic Christmas"

185 stations

"Animation was lively and the voice-overs well meshed into the thoroughly professional production."

VARIETY



"The Devil and Daniel Mouse"

151 stations

"Delightful animated half hour for kids, their parents and those really hip to today's rock music scene...a dandy twist on The Devil and Daniel Webster."

VARIETY

When special holidays approach, local stations and network advertisers now look to Viacom for the best holiday specials by Nelvana.

First came "A Cosmic Christmas," a beautiful, fully animated half hour of science-fiction adventure created by Nelvana Productions for family viewing at Christmas.

Viacom placed this special on 161 stations for 93% national coverage in 1977 and sold out national sponsorship to top network advertisers. A year later, 24 new stations swelled the lineup

to 185, and coverage rose to 97%.

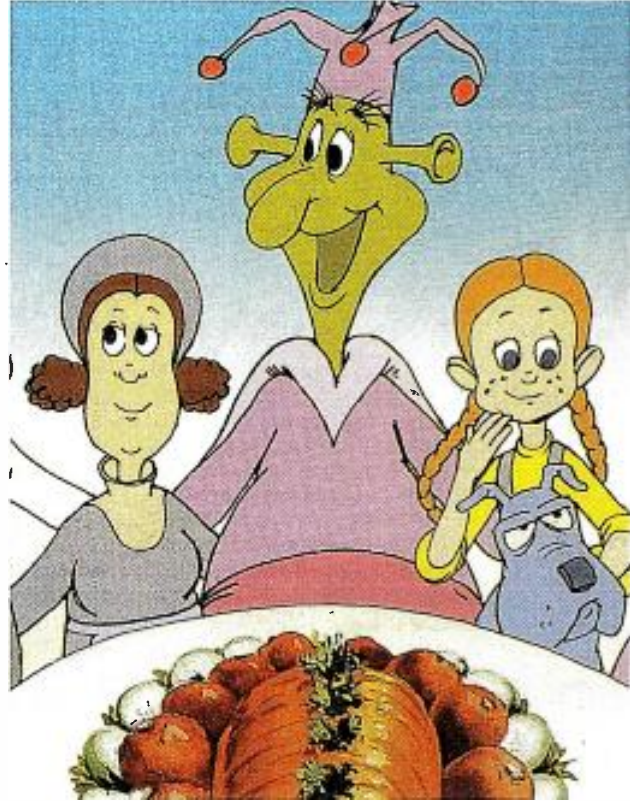
Next from Nelvana came "The Devil and Daniel Mouse" for Halloween viewing. It was another Viacom sellout to network advertisers. And a 1978 lineup of 151 stations produced 91% national coverage the first year.

"Romie-O and Julie-8," with a debt to Shakespeare and disco, was Nelvana's third success. And still another advertiser sellout by Viacom. With a first-year lineup of 154 stations and 92% national coverage in 1978.

HOLIDAYS.



© 1979



© 1979

“Romie-O and Julie-8”

154 stations

“Inspired madness guaranteed to tickle the funnybones of family audiences...animation and production values are topnotch.”

VARIETY

“Intergalactic Thanksgiving”

140 stations to date

New for the 1979 Thanksgiving season!
Original music by John Sebastian.
Sid Caesar as the voice of King Goochi.

Now, Nelvana has produced its fourth. ‘Intergalactic Thanksgiving,’ a space-age, animated comic-adventure for premiere broadcast during the 1979 Thanksgiving season. It’s another successful advertiser sellout. And stations already number 140 for 90% national coverage to date.

On the Nelvana drawing boards is a fifth fully animated half hour for first broadcast during the 1980 Easter season.

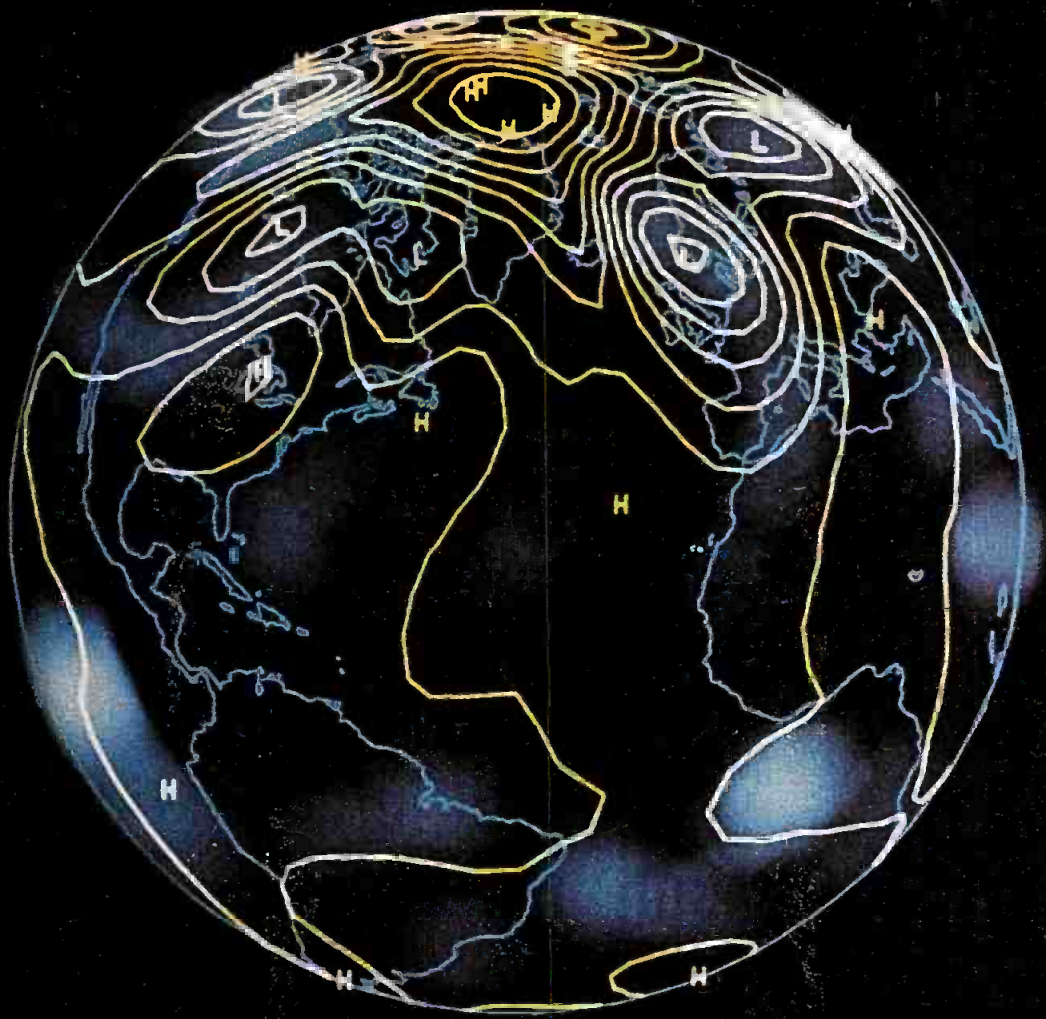
Like the first four, this Easter special will

feature an original music score and the exquisite, elaborate production that have catapulted Nelvana Productions and Viacom into the front ranks of successful producers and distributors of advertiser-sponsored specials for family viewing.

Advertiser and station inquiries are invited. In fact, a call to Viacom National Sales at (212) 575-5175 could make our holiday specials your cause for celebration!



FORECAST FOR A HIT SHOW



“The Almost, Not Quite, Sure Thing”

a one-hour television special on the one event that everyone watches and talks about—but no one calls quite right—the weather
hosted by Fritz Weaver

In January, when your viewers are wondering what the winter will bring next, you can bring them “The Almost, Not Quite, Sure Thing.”

Filmed on more than twenty locations around the world, “The Almost, Not Quite, Sure Thing” shows how (and how well) weather forecasting works in life and death, win or lose, boom or bust situations—from balloon racing at 14,000 feet over Pike’s Peak to hurricane watching at sea-level in Mobile, from trading this fall’s corn in Chicago to designing next

spring’s fashions in Paris, from picking the starting lineup in Milwaukee to picking champagne grapes in the Napa Valley, and from routing trucks through a blizzard in Buffalo to navigating yachts through a freak gale in the English Channel.

For a more detailed forecast of “The Almost, Not Quite, Sure Thing”—the first in a series of annual specials on the weather—contact George Back at 212-689-4038.

Syndication by George Back and Associates/Produced by Playback Associates/Presented by



INTERNATIONAL HARVESTER

AND 157 STATIONS AGREE!

Abilene, TX
KTXS-TV
 Ada, OK
KTEN-TV
 Albany, NY
WTEN-TV
 Albion, NE
KCNA-TV
 Alexandria, MN
KCMT-TV
 Amarillo, TX
KFDA-TV
 Atlanta, GA
WAGA-TV
 Augusta, GA
WRDW-TV
 Bakersfield, CA
KERO-TV
 Baltimore, MD
WBAL-TV
 Bangor, ME
WVII-TV
 Baton Rouge, LA
WBRZ-TV
 Battle Creek, MI
WUHQ-TV
 Beaumont, TX
KJAC-TV
 Billings, MT
KTVQ-TV
 Binghamton, NY
WBNG-TV
 Boise, ID
KTVB-TV
 Boston, MA
WSBK-TV
 Bowling Green, KY
WBKO-TV
 Buffalo, NY
WKBW-TV
 Burlington, VT
WEZF-TV
 Casper, WY
KTWO-TV
 Champagne, IL
WICD-TV

Charleston, SC
WCSC-TV
 Charlotte, NC
WCCB-TV
 Chattanooga, TN
WTVC-TV
 Cheboygan, WI
WTOM-TV
 Chicago, IL
WGN-TV
 Cincinnati, OH
WKRC-TV
 Clarksburg, WV
WDTV
 Cleveland, OH
WEWS-TV
 Columbia, MO
KOMU-TV
 Columbus, OH
WTVN-TV
 Dayton, OH
WDTN-TV
 Denver, CO
KWGN-TV
 Des Moines, IA
KCCI-TV
 Detroit, MI
WJBK-TV
 Dothan, AL
WDHN-TV
 Duluth, MN
KDLH-TV
 Durham, NC
WTVD-TV
 Eau Claire, WI
WEAU-TV
 El Centro, CA
KECC-TV
 El Dorado, AR
KTVE-TV
 Erie, PA
WICU-TV
 Escanaba, MI
WJMN-TV
 Eugene, OR
KEZI-TV

Evansville, IL
WTWV-TV
 Fairbanks, AK
KTVF-TV
 Fargo, ND
KXJB-TV
 Fayetteville, AR
KTVP-TV
 Fresno, CA
KFSN-TV
 Ft. Meyers, FL
WBBH-TV
 Ft. Smith, AR
KFPW-TV
 Ft. Wayne, IN
WPTA-TV
 Glendive, MT
KXGN-TV
 Great Falls, MT
KFBB-TV
 Green Bay, WI
WFRV-TV
 Greenville, SC
WFBC-TV
 Harlingen, TX
KGBT-TV
 Hayes Center, NE
KWNB-TV
 Hays Springs, SD
KDUH-TV
 High Point, NC
WGHP-TV
 Hilo, HI
KHVO
 Honolulu, HI
KITV
 Houston, TX
KTRK-TV
 Huntington, WV
WSAZ-TV
 Idaho Falls, ID
KIFI-TV
 Jacksonville, FL
WJXT-TV
 Johnstown, PA
WTAJ-TV

Joplin, MO
KODE-TV
 Kansas City, MO
KMBC-TV
 Kearney, NE
KHGI-TV
 Klamath Falls, OR
KOTI
 Knoxville, IN
WATE-TV
 Lead, SD
KHSD-TV
 Lebanon, PA
WLYH-TV
 Lewiston, ID
KLEW-TV
 Lexington, KY
WLEX-TV
 Los Angeles, CA
KTTV
 Louisville, KY
WLKY-TV
 Lubbock, TX
KLBK-TV
 Madison, WI
WMTV
 Medford, OR
KOBI-TV
 Memphis, TN
WMC-TV
 Meridian, MS
WTOK-TV
 Miami, FL
WPLG-TV
 Milwaukee, WI
WITI-TV
 Minneapolis, MN
KMSP-TV
 Mobile, AL
WALA-TV
 Moline, IL
WQAD-TV
 Montgomery, AL
WCOV-TV
 Nashville, TN
WNGE-TV

New Bern, NC
WCTI-TV
 New Haven, CT
WTNH-TV
 New York, NY
WNEW-TV
 North Platte, NE
KNOP-TV
 Odessa, TX
KOSA-TV
 Oklahoma City, OK
KOCO-TV
 Omaha, NE
WOWT-TV
 Orlando, FL
WFTV
 Paducah, KY
WPSD-TV
 Panama City, FL
WJHG-TV
 Pasco, WA
KEPR-TV
 Peoria, IL
WRAU-TV
 Philadelphia, PA
WPVI-TV
 Pittsburgh, PA
WIBC-TV
 Portland, ME
WGAN-TV
 Portland, OR
KPTV
 Portsmouth, VA
WAVY-TV
 Providence, RI
WJAR-TV
 Quincy, IL
KHQA-TV
 Rapid City, SD
KOTA-TV
 Redding, CA
KRCR-TV
 Rhinelander, WI
WAEQ-TV
 Richmond, VA
WXEX-TV

Roanoke, VA
WLSL-TV
 Rochester, MN
KTTC-TV
 Rochester, NY
WHEC-TV
 Rockford, IL
WTVO-TV
 Sacramento, CA
KCRA-TV
 Saginaw, MI
WNEM-TV
 Salt Lake City, UT
KUTV
 San Antonio, TX
KMOL-TV
 San Diego, CA
KCST-TV
 Santa Barbara, CA
KEYT-TV
 Savannah, GA
WJCL-TV
 Seattle, WA
KIRO-TV
 Sheridan, WY
KSGW-TV
 Shreveport, LA
KSLS-TV
 Sioux City, IA
KCAU-TV
 Sioux Falls, SD
KELO-TV
 South Bend, IN
WNDU-TV
 Spokane, WA
KREM-TV
 Springfield, MA
WWLP-TV
 Springfield, MO
KYTV-TV
 Steubenville, OH
WTOV-TV
 St. Louis, MO
KSD-TV
 St. Petersburg, FL
WTOG-TV

Superior, NE
KSNB-TV
 Syracuse, NY
WIXT-TV
 Tallahassee, FL
WCTV
 Terre Haute, IN
WTHI-TV
 Topeka, KS
WIBW-TV
 Traverse City, MI
WPBN-TV
 Tucson, AZ
KVOA-TV
 Tulsa, OK
KTEW-TV
 Wailuku, HI
KMAU
 Walker, MN
KNMT-TV
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WTTG-TV
 West Palm Beach, FL
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KAKE-TV
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KAUZ-TV
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WBRE-TV
 Worcester, MA
WSMW-TV
 Yakima, WA
KIMA-TV
 York, PA
WSBA-TV
 Youngstown, OH
WKBN-TV

Business Briefly

TV ONLY

Electra □ Five-week campaign for Bear Cat scanning radio begins Nov. 5 in 97 markets. Spots are being placed in early fringe and news times. Agency: Atwood Richards, New York. Target: total men.

Beecham □ Six-week campaign for Calgon water conditioner begins Oct. 29 in about 50 markets. Agency: Cunningham & Walsh, New York. Target: women, 25-49.

Osrow Corp. □ Four-week campaign for Touch Up And Go steam iron begins Nov. 20 in over 12 markets with spots running in all dayparts. Agency: Corinthian Communications, New York.

Walgreen's □ Four-week campaign for discount stores begins Nov. 24 in Chicago, Milwaukee, St. Louis and Houston. Agency: Granada Advertising, Chicago. Target: total women.

Ralston Purina □ Five-week campaign for Meow Mix cat food begins Nov. 18 in

Dayton and Columbus, both Ohio. Agency: Della Femina Travisano, New York. Target: women, 18 plus.

Heinz □ Six-week campaign for Heinz 57 sauce begins Nov. 12 in 55 markets with spots in daytime and early and late fringe. Agency: Ketchum McLeod & Grove, Pittsburgh. Target: adults, 18-49.

Gillette □ Three-week campaign for Body Plus Curl product begins Nov. 26 in more than 50 top markets. Agency: Grey-North, Chicago. Target: women, 18-34.

Stokely-Van Camp □ Seven-week campaign for Gatorade fruit juice begins Dec. 24 in about 73 markets. Agency: Clinton E. Frank, Chicago. Target: women, 25-49.

Gorton's □ Four-week test campaign for Boil-In-a-Bag foods begins Oct. 29 in Los Angeles, Baltimore and Washington. Agency: Daniel & Charles, New York. Target: women, 18-34.

Rep:Report

KTAB-TV Abilene, Tex.: To Avery Knodel Television, New York (station went on air Oct. 5).

□

WJAR(AM) Providence, R.I.: To Eastman Radio from Major Market Radio.

Timberland □ Four-week campaign for Timberland boots begins Nov. 5 in about 12 markets. Agency: Marvin & Leonard Advertising, Boston. Target: men, 18 and over; men, 18-34.

Tinderbox □ Four-week Christmas-gift campaign for smoke shops begins Nov. 30 in 74 markets with spots in fringe and early news times. Agency: RNF Media, Beverly Hills, Calif. Target: adults, 25-49.

Ellman's □ Two-week campaign for Ellman's catalogue showroom begins Dec. 1 in Greensboro and Charlotte, both North Carolina; and Atlanta with spots running in daytime, fringe and prime access. Agency: M. Finkel & Associates, Atlanta. Target: adults, 18-49.

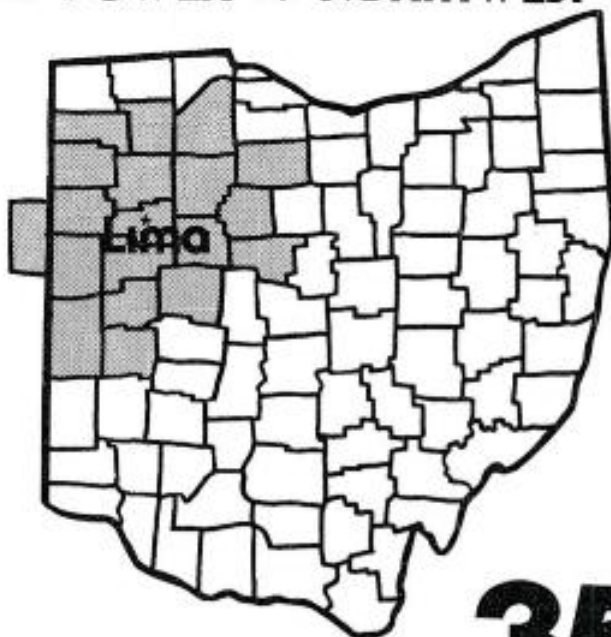
Schenley □ Four-week campaign for Dubonnet begins Nov. 19 in about 10 markets including Los Angeles and San Francisco. Spots will run during prime and late fringe times. Agency: Leo Burnett, Chicago. Target: adults, 25-49.

Advantage

Making room. Kenyon & Eckhardt has added five new offices to help serve more than 60 Dodge and Chrysler-Plymouth dealer advertising association accounts agency has landed in recent months. New operations are in Baltimore, Cincinnati, Denver, Kansas City, Mo., and Buffalo, N.Y.

High water spending. TV investment by bottled water companies rose from estimated \$922,800 in 1973 to \$4,867,000 in 1978 and reached more than \$4.7 million in first six months of 1979, according to Television Bureau of Advertising. TVB said that in 1978, 93% of total measured advertising dollars were spent in spot TV.

Effective October 1, 1979
WLIO increased power from
 202kw to 516 kw
MORE POWER to NORTHWEST OHIO



REPRESENTED BY
KATZ
 TELEVISION

TSA ARB May 1979

35 
WLIO-TV LIMA

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The Week in Brief

REBUKE □ The FCC staff report on children's TV is due tomorrow and it's expected to say that broadcasters have not fulfilled their obligations. **PAGE 27.**

REINS ON THE FTC □ The House this week will get around to debating a provision in a bill that would give either house of Congress the option to overrule any industrywide regulation adopted by the trade commission. **PAGE 27.**

SILVERMAN'S VISIONS □ The NBC president offers a look at the network's tomorrow that includes a forecast of TV supremacy in all dayparts by the end of 1980. **PAGE 31.**

SMPTE SETS RECORDS □ An all-time high attendance of 8,500 turns out in Los Angeles for five days of wide-ranging technical discussions and a look at the 167 exhibits. **PAGE 32.**

SHAMROCK SPREE □ Disney-owned newcomer to broadcasting offers to buy the 10-station radio group of San Juan Racing Association. **PAGE 29.**

THE WORLD OF CHILDREN'S TV □ This special report presents an overview of the controversial and complex subject that yearly occupies thousands of broadcast hours, involves hundreds of millions of dollars, and is of intense concern to broadcast executives and the public. First, a look at the TV networks—at the center of a storm—and the role they are playing. **PAGE 39.** Next, how syndicators and local stations are contributing. **PAGE 44.** Finally, an assessment of how critical advertising revenues are to the area of children's programming. **PAGE 52.**

SMALL TALK □ David Frost's conduct during Kissinger interview prompts NBC News president to say that Frost will never work again at that network. However, Small hopes John Chancellor will be around for some time. **PAGE 58.**

RUFFLED FEATHERS □ CBS News's action in canceling appearance of Saudi Arabian oil minister on *Face the Nation* draws charges of prejudice. **PAGE 60.**

NAMING THE JOHNS □ New York-owned WNYC-AM-TV creates stir by complying with mayor's request to broadcast names of convicted customers of prostitutes. **PAGE 62.**

ABC PROFITS JUMP □ Third quarter earnings are up 29% to \$31.9 million on revenues of \$468.6 million. **PAGE 63.**

TWO FOR THE ROAD AHEAD □ Top executives of Harte-Hanks and Knight-Ridder emphasize viewdata is a definite part of their companies' futures, predict sales sluggishness ahead. **PAGE 65.**

NEW RUNNER-UP □ Not surprisingly, the World Series helps ABC-TV take ratings honors for the week ended Oct. 21. But CBS-TV streaks into second place. **PAGE 67.**

SOMETHING NEW IN RADIO □ AM-FM program syndicators begin to put their new trade association together. **PAGE 69.**

LET THEM ARGUE □ The Federal Election Commission listens sympathetically to testimony of witnesses who urge steps to assure that there be no obstacles to broadcast debates. **PAGE 70.**

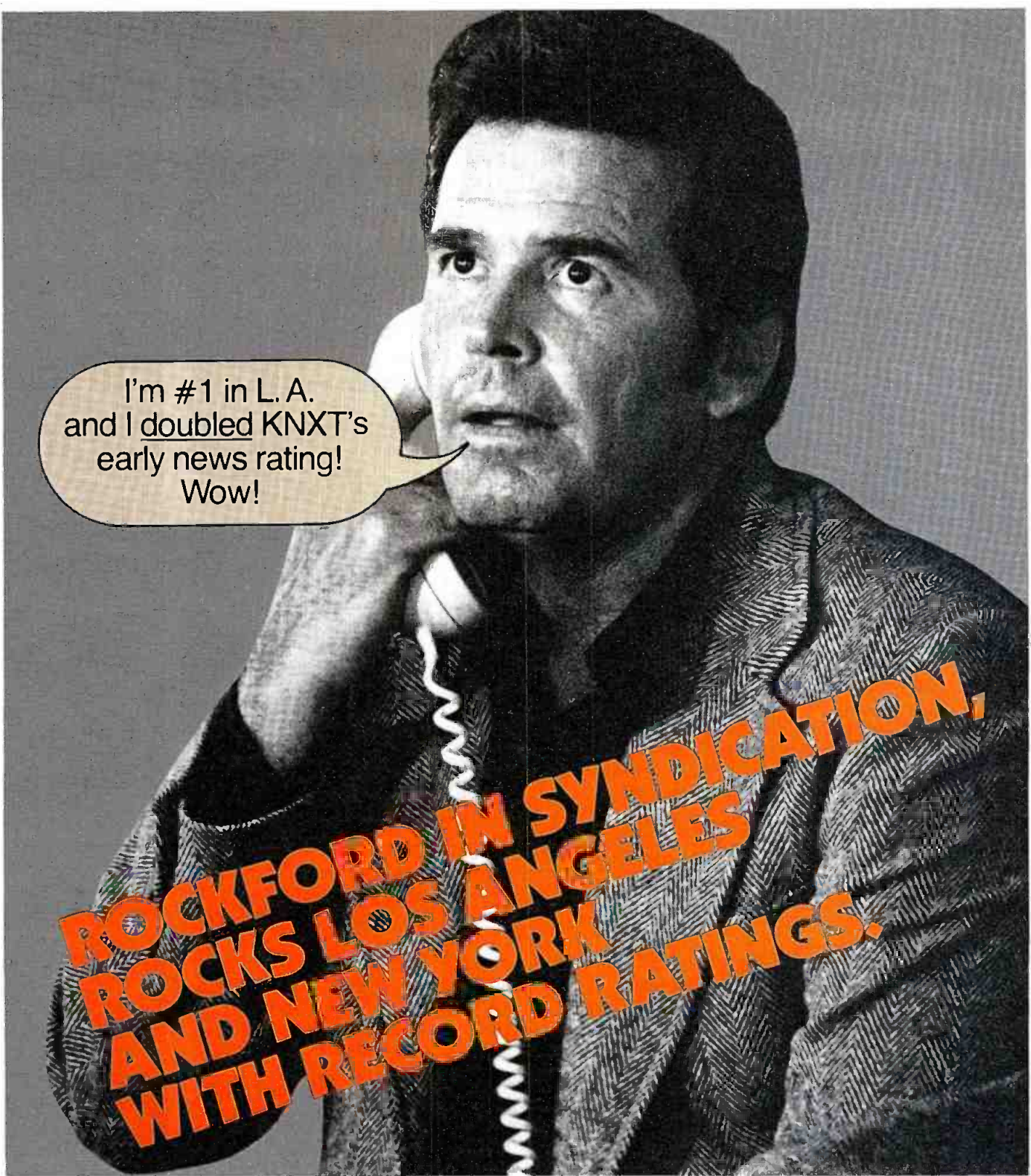
FTC OVERRULES AMA □ The trade commission tells the American Medical Association to lift its ban on advertising by physicians. However, the association will be allowed to offer guidelines. **PAGE 71.**

D IS FOR DARING □ Danny Arnold likes producers who aren't afraid of a challenge and who serve their programming with pizzazz. After all, it was those traits that Arnold exhibited on the way to the presidency of Four D Productions. **PAGE 97.**

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I'm #1 in L.A.
and I doubled KNXT's
early news rating!
Wow!

**ROCKFORD IN SYNDICATION,
ROCKS LOS ANGELES
AND NEW YORK
WITH RECORD RATINGS.**

Rockford's not only #1 on KNXT, Los Angeles with a 7 rating and 23% share in its 3:30-4:30 lead-in to the early news (more than double last year's numbers), but *Rockford jumped the early news from a 4 to an 8!* Fantastic.

Not only that, in his first week on New York's WPIX, Rockford more than doubled last October's rating in prime time with a 7 and in the next week scored even higher—an 8!

And that was against the World Series.

Afternoon, evening or anytime, Rockford is the hot property in syndication.

The Rockford Files, available now.

MCA TV

Closed Circuit®

Insider report: behind the scene, before the fact

Deepening division

FCC meetings, both open and closed, are getting louder and longer. Commissioners often disagree on staff recommendations (which some FCC members say increasingly reflect Chairman Charles D. Ferris's desires). On substantive issues, 4-to-3 split, with Ferris, Joseph Fogarty and Tyrone Brown in minority, is steadily developing. Another showdown could be in making when FCC takes up staff recommendation for children's TV program standards this week (see page 27).

Ready, set, go

Patricia Bailey, confirmed by Senate last Tuesday to fill vacant spot at Federal Trade Commission, will be sworn in today (Oct. 29) as new commissioner. Doing honors will be Patricia Wald, recently appointed as first woman member of U.S. Court of Appeals in Washington (BROADCASTING, July 30).

Expectation is that Bailey will be ready to roll almost immediately. In anticipation of confirmation, she took leave of absence as attorney at Merit System Protection Board and started to put FTC office in order. Bailey will probably announce her staff tomorrow, but it's expected group will comprise one male staffer, James Hamill, now assistant to director of FTC's Bureau of Competition, and three women, at least one of them from Capitol Hill.

Conciliation?

Effort by National Citizens Committee for Broadcasting and Committee for Open Media to block General Electric-Cox Broadcasting merger may yet be settled short of decision by FCC. Representatives of citizen groups and GE met last Thursday in effort to resolve differences. Citizen groups reportedly made proposal that GE considered unacceptable, at least in present form. However, both sides agreed to meet again, on Nov. 12. If settlement is to be reached, one source said, "it will take time and meetings."

Switch in switching

Turnabout in affiliate-acquisition fortunes has NBC-TV officials elated. In two-station Wheeling, W. Va.-Steubenville, Ohio, market, where NBC is losing WTRF-TV Wheeling to CBS-TV (BROADCASTING, Sept. 17), NBC reportedly has signed other station, Ziff-Davis Broadcasting's WTOV-TV Steubenville, as primary affiliate. Signing reportedly came after heated competition with ABC-TV, which in past

couple of years has become accustomed to picking off affiliates from both NBC and CBS.

WTOV-TV, which CBS is leaving to take on WTRF-TV, is on channel 9; WTRF-TV is on channel 7. ABC has secondary affiliations with both. Effective date of WTOV-TV move to NBC was still under negotiation last week but presumably will be no later than April 1, 1980, which is effective date of WTRF-TV move to CBS. It's presumed NBC will get affiliation of Ziff-Davis's ch. 17 WJKS-TV Jacksonville, Fla., next year when NBC's current Jacksonville affiliate, ch. 12 WTLV-TV, moves to ABC. WJKS-TV is now ABC outlet.

Youth movement

In his new role as chairman of Broadcast Music Inc. (see page 94), Robert Wells of Harris stations, former FCC commissioner, is expected to make improvement of BMI's broadcaster relations one of his priorities. Among broadcasters there's feeling those relations have deteriorated—perhaps because today's generation of station managers didn't live through early-1940's, when BMI was formed in defense against monopoly of American Society of Composers, Authors and Publishers, and consequently think of BMI as would-be money machine. Improving that perception is expected to be undertaken without changes in present BMI management and staff. There'll also be effort to entice younger broadcasters to serve on BMI board.

E. R. Vadeboncoeur, 78, head of Newhouse stations, whom Wells, 60, succeeds (Vadeboncoeur chose not to seek re-election after serving as chairman for two one-year terms), is expected to continue to mastermind annual BMI dinners that are always number-one gourmet event during National Association of Broadcasters annual conventions. Dinner menus and guest lists may, however, be shortened.

First 100 days or so

Savoring his first four months as chief of FCC's Broadcast Bureau, Richard J. Shiben has developed list of priorities to expedite work of FCC's busiest bureau (recognizing that FCC sets policies). He feels he has already established coordinated management team, featured by periodic briefings on basic issues, and has established clear-cut delegations of authority.

In deregulation, Shiben is moving post-haste toward simplified procedures that will reduce renewal form to large postcard seeking information that should clear

routinely. Applications for assignments of stations or for new facilities will be expedited where there are no complications. And laborious ascertainment procedures, if he has his way, would "go out the window."

Aspen revisited

FCC's so-called Aspen ruling, which paved way for live broadcasts of candidates' press conferences and political debates sponsored by others, is fine, as far as it goes, National Association of Broadcasters feels. But it could be better, and NAB lawyers are drafting request that FCC expand ruling. NAB will ask commission to revisit original request by Aspen Institute Project on Communications and Society (BROADCASTING, May 5, 1975), and be more responsive to it.

Aspen had urged commission to give equal-time exemption for on-spot coverage its "proper broad construction" in connection with debates and interview programs, like *Meet the Press*. (Commission's ruling ignored second part of request; press conference exemption was granted in response to CBS petition.) NAB feels commission ruling is so narrow, in qualifications it attaches to exemptions—debates must be carried live and sponsored by third parties, for instance—that it denies broadcasters freedom to do full news job.

Twice in a trice

If FCC Chairman Charles D. Ferris can recruit majority vote, FCC will double quotas for minorities and women in top four job categories at stations by beginning of next license renewal cycle in April 1980. Current standard is 25% of parity (parity being total percentage of women or given minority in community's general work force), adopted in April 1977. New standard would be 50%, as advocated by Ferris last Friday in speech (see "In Brief," page 28).

Satellite expansion

Robert Wold Co. wants to expand its satellite operations by buying one or two Westar transponders. Los Angeles firm currently provides services—to ABC, CBS and PBS among others—with 5,000 hours of occasional-use time on number of Westar transponders. Whether Wold buys one or two depends on which transponders Western Union offers as well as price, and price can't be determined until FCC acts on increased tariff Western Union recently filed.

CAPITAL CITIES FAMILY SPECIALS

**Well-crafted
drama...
to be applauded for
not shrinking from
its subject.**
—Los Angeles Times

157 of the top network affiliated and independent television stations agree with us that there is a pressing need for a dramatic series which talks directly to teenagers and their parents about the problems concerning young people most.

They've joined with us to present **Capital Cities Family Specials—Series II**, a series of poignant half-hour dramas featuring leading writers and directors and such well-known stars as Efram Zimbalist, Jr., Paul Sorvino, Jackie Earle Haley and Melissa Sue Anderson. In committing themselves to quality public affairs programming, the stations comprising the **Family Specials** network have made it possible to reach more than 90 percent of U.S. TV homes.

Produced in conjunction with Paulist Productions, scheduled programs of **Capital Cities Family Specials—Series II** are:

"A Family Of Winners"—Efram Zimbalist, Jr. stars as the father of a high school senior who decides that life is not

worth the pain of living. Also featured are Brad Rearden, Andrew Robinson and Pamela Hayden.

"A Friend In Deed"—The story of a misguided love which develops into a true friendship, starring Paul Sorvino. Also featured are John Crump McLaughlin and Noelle North.

"Chicken"—A high school gang terrorizes students in this account of the growing epidemic of violence in schools. The program features Jackie Earle Haley.

"Princess"—A teenage girl experiences emotional turmoil in trying to live with her parents' impending divorce. The program features Melissa Sue Anderson.

For station clearance in your market, contact:

Bill Mulvey
Director of Marketing
Capital Cities Television Productions
4100 City Line Avenue
Philadelphia, PA 19131
(215) 878-9700

CAPITAL CITIES TELEVISION PRODUCTIONS
4100 City Line Avenue, Philadelphia, PA 19131



Gentle giants.

For 2 years on NBC, more than 26 million weekly prime-time viewers have watched Grizzly Adams and his bear, Ben, encounter perils and adventure as they roam a vast and spectacularly beautiful wilderness.

Both have hearts as big as the mountains they roam. And, so, their adventures are touched with warmth and an uncommon love for all living things.

Their frequent companions, Mad Jack the trapper and Nakoma the Indian, are cast in the same mold.

With such content and characterization, it is not surprising that this splendid family series receives TVQ popularity scores, among the demographic groups, 10 to 30 points higher than average scores for prime-time programming.

Source: NTL/NAC (II Feb.-II May '77, I Oct. '77-I Apr. '78), TVQ (Feb. '77, '78), Performer Q (Apr. '78). Audience estimates subject to qualifications available on request.

And that star Dan Haggerty earns higher Performer Q scores than Ron Howard, Burt Reynolds, Walter Cronkite or John Travolta—to name only a few.

Now, “The Life and Times of Grizzly Adams,” filmed entirely on location in the mountains of Utah and Arizona, is available for September.

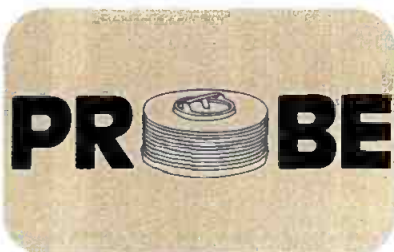
There are 35 hours and two 90-minute specials, “Once Upon a Starry Night” and “The Renewal,” ideally suited for Christmas and Easter broadcasts.

Call for this proven all-family favorite.

“The Life and Times of Grizzly Adams”



Katz marketing executives hang around until they catch on... to your business.



Gordon Zellner spent a whole year "hanging around" the hardware and housewares business.

"I kept asking questions," says Zellner, a Katz marketing executive, "about distribution patterns and discounts, relationships between vendors and retailers, co-op advertising practices, you name it. It took time, but once I caught on to these businesses I could intelligently apply what I know about media to their problems." His efforts paid off.

What he learned turned him on to marketing and media opportunities for both the manufacturers and retailers of thousands of consumer items that fall into

these products categories.

Eventually, Zellner helped these marketers, and their agencies, to promote products with specially designed Spot TV and Spot



"With computerized PROBE data," says Gordon Zellner, "we can help advertisers do a better job of selling their products and services. Usually our efforts result in new Spot dollars flowing to broadcast stations.

"Of course, you have to learn to speak the other guy's language before you can contribute much in the way of media strategy. Robert Frost put it right when he said education is 'hanging around until you've caught on.' That's what it takes to do the job."

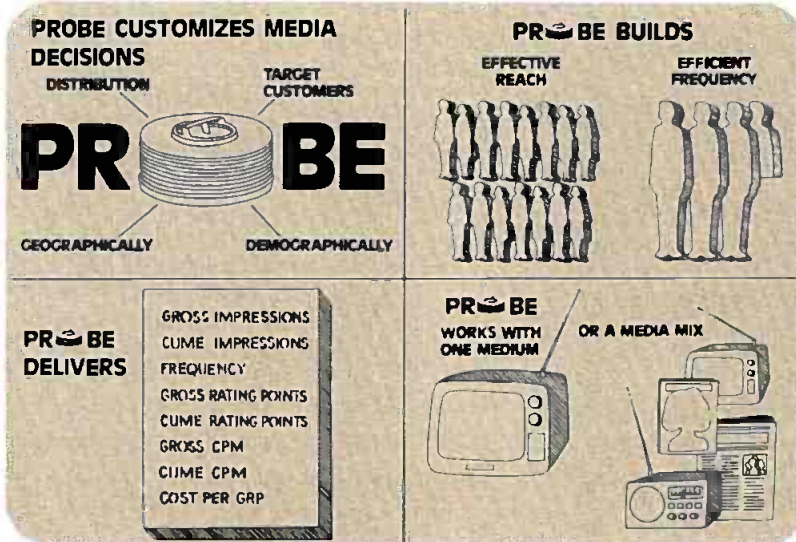
Gordon Zellner will be happy to hang around your shop to find ways to help with your media planning. Call him at (212) 572-5586.

Radio co-op campaigns.

One hardware manufacturer alone will spend \$4 million this year in Spot media as a result of Zellner's work. Others will spend millions more.

Bringing vendors and retailers together in innovative co-op programs is only one aspect of Katz marketing activity.

Introducing advertisers and agencies to Katz PROBE systems is a primary element of the program. With PROBE a brand manager or media planner gets the use of sophisticated computer programs to assist in finding the right media mix; to aid in setting goals and budgets; and to establish criteria for measuring media plans against marketing objectives.



"What we've developed here at Katz," explains Zellner, "is a two-tier operation. On one level we have line sales teams vying for larger shares of budgets

from ongoing Spot advertisers. That's the traditional rep business.

"The second tier effort grows out of Katz investment in developing computerized systems to help advertisers and agencies match media to marketing goals. That's PROBE. It's what the rep of the future will be doing—only Katz is doing it now."

Sales and marketing. You need both to be the best in the rep business.

Kevin McDermott is one of five Katz marketing executives, who, like Gordon Zellner, "hang around" the marketing and advertising departments of companies — and their agencies —

across the country. In recent months they've been working on media plans with a specialty retailer in the Southwest, a bowling group in the East, a theme park in the South, a drug company in the Midwest, airlines, a tire company, a fast-food chain and many others.



Katz. The best.

Eastern Airlines □ Three-week corporate campaign begins Nov. 12 in 28 markets with spots in fringe and prime time. Agency: Young & Rubicam, New York. Target: men, 25-54.

U.S. Postal Service □ Four-week campaign for Priority Mail service begins Dec. 3 in Charlotte, N.C., Portland, Ore., and Indianapolis. Spots will run during morning and afternoon drive times. Agency: Young & Rubicam, New York. Target: men, 25-54; men, 35-64.

Friendly Ice Cream □ Four-week campaign for restaurant franchise begins in November in seven markets including Cleveland, Hartford, Conn., and Syracuse, N.Y. Agency: Quinn & Johnson, Boston. Target: adults 25-54.

Kraft □ Four-week campaign for Philadelphia whipped cream cheese and Linder's frozen bagels begins Nov. 26 in 19 markets including Milwaukee and Albany-Schenectady-Troy, N.Y. Agency: J. Walter Thompson, New York. Target: women, 25-54.

Feuer Foods □ Three-week campaign for Proteina wheat bread begins early November in 10 Texas markets including

BAR reports television network sales as of Sept. 30

ABC \$1,160,616,300 (36.3%) \$1,058,656,700 (33.1%) \$978,101,300 (30.6%)

Day parts	Total minutes week ended Sept. 30	Total dollars week ended Sept. 30	1979 total	1979 total dollars	1978 total dollars	% change from
Monday-Friday Sign-on-10 a.m.	177	\$1,417,500	6,324	\$46,683,700	\$40,746,100	+14.5
Monday-Friday 10 a.m.-6 p.m.	1,049	18,073,900	39,516	679,762,000	623,875,300	+9.0
Saturday-Sunday Sign-on-6 p.m.	369	14,670,400	12,970	361,104,000	310,721,500	+16.2
Monday-Saturday 6 p.m.-7:30 p.m.	101	5,075,900	3,837	176,186,000	158,040,000	+11.4
Sunday 6 p.m.-7:30 p.m.	29	2,111,600	965	56,002,000	47,350,900	+18.3
Monday-Sunday 7:30 p.m.-11 p.m.	414	52,145,700	16,135	1,638,520,600	1,451,345,700	+12.9
Monday-Sunday 11 p.m.-Sign-off	230	7,477,200	9,199	239,116,000	199,243,700	+19.9
Total	2,369	\$100,972,200	88,946	\$3,197,374,300	\$2,831,323,200	+12.9

Source: Broadcast Advertisers Reports

San Antonio, Dallas-Fort Worth, Houston and Abilene. Agency: KCB&N, Dallas. Target: women, 25-54.

J.M. Smucker □ Twenty-two-week campaign for fruit spreads begins Oct. 29 in about 40 markets including Boston, Providence, R.I., and Tampa, Fla., with

spots running in morning drive and daytime. Agency: Wyse Advertising, New York. Target: women, 25-34.

Playboy Enterprises □ Two-week campaign for December issue of *Playboy* magazine begins Nov. 1 in San Diego, Atlanta, Seattle and Minneapolis. Spots will run during morning and afternoon drive times and on Saturdays. Agency: Scali, McCabe, Sloves, New York. Target: men, 18-49.

California Egg Marketing □ Twenty-week campaign begins April 7 in both Spanish and English in nine California markets including Bakersfield, Los Angeles, San Diego and San Francisco. Agency: Campbell-Mithun, Chicago. Target: adults, 18-34.

Alpine Electronics □ Two-to-four-week campaign begins Nov. 1 for stereo centers in approximately 150 markets. Agency: Grey Advertising, Los Angeles. Target: adults, 18-34.

Upjohn □ Fifty-two-week campaign for Lincomix 20 feed additive begins Jan. 7 in Minneapolis, Chicago, Decatur, Ill., Cedar Rapids and Des Moines, both Iowa, and St. Joseph, Mo. Spots will be placed during farm programming. Agency: William R. Biggs Associates, Kalamazoo, Michigan. Target: men, 18 plus.

OTG □ Six-week campaign for Milford tea begins Nov. 19 in Buffalo and Syracuse, both New York, and Wilkes Barre-Scranton, Pa. Agency: Stiefel/Raymond, New York. Target: women, 18-34; women, 18-49.

The broadcast event of a decade.

Since 1976, writer-researcher-producer Gary Theroux and engineer Jim Pierce have been behind some of the most spectacular events in radio history — "Elvis: A Three-Hour Special," "The Golden Years," "The Golden Years of Country," and the epic, 52-hour "History Of Rock and Roll."

"Remembering: The Seventies" promises to be another in their distinguished string of award-winning radio specials. It's not a count-down, but a moving, 12-hour *chronological* recreation of ten years of pop music history. All the words and music of a generation of pop music superstars. It's in production now, for release at the end of the year. For rates, availabilities, and scheduling information, give us a call today — collect — at

RADIO WORKS
(213) 466-1935.



POSTER BY GARY THEROUX BY JIM PIERCE

460 N. Newport Blvd. ● Newport Beach, CA 92663
6363 Sunset Blvd. Suite 520 ● Hollywood, CA 90028

WE BARRICADED DOWNTOWN CHARLOTTE FOR THE GOOD OF THE COMMUNITY.

"Fair On The Square" was one of the most substantial exhibitions of human services ever presented in the Southeast. Organized and promoted by WBTV and the Information & Referral Service, more than 2,000 people worked very hard to make it a success.

Two square blocks were closed to traffic for the use of more than 125 non-profit

agencies including personal and family counselors, social service workers, consumer credit advisors, and educational and recreational personnel.

Demonstrating its medical screening services, one agency alone detected and referred four instances of suspected diabetes and eight of anemia for further testing.

Even a mobile city hall was

there, making its services more accessible.

In the course of a single day, 10,000 people discovered they had access to counsel and instruction whose existence they hadn't even suspected.

Suggesting that if you want to open your city to its people, maybe once in a while you should shut it down.

WE TV
CHARLOTTE

Jefferson Pilot Broadcasting

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

Monday Memo®

A broadcast advertising commentary from Lanny Tanning, director of communications, Public Service Co. of New Mexico, Albuquerque

TV reinforces a reminder on conserving energy

Anybody ever tell you to turn off a light when you were a kid? That was a conservation message. But did it work? Was it permanent? Conservation-oriented advertising has been one of America's real growth industries during the past half decade, and yet we still use more energy each year than we did during the preceding year.

Back to when you were a kid. "Save energy" was about as abstract as an adult could get with a child without talking about sex. And, unless the adult was there to constantly remind the child, the exhortation to turn off the light was a new experience for the kid every time. A nod, and then the information was stored in some dusty corner of the mind where it wouldn't be likely to screw up the retrieval of valuable data like Nellie Fox's batting average.

The Public Service Co. of New Mexico—faced with the dilemma of demand increasing faster than the ability to finance and build power plants if trends continued—has entered the conservation battle on several fronts, with television playing a key role.

Clearly the rising rates visited upon customers through general inflation and environmental control and regulatory costs—not to mention fuel costs—were getting attention. The message our customers needed was not another guilt-laden supplication to conserve—an abstraction about abstractions—but hard data on how to conserve. That's the tack taken in ads over the past couple of years.

But, that left out a whole group of people—the kids. Obviously, since they don't get the bills for energy, rising prices are going to affect them only when a parent decides to make an issue of it. And then for how long?

With this in mind, Public Service of New Mexico decided that the next generation of customers who would be paying the bills might benefit if some conservation consciousness were made available while that generation was still in childhood.

It is just as absurd to banish civics classes on the presumption that people will automatically turn into civic-minded citizens at age 30 as it is to expect children to become adults and suddenly start conserving energy with no prior encouragement.

The schools, the government and



Lanny Tanning, director of communications for Public Service Co. of New Mexico, with headquarters in Albuquerque, has been with PNM since 1972. Earlier he had been in editing and public relations capacities with the Georgia Municipal Association and with Holiday Inn and Mother's Tire Co.

dozens of other entities are busy developing programs aimed at school children to inform and convince them that conservation is necessary.

The Energy-Saving Animals campaign, in which TV plays an important part, evolved because it was felt that children, especially younger children, needed reminders along with the information being given to them at school by the teachers, at home by their parents and on television. But, they are little, and they forget. (We adults are big, and we forget.)

Public Service Company decided to print self-adhesive reminder stickers for inclusion in monthly electric bills. Cartoon animals were drawn to convey eight different messages.

A lightning bug with a light-bulb tail, for example, advises kids to, "Flick me off when you leave the room." This sticker goes on the wall near light switches. Each bill insert carried two different stickers, and the program called for sending out a different insert each quarter for a year.

In order to reinforce the program, a series of animated commercials was produced for Public Service by Bandler

Films, of Albuquerque. The stickers come to life and urge the kids to "Follow our direction and you'll save energy too!"

Once the program was developed, positioning was fairly simple. While some of us still get off on Bullwinkle and old Warner Bros. cartoons, children's programming is just exactly that—not hard to find and no real problem with who's watching Uncle Munky.

So, buys were made placing the animated ads during children's programming. Drop-in ads in local papers featured one of the animals saying, "Look for me in your electric bill."

For several weeks prior to mailing another set of stickers, the ads are run on Saturday mornings and in the afternoons in conjunction with kid shows.

This part of the campaign was to alert the children to the stickers and to let their parents know just what this thing in the bill was all about. Heaven knows, people get an enormous amount of items in the mail, so advising your audience in conjunction with direct mail is becoming more necessary.

Of course, there were customers without children who got angry at this added expense. Perhaps some adults perceived it as being directed at them and became angry. However, if a sticker encourages a child to do so much as turn off a 100-watt bulb for two hours over the course of a year, it has paid for itself in reducing the parent's electric bill by an amount slightly greater than the sticker's cost.

In an area growing as rapidly as New Mexico, pushing conservation is not completely altruistic for the utility, either. It is becoming extremely difficult to keep pace with new customers, new demands and inflation all at the same time. Conservation undeniably helps.

Since the program began, calls from schools, civic groups and others come in requesting the stickers in quantity. The stickers are found all through the state in homes and businesses, schools and even a few bars.

Of course, the absolute success of such a program is all but impossible to quantify since there are so many other factors interacting in the energy scene. But it can't be denied that a program like this is preferable to having an agent of the federal government standing on your doorstep, hassling you about your thermostat setting. If you don't think that is possible, you haven't read through the proposals in the various bills that constitute the National Energy Act.

"TM has helped us remain #1 in beautiful music for seven years."

- Bill Clark, General Manager
KABL/KABL-FM, San Francisco



Bill Clark, General Mgr.
KABL/KABL-FM

But even Bill Clark was pleasantly surprised with his #2 overall* in the "Baseball Book," as he calls the Apr/May Arbitron. His formula for consistent success: Aggressive, innovative management and the flexible TM Beautiful Music format.

At TM, we feel that programming exists only to help you run a profitable operation. If that means altering the "traditional" beautiful music format, your TM Beautiful Music consultant will not only let you change it around, he'll help you do it.

"TM was the only beautiful music format with the flexibility we needed."

Take commercial load, for instance. Bill Clark carries 12 units per hour until 8:00 P.M. There are some beautiful music suppliers that "wouldn't allow" 12 units per hour. But if 12 units is the most profitable load for your station in your market, TM Beautiful Music is flexible enough to handle it for you.

"We've made changes in the format over the years, to keep up with changing listening habits and competition."

This is something else you can do with TM Beautiful Music that you can't do with some other beautiful music services. With help from TM, Bill Clark has molded KABL into a very personal radio station, especially in the morning hours. He's made a distinct personality out of his morning announcer. The announcer doesn't dominate the music, but he adds just enough to make the station mean something special to its morning drive audience.

Now this is highly unusual programming for a beautiful music station. Like a high commercial load, it's something that's "not allowed" by other beautiful music suppliers. But TM Beautiful Music is flexible. We help you do what it takes to stay on top.

Call or write for **FREE** market analysis.

Another reason Bill Clark has kept KABL on top all these years is his knowledge of the market's needs. TM Programming can help you find out more about your market, absolutely free. Call or write today for a free market analysis.

This research system probes your market and finds its soft spot. TM Programming is the only music consulting service that can offer you this sophisticated market analysis. And it's absolutely free.

Call 214-634-8511, right now. Call collect, and ask for Tim Moore, Executive Vice President.

Beautiful Music

TM TM Programming
1349 Regal Row
Dallas, Texas 75247

*Combined shares of KABL and KABL-FM, total persons 12+, 6:00 AM-midnight, Mon-Sun, Metro.



A subsidiary of Shamrock Broadcasting Company, Inc.

The Professional

He Works For You: Dennis McBroom

Denny McBroom knows the best place to start is at the beginning.

So, when broadcasting beckoned, he started at his brother's station in Napoleon, Ohio.

He learned all he could there, then came to work for us. We've been learning from him ever since.

Denny knows how to use news effectively. Ask any of his AP stations in Illinois. They'll tell you: He's a winner.

We like that. We're like Denny McBroom.

Professional.

AP

Associated Press
Broadcast Services
(212) 242-4011



Datebook

■ indicates new or revised listing

This week

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.

Nov. 1—*Radio Bureau of Advertising* Co-op Confidential 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, P.R.

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

■ **Nov. 2**—Organizational meeting of committee to study and recommend improvements in radio, sponsored by *Electronic Industries Association* and *National Association of Broadcasters*. Waldorf Astoria hotel, New York.

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

■ **Nov. 4-5**—*Tennessee Cable Association* fall meeting. Hyatt Regency hotel, Nashville.

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

Nov. 4-8—*National Black Network* affiliates advisory board meeting. Dorado Beach hotel, San Juan, P.R.

Also in November

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* conference 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—*Public Radio in Mid-America* board of directors meeting. Conrad Hilton, Chicago.

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. 17—*Massachusetts AP Broadcasters* annual business meeting. Sturbridge Sheraton Inn, Sturbridge.

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. 28-29—*Advertising Research Foundation* business advertising research conference. Stuffer'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. 29-30—*American Association of Advertising Agencies* agency management seminar. Royal Sonesta hotel, New Orleans.

Nov. 30—New deadline for filing reply comments in FCC's noncommercial educational FM proceeding (Doc. 20735).

Nov. 30—Deadline for submission of entries in 59th Annual Exhibition of Advertising, Editorial and Television, Art and Design of *The Art Directors Club*. Entry material may be obtained from club at 488 Madison Avenue, New York, N.Y., 10022.

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. 9-11**—*National Cable Television Associ-*

NOW EVERY STATION CAN AFFORD NETWORK QUALITY DIGITAL STILL STORAGE.

**INTRODUCING THE ADDA ESP-100B.
PROVEN DIGITAL TECHNOLOGY FOR UNDER \$49,000.**

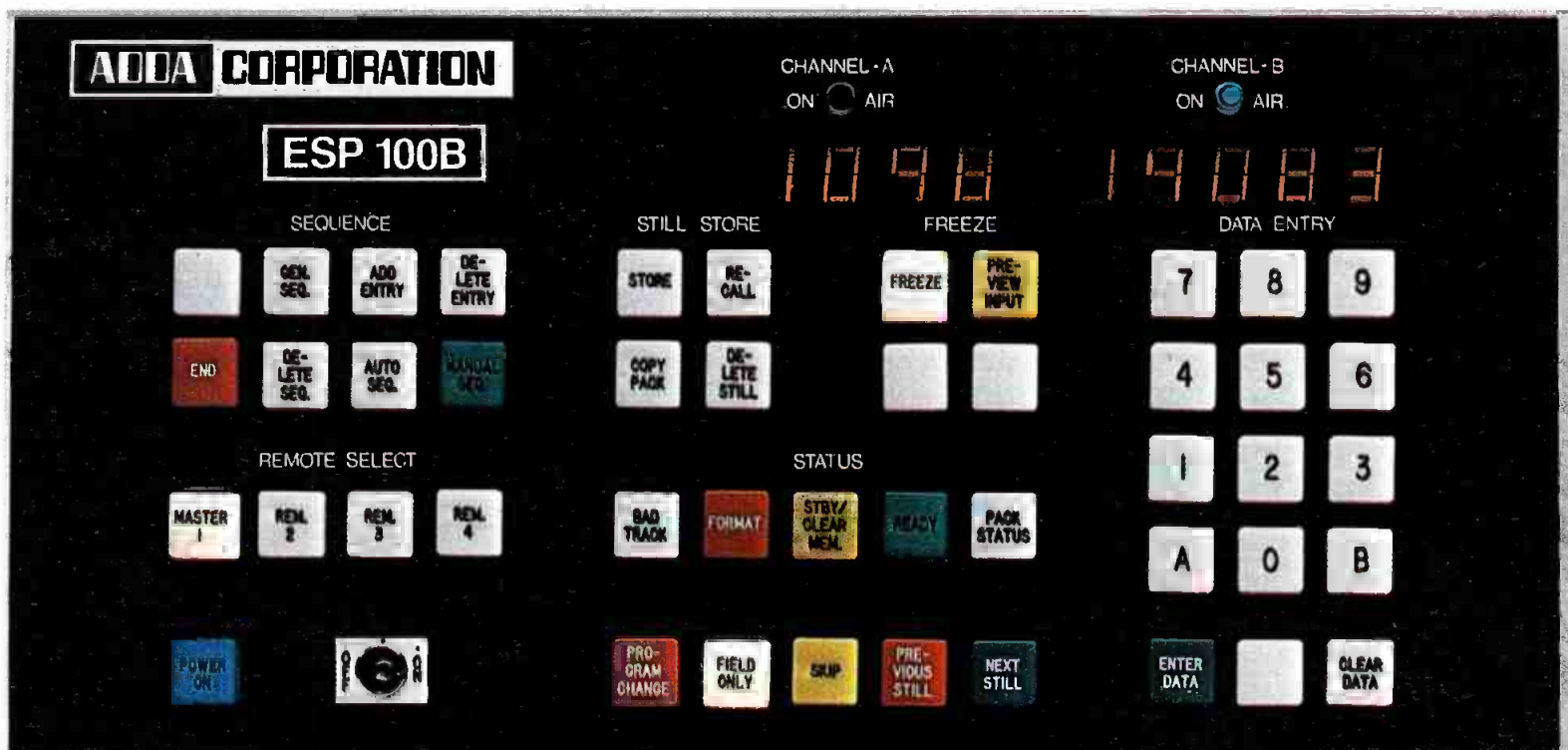
Here's ADDA's latest digital still storage breakthrough—priced so every station can afford superior digital picture quality without slide handling problems. The ESP-100B offers performance similar to our higher cost systems, but with a smaller, rack mounted, fixed disk storage capacity of 200 frames. You can create high resolution stills from live camera, VTR, 16mm film, network, or satellite feeds. You can program still sequences in advance and change your mind while on the air—knowing a new still can be called up at random in less than one-half second. Unlike slides, electronic stills are always easily located and instantly available. Always right side up.

Now's the time to join the digital still frame storage revolution without putting the crunch on your budget. You can reduce your still handling and camera support time dramatically while saving thousands in film and processing costs. You'll love the enhanced picture quality, too!

Take a look at the ESP-100B for yourself. Call, write or check our reader service number for more information and a demonstration. 1671 Dell Avenue — Campbell, California 95008 (408) 379-1500.



ADDA CORPORATION



Major Meetings

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

Nov. 11-15—*National Association of Educational Broadcasters* 55th annual convention. Conrad Hilton, Chicago. Future convention: Oct. 26-30, 1980, Las Vegas.

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. 13-16, 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 18-24, 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.

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

annual convention. San Antonio Convention Center, San Antonio, Tex.

■ **Feb. 24-26**—*North Central Cable Association* annual convention. Hilton hotel, Des Moines, Iowa.

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 16—*Public Radio in Mid America* business meeting. Crown Center hotel, Kansas City, Mo. Information: Tom Hunt, WCMU-FM, 155 Anspach Hall, Mount Pleasant, Mich. 48859; (517) 774-3105.

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.

ation board of directors meeting. Disneyland hotel, Anaheim, Calif.

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. 4-5**—*Radio-Television News Directors Association* board meeting. Diplomat hotel, Hollywood, Fla.

Jan. 9—*New England Cable Television Association* winter meeting. Biltmore Plaza hotel, Providence, R.I.

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 Association 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. 18-21—*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. 20-23**—*Texas Cable Television Association*

Errata

Special report on minorities (BROADCASTING, Oct. 15) reported that **Emilio Azcarraga**, principal in Televisa, Mexico's commercial television network, owns 25% of **Spanish International Network** in U.S. Azcarraga percentage was 75%, not 25%, and has since been transferred to Televisa itself. In same report, **Outlet Co.**, group owner whose properties include KOVR(TV) Sacramento (Stockton), Calif., was incorrectly identified as Outlook Co.

□

Sid Topol, **Scientific-Atlanta** chairman, said his company's earth station sales have grown "from the hundreds to the thousands" not "the hundreds of thousands" as reported in Oct. 22 issue.

□

Advertising agency for **Archway Cookies Inc.** is house agency, **United Advertising Fund**, Battle Creek, Mich., not United Advertising, Chicago, as reported in Oct. 15 issue.

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AM bears

EDITOR: Congratulations on what I consider to be the first honest look at the AM station situation ["AM station values: at a peak or on a plateau?" (BROADCASTING, Oct. 8)]. I am certain that the brokers quoted in the article had tempered their remarks as they face the difficult task of providing an orderly market when the panic selling begins.

It does not require a prophet to see that the future of AM is almost nonexistent. A simple survey of high-school students in any major market will show that we have a generation that barely knows that there is such a medium as AM.

Stereo will not save AM. And the cliché that AM will become more of an information service is ludicrous. AM is dying, and within the decade will become a pleasant memory.—*Roy J. Humphrey, Pittsburgh.*

EDITOR: I must comment on remarks printed in the story on AM station values (Oct. 8).

Some prominent businessmen are

We interrupt this programming—

to bring you this fact:

Your station can rise or fall on local programming alone!

The decision making process in broadcasting is tougher than ever. How to make hard decisions and how to carry them through—that's our job. We use social science research based on interviews with TV viewers in their homes, then we make specific recommendations, monitor the competition and follow up to see our suggestions are implemented.

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quoted as saying, in essence, that AM radio is on the skids. Another round in the "AM is dead" trend.

As a broadcaster I must disagree with these business people who happen to have an interest in some radio properties. AM is far from dead or dying; it is in a coma, suffering from a lack of imagination, lack of quality control on the engineering side and bad management.

Over the last 20 years programmers have been herded into single-minded, copycat thinking by businessmen so concerned with the bottom line that innovation and originality have become largely frowned upon. Along with that, most engineering departments (mainly in the smaller markets) seem to feel that the broadcast quality is all right as long as the station is on the air.

In the front office, more integrity is compromised every day through rate cards as firm as Jell-O. Who cares if the station is whored out at a fraction of the published rate so long as the client is on the air? That seems to be a widespread attitude. Try that one with a newspaper some day.

AM radio is not dead . . . It is very ill but can and will recover as the people I have outlined above fall by the wayside.—*Mark L. Williams, talk host/producer, WSAR(AM) Fall River, Mass.*

The minority report

EDITOR: [A] comment on the extraordinary excellence of the special report last week relating to black ownership of stations. As far as I know, it is the first time that the facts have ever been put together, and my hat goes off to BROADCASTING—once again.—*Marcus Cohn, Cohn & Marks, Washington.*

EDITOR: I enjoyed your article on minorities in the Oct. 15 issue of BROADCASTING. However, I wondered how the FCC would answer these questions:

If a state has 8% minorities and there are 10 UHF stations in the state and a minority owns one, is the FCC still going to give preference to minorities when the minorities exceed the minority percentage?

Second, if the purpose for minority ownership is to increase diversity of programming, has there been any showing that minority-owned stations give greater programming to minorities?

Finally, at what percentage of minority ownership will the FCC again start treating everyone equal, as the U.S. Constitution suggests?—*Jake Sloane, Mount Clemens, Mich.*

EDITOR: While your special report on

minorities in broadcasting was wide-ranging and thorough, I was very dissatisfied with your reporting on the Spanish International Network and its president, Rene Anselmo. Your story seemed to portray him as somebody who is not working in broadcasting for the Hispanic community, and you pass the impression along not only to SIN but to Televisa, the Mexican broadcasting system whose programming is carried by SIN.

I enjoy the shows on SIN, for the quality of the programs as well as for the language. As for Televisa, this is a television system that has the foresight and talent to do a few things our networks should be doing, such as a nightly, hour-long news program in prime time, or a seven-hour variety show on Sunday nights. I think that's worth talking about.—*Simon Applebaum, Brooklyn, N.Y.*

EDITOR: For the past four years I have noticed several issues of BROADCASTING that spoke of William Dilday as the only black general manager of a commercial television station in America.

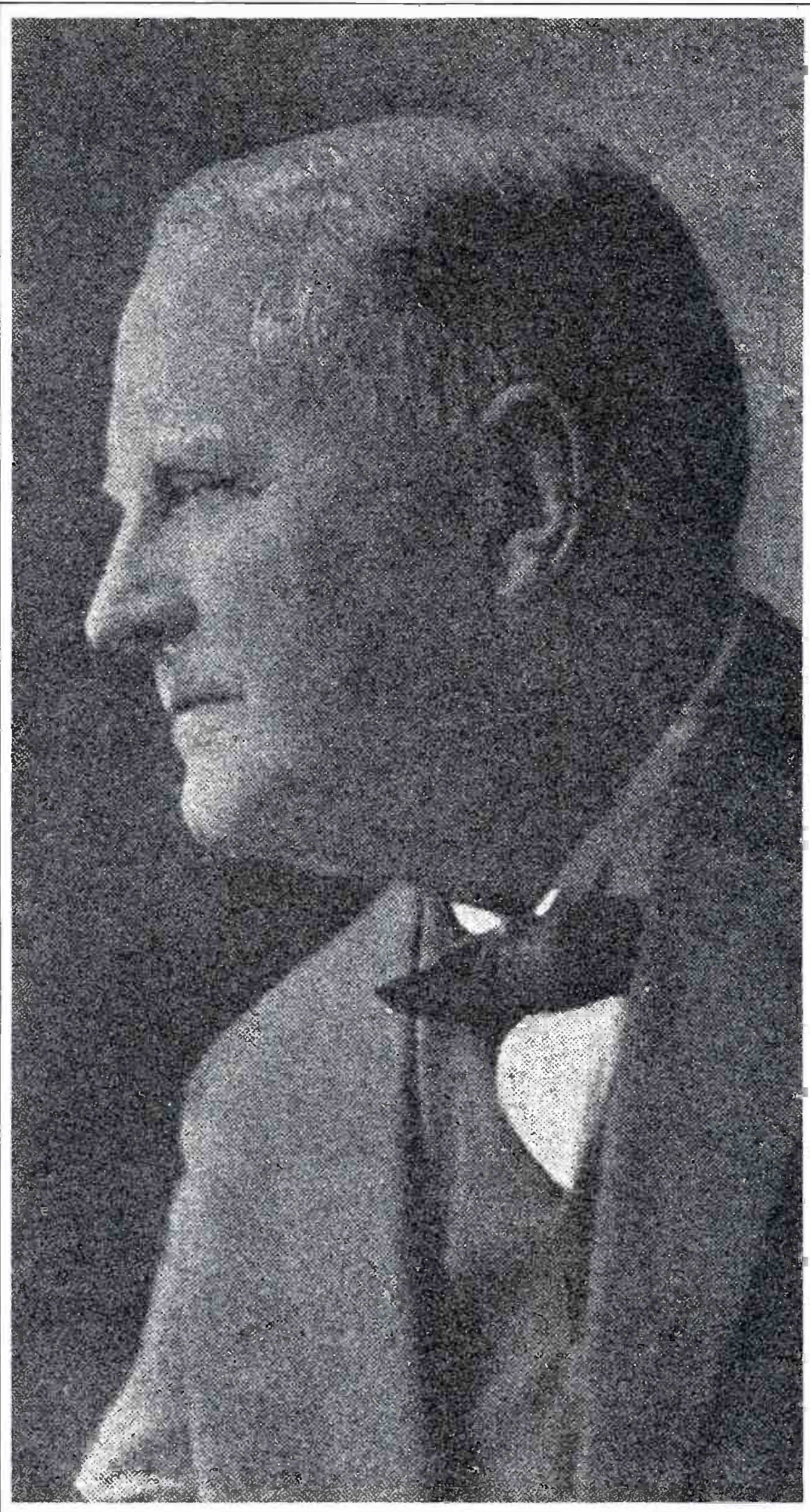
For the record, I am black, and I am an executive vice president and general manager of a commercial television station which happens to be in America.—*Frank E. Melton, executive vice president, general manager, resources, KLTU-TV Tyler, Tex.*

Leave it to the locals

EDITOR: As the manager of an FM station, I'm not overly concerned about getting involved in the clear-channel controversy, but I could not let the letter entitled "Robbing Peter?" in the Oct. 8 "Open Mike" go without notice.

The writer, a New Jersey resident, described how he listened to reports about Hurricane David moving up the East Coast on a couple of clear-channel AM stations, while he could have listened to "some teen-ager reading wire service copy of events like these over local stations." I'd like to know what the writer listened to when the storm approached his New Jersey shore home. Only the local radio stations gave listeners advice on how to deal with the threat, preparations under way, and an eyewitness account of the storm's passing.—*Kenneth R. Peach, station manager, WADB(FM) South Belmar, N.J.*

EDITOR: This evening I found it very interesting to listen to KGO(AM) San Francisco (50,000 watts) as victims of the earthquake in the Imperial Valley of California called in to tell of the quake. I



***Damage for libel...
This danger is real
and is becoming
more and more
acute every day.***

— William Allen
White, 1930

*With these words
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encouraged us to enter
the libel insurance field
nearly 50 years ago.*

*Since that time new
court decisions, new
technology, and a new
eagerness to sue for libel
make these words just
as true today as when
they were first written.*

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more important to
have the company that
pioneered the idea of
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behind you.*

*Because while other
things may change, your
need for libel insurance
remains the same.*

*And so does our
commitment to meet-
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thought, only a 50 kw station could be heard by me in Ukiah, yet listened to in the south central area of California and northern Mexico, allowing me to know what is going on down there.

But then I thought, what if that quake had hit us here in the Redwood Empire? Many of the people would not be able to know what was going on, because KUKI(AM) Ukiah goes to 250 watts at sunset, as does KDAC(AM) Fort Bragg. The AM in Mendocino goes off the air, leaving just a 3kw FM there, and the only station in Lakeport goes off at night. So our area, 100 miles north of San Francisco, surrounded by mountains making outside signals poor, would be served by just two 250 watt AM stations at night, and by three FM stations.

It would certainly make more sense if the stations in Ukiah and Fort Bragg could operate with more power at night, and the stations in Mendocino and Lakeport could remain on the air at night, just to serve us in case of an earthquake.—*Theodore S. Storck, Ukiah, Calif.*

EDITOR: After reading a letter in "Open Mike" in your Oct. 8 issue, I feel I must make a comment. The gentleman makes some very interesting and important points about the advantages of clear-channel radio stations. I agree. However I take issue with his last paragraph: "If the FCC does away with clear-channel stations I'll be able to listen to some teen-ager reading wire service copy of events like the ones I mentioned over local stations."

If it were not for some of those local stations hiring those teen-agers, this gentleman would not have those "expert" announcers on his beloved clear-channel stations. Those announcers were once teen-agers reading news copy on local stations. He does not realize that the local station is the backbone of broadcasting.—*Peter Maynard, Far Rockaway, N.Y.*

EDITOR: Regarding the comments made derogatory to local radio by Robert Garbrant ("Open Mike," Oct. 8): On my radio in Rensselaer, Ind., I can listen to traffic reports on WOR New York, WGN Chicago and KMOX St. Louis—none of which broadcast an ounce of news about Jasper County, Ind. My daytime AM is an NBC affiliate, has a staff of 14 including a 23-year-old, full-time news director, our youngest staff member. Rensselaer is only 5,000 people in a county of 25,000. We spend more than \$20,000 per year to cover news—news to our local people. If the FCC did away with the antiquated clear channel rule, we could cover local news 24 hours per day, and not hear traffic reports from 900 miles away.—*Tom Jurek, general manager, WRIN(AM) Rensselaer.*

Matters of minorities

EDITOR: Latinos in Communications is a nonprofit, professional-membership organization of Latinos involved in advertising, broadcasting, marketing and jour-

nalism. On behalf of our organization, I am writing to express our indignation and to respond to your editorial of Sept. 17: "An ethnic FCC?"

The appointment of a well qualified Hispanic to the FCC is not a case of partisan, election-year politics. The attempt to characterize the appointment of a Hispanic commissioner as a "narrowing of the field" or "the victimizing of the only practical broadcaster at the FCC" is an affront to the labor of Hispanics to achieve a measure of participation at all levels of broadcasting.—*Joe Aguayo, Children's Television Workshop, president, Latinos in Communications, New York.*

Editor's note: The editorial supported the reappointment of Commissioner James A. Quello, a former broadcaster.

The pile of paper

EDITOR: I am enclosing a set of pictures that were taken at the FCC public participation workshop in Sacramento, Calif. Broadcasters have been complaining about increased paperwork and excess regulation. These pictures tell the story: Picture number one is the entire application for station KIOI(FM) (then KPEN) in 1957. This was the original application with all supporting paperwork. Picture number two is the 1968 renewal, complete with ascertainment and all supporting paperwork. Picture number three is the 1971 renewal excluding the actual ascertainment forms, which would be about another 500 sheets of paper. Picture number four is the 1974 renewal, also excluding the actual ascertainment.—*James Gabbert, president, KIOI San Francisco.*



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A black and white illustration of a man in a suit and tie, looking distressed and sweating, balancing precariously on two thin, vertical poles. He is holding onto the poles with both hands. Three birds are perched on the poles, pecking at them. The ground is covered in a pile of small, dark objects, possibly seeds or debris, suggesting the birds are pecking away at the poles. The overall scene conveys a sense of instability and being overwhelmed.

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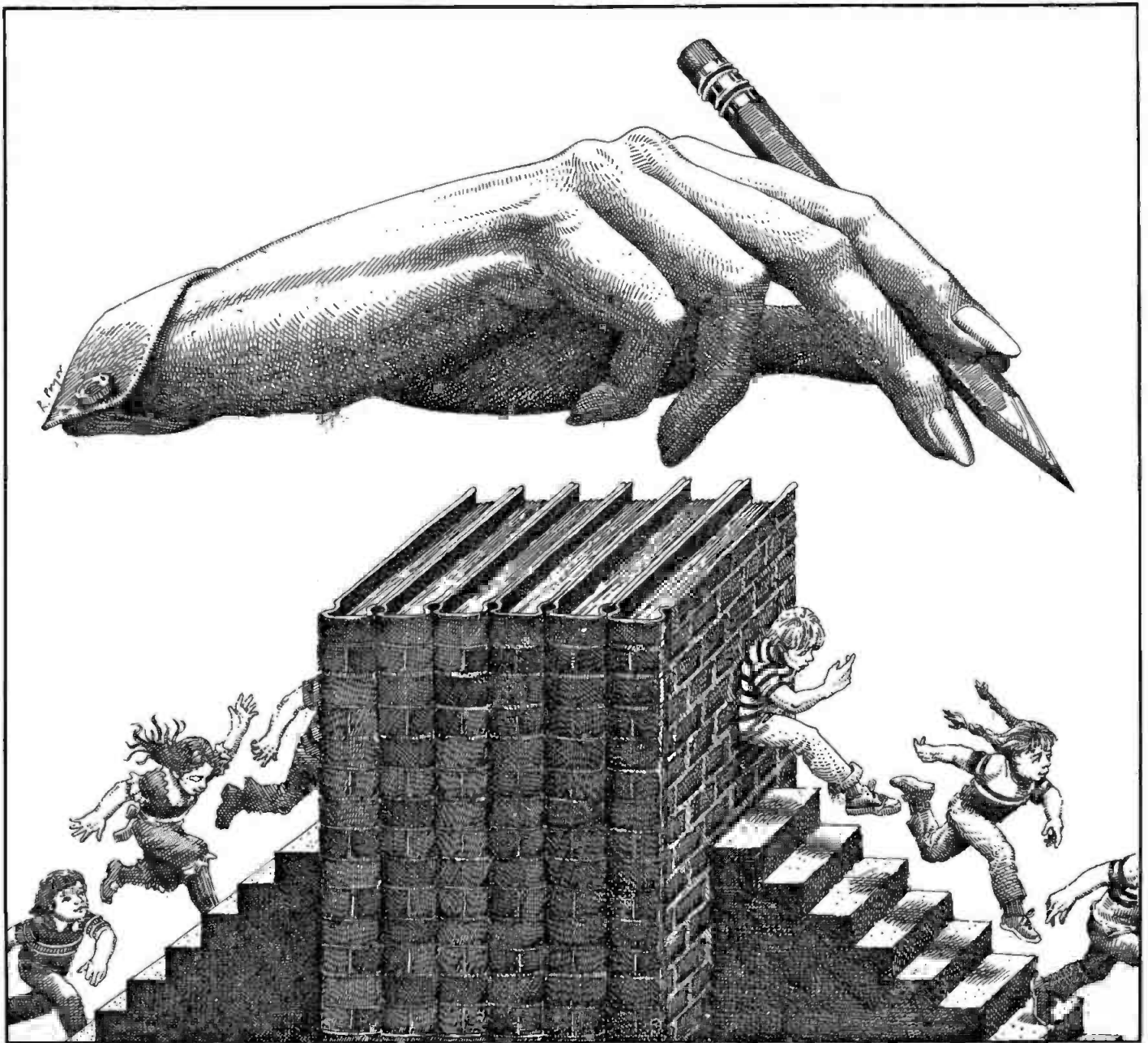
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showed her readers that schools in the same district differ widely in character, personality, appearance and attitude, depending on the principal, the school staff, its physical appearance and the community it serves.

In an 11-article series, Bly examined the advantages and disadvantages of the different types of schools, and she dug into such issues as teaching methods, new discipline techniques, the influence of atmosphere on a child's performance. And she explained that composite test scores, for example, cannot be used to judge a school because they reflect the nature of the community as well as the quality of the education.

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TOP OF THE WEEK

FCC staff report on children's TV expected to find industry wanting

How well broadcasters have measured up to 1974 policy key element at issue; next step could be notice of proposed rulemaking in area

The FCC tomorrow (Oct. 30) will issue a staff report that is expected to find that broadcasters have not fulfilled their obligations to provide enough educational programming for children through the broadcast week, in compliance with the commission's 1974 policy statement.

It is anticipated that the staff will recommend minimum standards for children's programming, although not for commercials in programs designed for children. It also is believed that the staff will propose congressional funding for the Public Broadcasting Service and the Department of Health, Education and Welfare for children's television projects.

That likelihood was telegraphed even more certainly last Thursday at another of the FCC's open—and increasingly inharmonious—meetings. Chairman Charles D. Ferris, in a discussion of whether broadcasters really pay attention to, or are interested in, what the commission thinks and does, said: "The history of this industry has shown how serious they take us . . . and at next week's meeting [on children's programming] we'll see how well they've done in the past five years." Responded Commissioner James H. Quello: "That's your own opinion . . . and fortunately four of us don't agree with you."

For almost two decades, the FCC has kept a low regulatory profile on the children's issue, never committing itself to absolute rules but indicating expectations of licensee responsibilities. If it follows the lead of the staff report, the FCC could put broadcaster licenses on the line for substandard performance for children.

The staff report is the result of a notice of inquiry issued in the spring of 1978, in which the commission asked for an assessment of its current policy on children's programming. A task force was formed to look into licensees' responsibilities under

the policy and conditions of today's market

The 1974 policy statement said: "We simply expect the licensee to select the particular areas where he believes that he can make the best contribution to the educational and cultural development of the children in his community—and then to present programming designed to serve these needs." It added that "There is . . . a great over-all imbalance in scheduling," and "although we are not prepared to adopt a specific scheduling rule, we do expect to see considerable improvement in scheduling practices in the future."

Regarding advertising, the FCC chose not to adopt rules per se. It said "the commission believes that the question of abolishing advertising must be resolved by balancing the competing interests in light of the public interest . . . eliminating the

economic base for and incentive for children's programs would inevitably result in some curtailment of broadcasters efforts in this area." The FCC also concluded that decisions by the National Association of Broadcasters code mechanism to limit nonprogram material in children's programs to nine and a half minutes per hour on weekends and 12 minutes during the week, and the Association of Independent Television Stations agreement to reduce advertising voluntarily to the same level, would result in industry self-regulation in this area.

A notice of proposed rulemaking is not necessarily expected this week, although it is a distinct possibility. If so, the FCC may be in for a proceeding as long and arduous as that ongoing at the Federal Trade Commission. A rule in this area, from either agency, may be years in the making.

Capitol Hill is gunning for the FTC

Sentiment there runs along lines of O'Neill comment that agency is 'overly ambitious,' and bill for one-house veto gains support

After months of talking over what to do about the Federal Trade Commission, the House this week will get around to doing something.

General debate on a bill (H.R. 2313) authorizing funds for the FTC will take place on the House floor today (Oct. 29), with complete consideration of the legislation scheduled for later in the week, probably Wednesday or Thursday.

Attached to the bill is a provision for a one-house veto, which would give either house of Congress the option to overrule any industry-wide regulation adopted by the commission. The House has voted in favor of this provision each of the last three years, but the Senate has resisted passage, leaving the FTC without an authorization bill during that time. And it seems more than likely that the House will once again try to impose restraints.

There is widespread support for the veto in the House, and last week Speaker Thomas P. O'Neill (D-Mass.) predicted that his colleagues would again vote to restrict the FTC's authority. "I've never received so many complaints about one agency as I have about them," he said.

O'Neill said it was possible that the complaints he's heard about the FTC could mean the agency is doing its job. But, he added, "I think the feeling of the House is that they've overextended themselves. I

think they're a little ambitious—a little overly ambitious."

If limits are imposed on the FTC, one proceeding that would likely be affected is the children's advertising inquiry, which is examining the possibility of limiting or banning TV advertising aimed at children. The inquiry has been stalled pending appointment of a new commissioner, but that situation changes today with the swearing in of Patricia Bailey, who was confirmed last week by the full Senate.

Bailey's first task with the children's inquiry will be to decide, along with Commissioners David Clanton and Paul Rand Dixon (Chairman Michael Pertschuk has been disqualified from the case by court decree, and Commissioner Robert Pitofsky disqualified himself), whether to accept the recommendation of the hearing judge in the case, Morton Needelman, and designate three key issues raised in the opening round of hearings for additional cross-examination.

It is expected by most observers that the three commissioners will opt for additional hearings. To send the matter to the commission now for a final vote without giving interested parties a chance for further exploration of the major issues would spark new complaints from the advertising, cereal, toy and candy industries, as well as TV broadcasters. And while the House and Senate grapple with what sort of restraints to put on the agency, the FTC certainly will not be looking for more adverse publicity.

If the disputed-issues hearings begin

(most guesses say some time after Jan. 1), there is the possibility of what may amount to a filibuster. The issues the commission are considering are tricky, and industry attorneys could drag out the hearings for months by calling a long line of witnesses.

Besides the complex questions that could be considered, there are, for some, emotional questions as well.

What Needelman has proposed to explore in depth are the following:

- To what extent can children between the ages of 2 and 11 distinguish between children's commercials and children's programming to the point that they comprehend the selling purpose of television advertising aimed at children?

- To what extent can children between the ages of 2 and 11 defend against the persuasive techniques used in these commercials, such as fantasy or cartoon presenters, premiums, limited information and various associative appeals?

- What health effects, actual or potential, attach to any proved lack of understanding of selling intent or inability to defend against persuasive techniques?

Some in the advertising community say the proceeding attacks the entire notion of what advertising is, and any rule the commission might promulgate would set, for the industry, a dangerous precedent.

But there are other unanswered questions about a ban on advertising to children, some that would be raised if limitations are eventually imposed.

To begin with, it appears the House will once again approve the legislative veto.

The Senate is still resisting the measure, but support for the veto appears to be gaining at least some momentum, and there is a chance that the idea will become reality.

If that happens, the Congress will have the opportunity to veto a children's ad rule, and it is certain that industry lobbyists will put enormous pressure on legislators to override the commission.

If a rule did survive Congress, there undoubtedly would be court tests. And a recent decision by the U.S. Court of Appeals in Washington indicated more potential trouble for an ad ban. In its ruling, that court agreed with a lower court opinion that held that terminating the case because of FTC procedures was premature and the matter would first have to be resolved at the commission level before the procedural matters could be ruled on.

But the court also expressed some reservations about the way this rulemaking has been fashioned and concluded that it had "serious doubts about the validity of some of the commission's actions" (BROADCASTING, Oct. 8).

Many predict, however, that the issue would not stop at the appeals level, but would eventually find its way to the Supreme Court. There is the opinion in many camps that the issues raised in the proceeding will require resolution by the high court as they are murky, open to interpretation.

What this means is that the matter is probably a long way from being resolved, perhaps years.

But there also is the possibility that the

commission will not issue a rule, or—less likely—that it may issue one acceptable to all parties. In that case, the final verdict may not be too far away.

Up against a Geneva wall

U.S. proposals to expand AM and share UHF are not going over well at WARC; pace of meeting may push it into overtime

As the World Administrative Radio Conference ended its fifth week last week, U.S. concerns regarding two of its proposals involving broadcasting were proving justified (BROADCASTING, Sept. 17). One is the extension of the upper portion of the AM band from 1605 to 1860 khz; the other calls for adoption of the concept of sharing the entire UHF television band with mobile and fixed services on an international basis.

Reports from the delegation in Geneva indicate there is no support—at least at this point—among Region 2 (Western Hemisphere) nations for including AM broadcasting in the 1800-1860 khz band. Furthermore, while the U.S. wants to protect radiolocation (radar) in the lower portion of the 1605-2000 khz band, Canada and Mexico want an exclusive allocation for broadcasting between 1605 and 1705 khz.

As for the U.S. proposal regarding shar-

InBrief

FCC Chairman Charles Ferris wants to **double hiring requirements for women and minorities in top-four station job categories**. Licensees are now directed to hire in ratio of one minority or woman employe for every four in over-all market workforce; Ferris wants that formula upped to one for two. Then, he said, "commission can assure itself that licensees do not evade their affirmative-action obligations by creating inflated job titles." Ferris, who made his remarks at meeting of Black Citizens for Fair Media, in New York last Friday, also said networks are doing poor job of staffing minorities in key positions at headquarters. In top-four job categories there, he said, 7.4% are minorities and 11.4% are women. He noted that FCC's network inquiry staff thinks commission has power to oversee networks and said, "It may be time to **confront directly the employment practices**" of networks—echoing week-earlier remarks of Commissioner Tyrone Brown at convention of National Association of Media Women, in New York. "I believe," said Brown, "the commission has an obligation to look into the networks' EEO performance."

Move of ABC-TV's "Hart to Hart" to Tuesday 10-11 NYT appears to be saving night for network. Ratings for first night with *Hart* (Oct. 23) showed that ABC won it with more than comfortable 24 rating/39.4 share—handily outdistancing NBC-TV (17.6/28.6) and CBS-TV (12.5/20.3). *Hart* pulled 22.8/39—bettering second-place NBC by nine share points.

Tele-Communications Inc. has placed initial, **\$5-million order** for Scientific-Atlanta's **Homesat consumer earth stations**. TCI will act as distributor for dishes in western states where its cable and microwave operations are already located, and will arrange for programming under agreements it already has with software companies.

FCC has **refused to grant** five companies waiver of crossownership rules requiring **divestiture of either newspaper or broadcasting properties**. Five were part of 16 cases FCC labled as "egregious," in which only daily and only radio or TV station in market were under common ownership. Five cases which must still divest are all that remain of original 16—three have already divested, competition has entered in six other markets, one case was reversed by court. Five companies, which have to divest by Jan. 1, 1980, are: Anniston Broadcasting Co. (WHMA-TV Anniston, Ala., and *Anniston Star*), WALB-TV Inc. (WALB-TV Albany, Ga., and *Albany Herald*), Lee Enterprises Inc. (KGLO-TV Mason City, Iowa, and *Mason City Globe-Gazette*), Johnson Newspaper Corp. (wnny-TV Watertown, N.Y., and *Watertown Daily Times*) and Owosso Broadcasting Co. (WOAP-AM-FM Owosso, Mich., and *Owosso Argus-Press*).



National Association of Broadcasters last week held another in its series of **town meetings**, this one in Orlando, Fla. More than 300 citizens came to the Edyth Bush Theater there to talk to broadcasters about what concerns them most. Majority of questions addressed issue of morality in television programming. Other concerns were loud commercials and advertising of personal products. Broadcaster panel, all NAB code board members, comprised (l to r): Alfred R. Schneider, ABC; Michael McCormick, WTMJ(TV) Milwaukee; Don O'Brien, CBS Broadcast Group; Erica Farber, wxlo(FM) New York; Herminio Traviesas, NBC, and Jerome Lansner, NAB Code Authority.

ing of the UHF band between 470 and 890 khz, most Region 2 countries oppose the concept for frequencies below 806 mhz; they are said to prefer discrete allocations among the services.

U.S. allocations are not in jeopardy, according to officials. The U.S. could provide for sharing of the frequencies within its borders—but not in areas where sharing would cause interference to stations in Mexico or Canada. In other matters:

WARC has not taken any formal action thus far. Proposals are still being considered in working groups. In fact, the pace of Geneva is causing some concern that the conference will not complete its work in the 10 weeks scheduled for it. The International Telecommunications Union, which is conducting the conference, has funds budgeted for a one-week extension.

WARC is moving toward agreement on the holding of a subsequent conference on HF bands allocated to broadcasting (short-wave) and some other matters. The committee working on allocations has created an informal group to examine proposals for such a conference, which some countries believe should be convened to plan the use of HF space allocated for short-wave.

The U.S. is said to have supported the idea of a future conference but to have emphasized—as did Sweden—that a meaningful conference would require a substantial increase by WARC in HF allocations for broadcasting.

The U.S. delegation has been meeting with delegations from Canada and Brazil on the U.S. proposal to double to 1,000

Pro bono. The National Association of Broadcasters will pinch hit for the U.S. government as host of a Nov. 12 reception at the World Administrative Radio Conference in Geneva. NAB's vice president for engineering, George Bartlett, a member of the delegation, suggested to U.S. officials that the NAB play the role of host, since the U.S. never provides funds for such affairs and most other countries do. Guests will be delegations from Region II (Western Hemisphere) countries as well as key members of other delegations. Hosts will be NAB Chairman and Mrs. Thomas Bolger and President and Mrs. Vincent Wasilewski. All told, more than three hundred are expected. Estimated cost to NAB: \$10,000.

mhz the spectrum space available at 12 ghz for satellites and to divide the 12 ghz band into separate subbands of 500 mhz each, 11.7-12.2 ghz for fixed satellites and 12.2-12.7 ghz for broadcast satellites. The U.S. is attempting to satisfy Canada's aim to allow at least limited broadcast satellite access to the lower band and limited fixed satellite access to the upper, while maintaining separate frequency allocations for the two services.

The U.S. and Canada are also said to have presented similar ideas for easing concerns of Third World countries that geostationary orbit space will be gone by

the time they have the need and resources to launch communications satellites. The Geostationary Orbit Access Procedures (GOAP) would require nations with satellites to make at least minor adjustments in their location if necessary to accommodate late-comer satellites. The ideas are intended to head off proposals for plans under which orbital slots and frequencies are held in reserve for countries, whether they need them or not.

Disney family on radio buying spree

Its Shamrock Broadcasting, formed only last year to acquire Starr, now is on way to buying 10 stations of San Juan Racing Association

Shamrock Broadcasting has offered \$67 million for the 10-station radio group owned by San Juan Racing Association. That Puerto Rico-based company also owns a race track in the commonwealth and the Washington Diplomats soccer team.

San Juan's president and chairman, Hyman Glickstein, made the announcement, saying that he and other principal shareholders of the company "look ... favorably" on the proposal. The deal calls for \$62 million plus the assumption of \$5 million in bank debt.

Stations involved are WKTU(FM), the disco success story in New York, New York's Spanish-language WJIT(AM),

Worldvision Enterprises has scored another network series for local syndication: ABC-TV's "Love Boat," now in its third season. Earlier this month, it announced acquisition of rights for CBS-TV's *Barnaby Jones* (BROADCASTING, Oct. 22).

U.S. Court of Appeals in Washington has "strongly recommended" to FCC that it refer future double billing cases to U.S. attorney for consideration of criminal prosecution. Court made recommendation in opinion affirming commission's decision to deny renewal of Berlin Communications' license for WBRL(AM) Berlin, N.H., because of double billing. Berlin did not deny wrongdoing, but had protested in its appeal that punishment was unduly severe. Court not only disagreed but said **commission has not paid sufficient attention to "serious criminal violation"** double billing constitutes—violation of mail fraud and conspiracy statutes.

CBS-TV has scheduled "Young Maverick" series (Warner Bros.) at 8-9 p.m. Wednesday beginning Nov. 28. Time period started out this season with poorly rated *Last Resort* and *Struck by Lightning*, which have since been pre-empted for specials. While latter shows may be in scheduling limbo, CBS continues to maintain that they've not been canceled.

Creditors' committee of financially troubled **Media Corp. of America** last Friday accepted Lorillard proposal to pay \$6 million to creditors of media-buying service. Lorillard, former client of Media Corp., offered to give \$3 million to creditors never paid because Lorillard stopped payments to Media Corp. last July, and \$3 million to creditors for whom Lorillard had made payments to media-buying service, but reportedly were not compensated. First \$3 million would represent 22 cents on dollar and second \$3 million 28 cents on dollar.

Financially ailing **Chrysler Corp.**, which spent estimated \$12 million in

broadcast last summer on its rebate offer for 1979 cars (BROADCASTING, Aug. 20), is reported to be **readying spot TV and radio drive** for Plymouth Volare and Dodge Aspen 1980 models. Though plans still are said to be incomplete, spot TV and radio effort will begin in about 10 markets sometime in November, with likelihood list will be expanded and network TV will be added. Agency: Kenyon & Eckhardt.

National Association of Broadcasters is making concerted effort to form **more effective lobbying group of broadcasters**. NAB brought in its government relations representatives from almost every state for "Leadership Conference" last Thursday and Friday. They met with their Washington counterparts to discuss how to form efficient organization at state and national levels. Goal is to have on-going relationship, at both levels, with each state's representatives and senators.

Leslie Midgely, CBS News executive producer whose association with CBS began in 1955, is joining NBC News in January 1980 as VP, special programs, succeeding Nigel Ryan, who will become director of programs for Thames Television of London.

John Dimling, who left research vice presidency of National Association of Broadcasters to take New York post with Arbitron earlier this year (BROADCASTING, Jan. 29), is returning to Washington next month as director of planning and analysis for Corporation for Public Broadcasting.

Oklahoma Publishing Co. (Gaylord Broadcasting Co.) has established new Los Angeles-based **program production division, Gaylord Productions**. **James Terrell**, executive vice president of Gaylord Broadcasting, has been named president of new arm that will make television and motion picture product. **William L. Clark**, formerly vice president for sales of 20th Century-Fox Television, has been named vice president of sales and television development of new venture.



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Ray Hernday, Chief Engineer, WTMJ.

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Jim Wuliman, WTMJ's Director of Engineering, went even further. "Size and expansion capability were very important. We needed everything

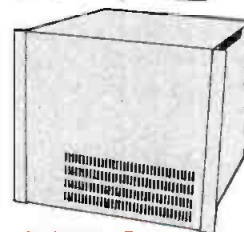
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WJMD(FM)-WUST(AM) Washington, WKLS-AM-FM Atlanta, WQAL(FM) Cleveland, WYSP(FM) Philadelphia and KRLY(FM) Houston. San Juan has previously arranged to sell WTMI(FM) Miami and buy KNUS(FM) Dallas.

Shamrock, privately held by Roy E. Disney and family, recently completed a merger with Starr Broadcasting for about \$25 million. Starr had four AM, four FM and four TV outlets, and Shamrock had been formed by the Disneys expressly for the Starr acquisition (BROADCASTING, May 15, 1978). Bruce F. Johnson is president and chief executive officer.

Something will have to go in completing the latest transaction; San Juan has a full complement of FM's, which means Shamrock will have to sell off four of the total 11. No decision has yet been made on which stations will be put on the market.

Reasonable access battle joined

With election year 1980 still two months off, a complaint about broadcasters' treatment of candidates is being prepared for filing with the FCC, probably this week. The complainant will be the Carter-Mondale Committee, and the pleading will be aimed at the refusal of the three networks to make a half hour available in December for a documentary on President Carter.

Jerry Rafshoon, who is handling the advertising for the campaign, called the networks' actions "arbitrary and capricious." And the attorney preparing the complaint, John Lane, said it would be based on the "reasonable access" provision of the Communications Act.

Carter plans to make a formal announcement of his candidacy on Dec. 4. Rafshoon had asked for a half hour in prime time on any one of four dates—Dec. 4, 5, 6 or 7.

Carter was not alone in being turned down. The three networks have also rejected requests for half hours by Republican presidential hopefuls John Connally and Ronald Reagan.

However, CBS has made five minutes of program time available to the candidates and Connally and Reagan have accepted. The Connally campaign committee purchased five minutes at 10:55 p.m. on Oct. 30, and is considering a five-minute daytime availability during the week of Nov. 19. The Reagan campaign committee bought five minutes at 10:55 on Nov. 13 and at 2:25 p.m., on Nov. 14. It also bought five minutes on CBS Radio and on the Mutual Broadcasting System during morning drive time on Nov. 14.

CBS has offered Carter five-minute program time—at 10:55 p.m. on Dec. 8 and during the day at an unspecified time. Rafshoon indicated he was not interested—"It's five minutes at the end of the network's lowest-rated show"—*Paris*. (Last week, *Paris* ranked 61st out of 64 shows.)

Silverman: troops home by Christmas '80

NBC president says his network will be number one across the board by the end of 1980; he also admits some promotions and programs in early going are 'jiggly,' but says that from here on, the hallmark of his programming will be quality

NBC President Fred Silverman expects that his TV network will be "the leader in all dayparts" by the end of 1980. The weekly ratings wins and losses so far this season are "really meaningless," he feels, and NBC's real "year of ascendancy is ... from Christmas to Christmas."

With live drama and *Studio 8H* cultural programs to be added to NBC News *White Papers*, *NBC Theater* and other shows, he hopes that "every week and a half or two weeks, there will be something to point to of a special nature ... that represents quality."

Promotions and programming that "could be considered jiggly" were necessary to get audience sampling of some of the new shows. "But there's no intention to sustain this kind of activity" and it will "virtually disappear in the next couple of weeks."

Silverman's remarks on these subjects and a range of others from the November sweeps to *Prime Time Sunday* came Sunday, Oct. 21, when he took questions from reporters during an NBC press tour in New York.

Silverman admitted that the TV trend has been towards pure entertainment over the past five years. That, he said, "was a mistake and we're trying to correct it."

Challenged by a reporter who found it unusual for Silverman—who has been a force in building the likes of *Laverne & Shirley*—to be making such statements, Silverman said, "I'm in a position now to something about it."

Among the things Silverman plans to do on the cultural side this season are four *Studio 8H* programs. The first will be on Jan. 9, a 90-minute New York Philharmonic tribute to Arturo Toscanini under the direction of Zubin Mehta. (Mehta, who shared center stage with Silverman early in the press conference, lauded NBC and said that since the days of the NBC Symphony and Toscanini, "commercial media have really completely forgotten about us.")

Although he said details will come in mid-November, Silverman said NBC is planning four to six live drama programs a year in prime time—mostly originals but also a new version of "Death of a Salesman."

Silverman was challenged by another reporter who asked how Silverman could talk of quality programming and yet use "tawdry" promotions to advance such shows as *The Misadventures of Sheriff Lobo* (at issue: an episode involving "The Panhandle Pussycats," a group of girls from a burlesque house who were cheerleaders for a football game).

Silverman countered that what "could be considered jiggly" was only a "very small part of a 22-hour program schedule." He claimed that "nobody singles out the promotion for *The Miracle Worker*. Nobody singles out the promotion for *When Hell was in Session*."

He said that such programming and promotion were needed to draw an audience to sample some new shows and now will "virtually disappear." Silverman claimed that "the shows now by and large are quite typical of the series." For example, he explained that the premiere earlier this month of *Kate Loves a Mystery* ("Hookers By Day, Housewives By Night") is the only episode in the series he could think of that had "the kind of content that would be questionable."

Silverman, whose network is outperforming most expectations, nevertheless discounted the early weekly ratings scores. "You know, you look at these numbers, number one one week, number two, and probably we'll be third this week because of frontloading. They're really meaningless. What you look for is improvement. And I know with some certainty that we have more successful programs on the air now than we had a year ago and than we had in the midseason."

However, Silverman is sticking to his earlier projections that NBC will lead the others by Christmas 1980 and, he thinks, in all dayparts.

He claimed that "we're starting to see it in our children's schedule, which has built the past couple of weeks, and we are about ready to move into a second place there."

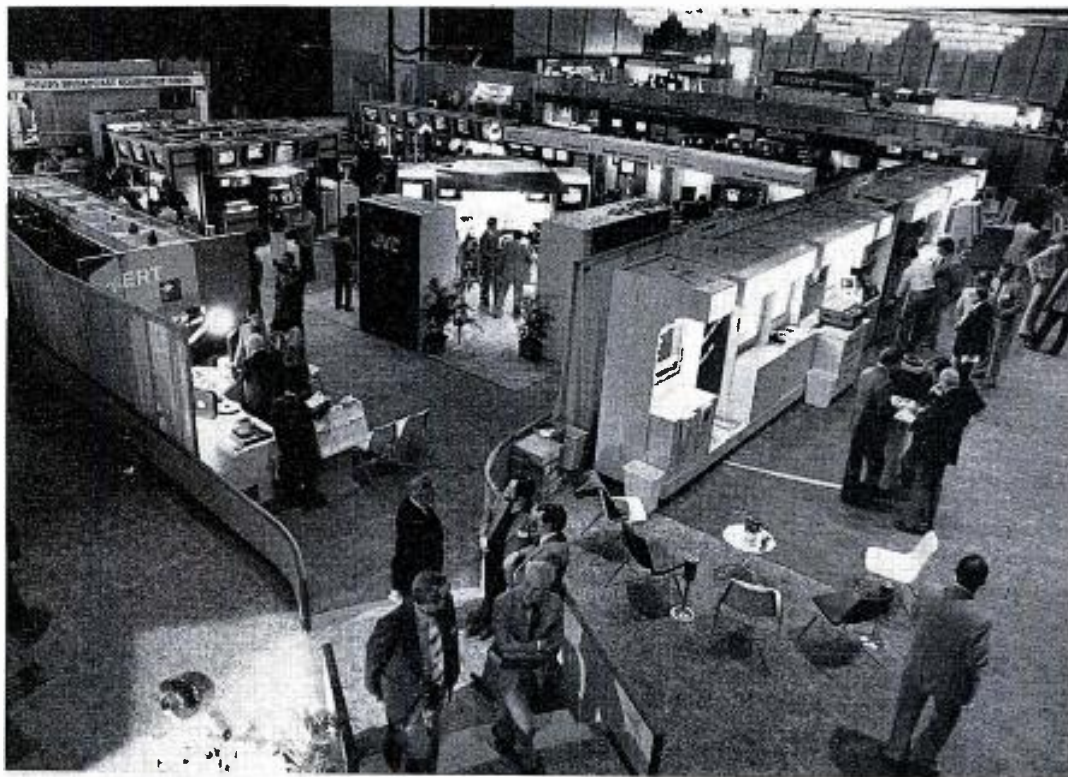
"I think we're seeing it the past couple of weeks with the *Nightly News*, where the show is re-establishing itself as the second program in the time period, and now we are promoting it." He added that "we've arrested the erosion on the *Today* show." And, he said, "for the past couple of weeks there seems to be some movement in our serials in the afternoons." By the end of 1980, he added, "all but three half hours of our program schedule in daytime will be serial," meaning another hour of serials by next spring.

As for the Johnny Carson late night situation, Silverman offered no more than the network had been saying before: "there are ongoing conversations" and "NBC loves Johnny Carson and we want him to stay."

As for why NBC's prime-time schedule has improved upon last year's, Silverman explained that certain renewed shows "were underestimated by a good many people" and previously had "never really had an opportunity to prove themselves." Second, he said, "we've introduced some new programs that the audience seems to like."

Third, and "most significant," he added, is that "we have a group of shows for the most part that are either brand-new or less than a year old. And these shows are in a state of growth."

Technology



SMPTE sets records

Attendance hits 8,500 for week's worth of technical papers and 167 equipment exhibitors

By the numbers, last week's meeting of the Society of Motion Picture and Television Engineers at Los Angeles's Century Plaza hotel fared well. The indicators suggested strong growth in the ranks of those attending, and the number of exhibitors was significantly higher than last year's fall meeting in New York. Official figures for the Sunday-through-Friday conference showed that 8,500 attended (including 1,500 paid registrants and 1,500 exhibit personnel), and the number of exhibitors swelled to 167. Figures for the New York meeting were 7,200 and 110, respectively.

The papers presented at the five days of technical sessions showed that SMPTE remains ahead of other engineering-oriented gatherings in addressing a diversity of technical subjects. As is the custom at such meetings, the topics ranged from the mildly informative, such as a report on television in the People's Republic of China, to the esoteric—discussions of the future of high-resolution (1,100-line or more) television or the Pioneer II Saturn display system—to the downright (to the uninitiated) arcane—user-bit applications and crossmodulation techniques.

An entire afternoon of papers (Thursday) was devoted to the dramatic impact the use of microprocessors has made on almost every area of broadcast production

and transmission.

Delegates also heard reports from ABC-TV on its near-monumental engineering efforts for the 1980 Winter Olympics at Lake Placid, N.Y.; from the head of engineering at CBS-TV on its new single-camera off-line editing system, and from an Ampex Corp. engineer, who participated in the development of videotape in the 1950's, on the core problems of economics and performance engineers will have to address before digital video recording can become a reality in the production studios of the world's television stations and networks.

While some engineers took opportunities to describe the design and development of equipment that could be seen and purchased at the exhibit hall (or halls—for the exhibits were spread throughout the basement meeting rooms of the hotel), others chose to devote their papers to such futuristic topics as stereophonic television sound, stereoscopic (three-dimensional) video and teletext.

Although the technical sessions did not disappoint, those looking for new products on the exhibit floor may have been let down. There were some new items, but many of those were production models of prototypes seen at the National Association of Broadcasters convention last spring and elsewhere.

Sony had a number of new products, but all were essentially accessories for its existing broad line of broadcast equipment (see "In Sync," page 34). Hitachi was

showing two new color cameras—the FP-40S, convertible to four modes of operation (ENG, surveillance, telecine and studio) and the FP-60S with its three one-inch Saticon tubes. Philip's new digital noise reducer and tape synchronizer were receiving much attention, and Lenco Electronics was pushing a new line of color monitors.

Despite the lack of novelty on the floor, interest at the booths was continually high, and the salesmen were kept busy attending to the delegates who flowed through the aisles. With few exceptions, product managers and sales personnel were pleased by the attention their products received and reported sales of products both old and new.

One characteristic of conventions of any type seems to be considerable discussion about the next one, and SMPTE last week was no exception. At a press conference on Wednesday, representatives from Great Britain's International Broadcasting Convention were on hand to make known their plans for the Sept. 20-24, 1980, meeting. Next year's eighth IBC will be held at the seaside resort of Brighton, and it will be the first outside London. Charles B. Wood, a British broadcasting consultant, said IBC expected attendance at the 1980 conference would reach past 3,000, and that the new Metropole Conference and Exhibition Center would accommodate more than double the number of exhibitors who were on hand in 1980.

BROADCASTING will present a full report on last week's SMPTE on Nov. 5.



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Earth-station action reaction

Mutual forges ahead, hopes to have satellite distribution in operation in a year and a half; others have questions about deregulatory move

The FCC's Oct. 18 decision to deregulate receive-only earth stations (BROADCASTING, Oct. 22) was greeted with enthusiasm by some last week, and with a surprising amount of caution by others.

Mutual Broadcasting System wasted no time in planning the installation of more than 650 six-foot, 10-foot and 15-foot earth stations nationwide. (The diameter of each dish depends on market size, location and other technical factors.) Applications for approximately 500 units have been pending since March 1978, while applications for an additional 200 were filed last spring.

Representatives of California Microwave Inc., the company building Mutual's earth stations, were in Washington last week working out details for installation. According to Ray Rask, Mutual's director of satellite and corporate engineering, the first 20 would be in place on the East Coast within the next 45 to 60 days. He added that Mutual hoped to have the entire system in place and fully operational within 18 months.

Others were also moving ahead with plans, although not as quickly as Mutual.

Jay Bowles, of Associated Press Radio, said six or seven people were working full time on mapping an implementation schedule, but he didn't expect that final plans would be ready until this week. "We've been fighting for this for years," Bowles said. "We're flat going to go with it, I can guarantee you that," he added.

But Bowles said there were still some questions that had to be answered, such as how much power could be used out of the satellite. Technical questions of this sort, he said, would have to be studied fully before any final decisions could be made.

Equipment manufacturers were also asking questions last week. There was the general consensus that the commission decision would eventually be a boon to business, but it was too soon to predict what that impact would be.

John Freight, manager of marketing communications for Scientific-Atlanta, said S-A was excited about the decision, but it wanted to see the FCC order, which hadn't yet been released, to study the fine print. "We're still wondering what it all means," he said.

Freight said that S-A's sales had been increasing each year, and he expected that even without this decision, costs are dropping and sales would continue to gain. He attributed this in part to the fact that the cable industry is more financially sound than in the past and there's more programming offered via satellite.

Freight said he hoped questions about the decision could be resolved this week at

an S-A earth station symposium, and he expected the issues would in fact be clarified. "Whether this will have a major impact—it's too soon to tell," he added.

A representative of another major manufacturer, who asked to remain anonymous, said he wasn't sure what the decision really meant. As he understood it, an unlicensed earth terminal could access any satellite, assuming there is permission from the programmers. But he wondered whether the manufacturers would be liable if a person avoided obtaining permission and paying royalties. He added that this could become a possibility if there is no record at the FCC of where earth stations are located.

Bob Luff, of the National Cable Television Association, said that manufacturers had expressed some questions about the registration issue, but otherwise seemed pleased with the decision.

Luff said the public interest had been served by the decision, as licensing was available as an option to protect cable systems from microwave interference. But in rural areas, where the possibilities of interference were minimal, the time-consuming construction permit process could be circumvented, he noted. Luff said that

without having to go through the cost of frequency coordination, the cost of installing an earth station would be cut by about 25%. He noted that approximately half of the country's cable systems already have earth stations, and this FCC action will probably pave the way for the others.

If an operator foregoes the licensing process, he remains unprotected to interference. Luff said, however, there is always the option of moving an antenna or getting a better one.

There was some obvious disagreement on the efficacy of this position. One engineer said it was nonsense that a dish could be easily moved. In addition, he said that people seemed to be overlooking the potential costs involved. "Anyone that just willy-nilly pours concrete pads has money to burn," he said.

He said he thought Mutual was wrong in its decision to jump at the chance to install the terminals without protecting against interference, as only four to five months might be lost by now going through the licensing procedure. "When the Bell System needs a new microwave link because an area is growing, and they put the microwave in, that's the end of that system," he said.

InSync

New-born. Bell & Howell Co. and Robert Bosch Corp. announced formation of new joint venture corporation at convention of Society of Motion Picture and Television Engineers in Los Angeles last week. Fernseh Inc., as company will be known, will incorporate video equipment manufacturing plant of B&H's Telemation subsidiary in Salt Lake City with marketing operation of Fernseh Division of Robert Bosch Corp. Technical expertise will come from B&H, Telemation and Robert Bosch. Fernseh Division will continue overseas manufacture and distribution of its existing product line. Robert B. Pfannkuch, president of B&H's video group, will become chairman of new company.

Curing the blues. Jun-ichiro Nakamura delivered paper at SMPTE technical session on "soft chromakey" system developed by his company, NHK (Japanese Broadcasting Corp.). In videotape demonstration, Nakamura compared soft chromakey to conventional method. NHK system produced composite picture with clear definition of border detail without blue outline that degrades chromakey shots. Also, soft chromakey reproduced faithfully shadows cast on chromakey blue, creating more natural montages and shadows and maintained good color rendition without bluish cast.

RCA was there too. RCA dominated television production session of SMPTE on Monday afternoon with series of papers that led up to another discussion and pitch for RCA's state-of-the-art TK-47 color camera system with its automatic set-up capability. One of four successive RCA speakers described RCA's new 30 mm Saticon pick-up tube (C81009E) which is due on marketplace early next year. Al Month of RCA Lab in Lancaster, Pa., said new tube is superior to 1.2-inch scanned lead-oxide tubes in corner resolution and that its size complements TK-47 design.

Fidelipac on its own. Fidelipac division of Harvel Industries Corp. has become totally independent under name of Fidelipac Corp. Headquarters are at 109 Mount Laurel, N.J. 08057. Fidelipac, leading manufacturer of broadcast tape cartridges and accessories, said continuity in providing quality products will continue to be supplied by existing management personnel. Retaining their positions are Daniel McCloskey, general manager; Arthur Constantine, sales manager, and Robert J. Gosciak and Frank A. Dileo, development engineers.

New from Sony. Sony Corp. arrived at SMPTE with number of new products, including three-quarter-inch U-Matic videocassette recorder; dynamic motion controller that provides continuously variable playback speed as accessory to Sony's one-inch recorders; CCU-300 camera control unit with five-inch viewfinder for Sony's BVP-300 color camera, and HT-500 chroma stabilizer for monitoring purposes.

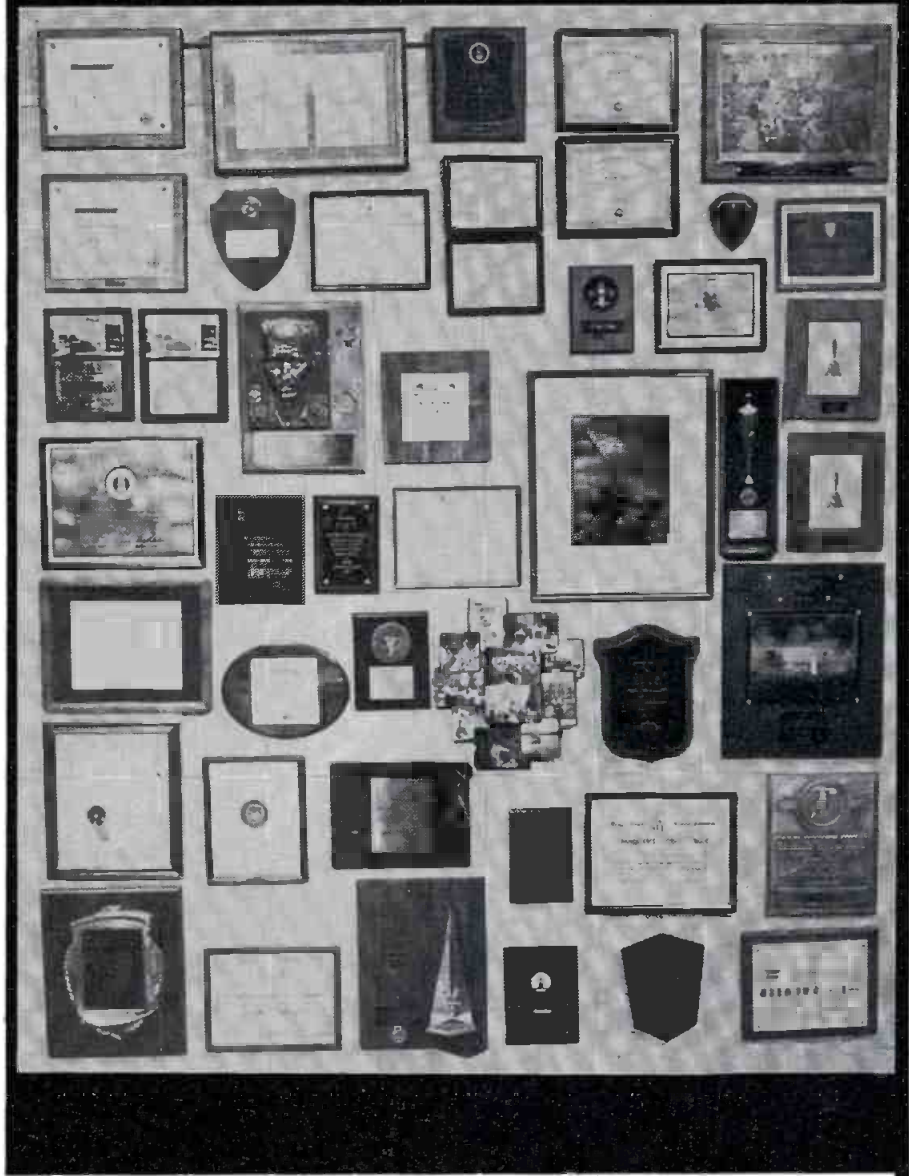
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Association, Lansing Chamber of Commerce, Capital Area United Way, Lansing School District, Michigan Lung Association, Big Brothers/Big Sisters, Michigan Arthritis Foundation, Automobile Club of Michigan, and the University of Michigan, to name a few. The Ionia Free Fair honored us for producing the first live television coverage of that popular Mid-Michigan event.

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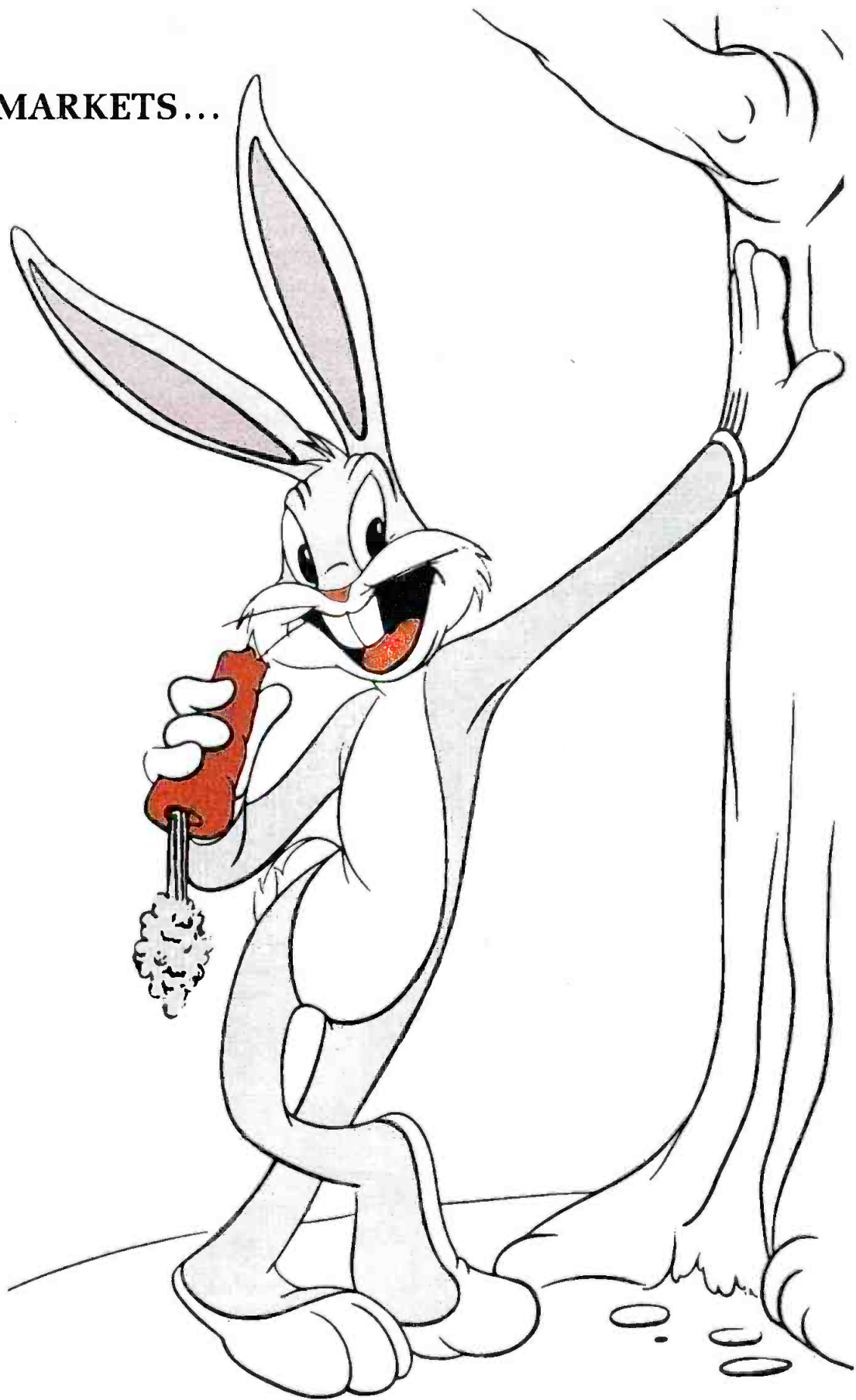
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WRCB-TV, Chattanooga
WHBF-TV, Davenport-Rock Island-Moline
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KGGM-TV, Albuquerque
WNDU-TV, South Bend-Elkhart
WGAN-TV, Portland-Poland Spring
WYTV, Youngstown
KOLN-TV, Lincoln-Hastings-Kearney
WAPT-TV, Jackson (Miss.)
WCYB-TV, Bristol-Kingsport-Johnson City
KYTV, Springfield (Mo.)
WWLP, Springfield (Mass.)
WSMW-TV, Worcester
WFIE-TV, Evansville
WEEK-TV, Peoria
WKYT-TV, Lexington
KOLD-TV, Tucson
KELO-TV, Sioux Falls
WILX-TV, Lansing
WCTI-TV, Greenville-New Bern-Washington
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Thousands of hours a year, hundreds of millions of dollars and the intense concern of both broadcast executives and the public their medium serves are devoted to the many-faceted world of children's TV. It's a subject as complex as it is controversial. This special report provides a "snapshot" of that arena as it stands today—nationally and locally, in terms of programs and the commercial world—as the FCC and other government interests prepare to take a new, longer and even harder look at the subject than they've ever done before.

The TV networks: at the center of the storm

Networks contend critics aren't looking beneath the surface of Saturday-morning television for kids

It's Saturday morning, and for many parents, there's no question where their children are.

The commercial networks' line-ups are in full swing and parents passing by the television set can find their kids starting off the morning with ABC-TV's *World's Greatest Superfriends*, CBS-TV's *New Adventures of Mighty Mouse and Heckle and Jeckle* or NBC-TV's *Daffy Duck Show*. A little later, it's the *Plasticman Comedy/Adventure Show*, *Popeye Hour* or *The New Shmoo*.

Same old thing, right? A little more sophisticated and superpowerful, perhaps, than what parents used to watch. But still cartoons, cartoons, cartoons.

Programers won't argue that animation is the foundation and competitive necessity of Saturday mornings. From 8 a.m. to noon, it's a solid cartoon block across the networks. But as for children's programming being the same old thing, programers disagree.

The house has been cleaned of violence and racial and sexual stereotypes, they insist. Cited are informational spots such as ABC's *Schoolhouse Rock*, CBS's *In the News* and, premiering this season, NBC's *Ask NBC News* and *Time-Out*. Afternoons, there's *ABC Weekend Specials*, the CBS youth-directed newsmagazine, *30 Minutes*, and NBC's (as of Nov. 10) *Hot Hero Sandwich*.

On selected weekdays, there are the *ABC Afternoon Specials*, the new *CBS*

Afternoon Playhouse and *NBC Special Treats*. The programming list continues.

From those providing the viewing choices for young people, these are important strides, with the word "evolution" frequently used. To critics, however, they are merely baby steps compared to the efforts of Children's Television Workshop (*Sesame Street*, *Electric Company* and *3-2-1 Contact*).

■ Whether strides or baby steps, there has been movement. *Captain Kangaroo*—now in its 25th season of weekday mornings on CBS-TV—has been joined not only by new cartoons but also by children's variety shows, news broadcasts and diverse informational segments.

On ABC, for example, at least 30 seconds of nutrition, health and safety or consumer spots show up during each half hour of children's programming. And when ABC cuts back next January to seven-and-a-half minutes of commercial time (CBS and NBC are holding fast at eight and a half), more time for such service announcements is to be added. ABC plans to go to six-and-a-half minutes in 1981.

ABC's health and safety tips show up in *World's Greatest Superfriends*; consumer spots are offered during breaks in *Plasticman*. New this season is *Dr. Henry's Emergency Lessons for People (HELP)*. Since 1972, there's been *Schoolhouse Rock*, an animated musical series now consisting of "America Rock," "Grammar Rock," "Multiplication Rock" and "Science Rock." The three-minute shows are offered four times a weekend. Twice each weekend is *Dear Alex & Annie*, a TV advice column for children and adolescents.

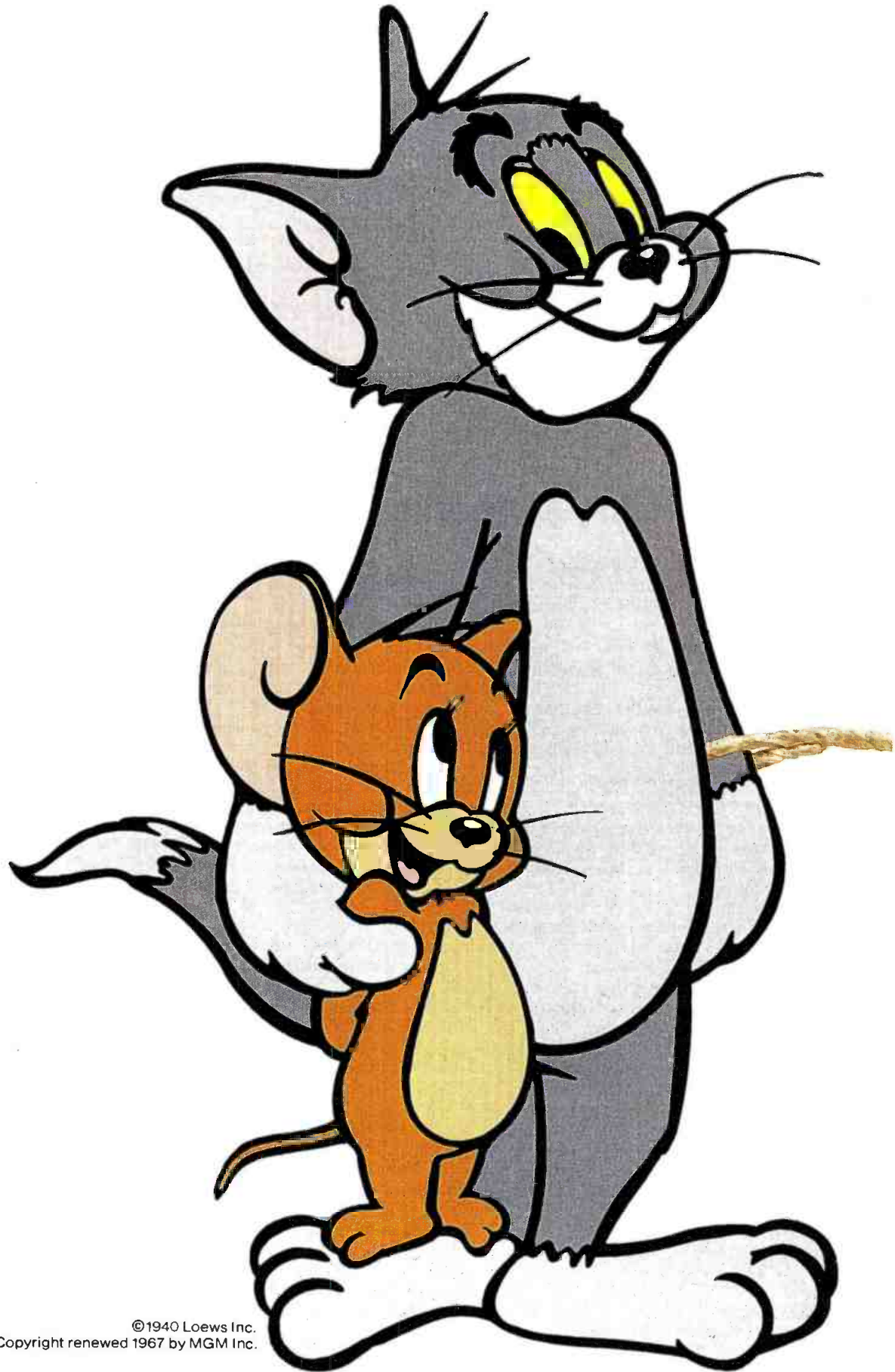
Now in its second season is ABC's Sunday morning 90-minute entertainment and variety show, *Kids are People Too*. It's followed at 11:30 by the fourth season of *Animals, Animals, Animals* with Hal Linden as host.

Children's novels and short stories are dramatized on Saturday at noon as *ABC Weekend Specials*, which for the first time this season is being offered for all 52 weeks. Where ABC has racked up most kudos for its children's programming has been with the *ABC Afternoon Specials*. Since the premiere offerings in 1972, the series, now airing twice monthly during the school year (seven originals, seven reruns), has picked up eight Emmy awards, among other honors.

With NBC's *Ding Dong School* having left the network airwaves in 1956, CBS's *Captain Kangaroo* remains the longest running and only bastion of network children's programming offered on a week-day basis. And indeed, it has become the standard. One would be hard-pressed to find young adults in America who don't remember Grandfather Clock, Mr. Greenjeans, Bunny Rabbit, Mr. Moose and, of course, the Captain—52-year-old Bob Keeshan.

The show premiered on CBS Oct. 3, 1955, and has continued its five-day-a-week broadcasts without interruption. The program has won three Peabody awards, an Ohio State award, an Emmy and two Gabriels. Keeshan was named broadcaster of the year by the International Radio and Television Society in 1979.

But, like the other networks, CBS has developed other formats. On Saturdays,



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KOB-TV Albuquerque
WTAJ-TV Altoona
WANX-TV Atlanta, GA
WMAR-TV Baltimore
WBRZ Baton Rouge
KVOS-TV Bellingham
WBNG-TV Binghamton
WAPI-TV Birmingham
KBCI-TV Boise
WLVI-TV Boston
WCYB-TV Bristol
WIVB-TV Buffalo
WCIV Charleston, SC
WOWK-TV Charleston/
 Huntington, W. VA.
WSOC-TV Charlotte
WRCB-TV Chattanooga
WFLD-TV Chicago
WXIX-TV Cincinnati
WJKW-TV Cleveland
WIS-TV Columbia, SC
WYEA-TV Columbus, GA
WCMH Columbus, OH
KIII-TV Corpus Christi
KXTX Dallas

WKEF Dayton
WHO-TV Des Moines
WKBD-TV Detroit
WEAU-TV Eau Claire
KVAL Eugene
KMJ-TV Fresno
WOTV Grand Rapids
WBAY-TV Greenbay
WXII-TV Greensboro/
 Winston-Salem, NC
WFBC-TV Greenville, SC
WHP-TV Harrisburg
WFSB Hartford
KRIV-TV Houston
WAFF-TV Huntsville
WHMB-TV Indianapolis
KBMA-TV Kansas City, MO
WTVK Knoxville
WTVQ-TV Lexington
KTTV Los Angeles
WMAZ-TV Macon
WCIX-TV Miami
WVTV Milwaukee
WTCN-TV Minneapolis
KNOE-TV Monroe
WSM-TV Nashville
WCTI-TV New Bern, NC
WVUE New Orleans

WPIX New York
WYAH-TV Norfolk
KOSA-TV Odessa
KTVY Oklahoma City
WOFL-TV Orlando
WEAR-TV Pensacola
WMBD-TV Peoria
WTAF-TV Philadelphia
KPHO-TV Phoenix
WTAE-TV Pittsburgh
KGW-TV Portland, OR
KOAA-TV Pueblo
WOKR Rochester
WQRF-TV Rockford
KCRA-TV Sacramento
KSTU Salt Lake City
XETV San Diego
KTVU San Francisco
WTOC-TV Savannah
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KREM-TV Spokane
KPLR-TV St. Louis
WTVH Syracuse
WTHI-TV Terre Haute
WDHO-TV Toledo
KTEW Tulsa
WTWV Tupelo
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WYTV Youngstown

What's the word in 83 markets?

SOLD



MGM TELEVISION

ABC



Olin



Scooby Doo



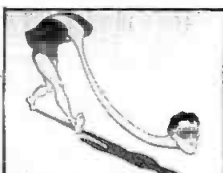
Spider Woman



Kids Are People Too



Schoolhouse Rock



Plasticman



Alex and Annie

CBS



Heckman



Razzmatazz



30 Minutes



Captain Kangaroo



Going Places



Fat Albert



Mighty Mouse

NBC



Dwyer



Flash Gordon



Hot Hero Sandwich



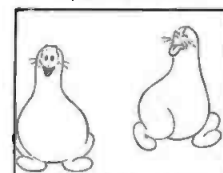
Daffy Duck



Super Globetrotters



The Thing



New Shmoo

for example, CBS News produced 10 *In the News* segments that are interspersed with regular series. It's now in its ninth season. The news division also has developed *30 Minutes*, aimed primarily at teen-agers. Now in its second season, the program already has won a Peabody. Correspondents Beisy Aaron and Christofer Glenn are co-editors (Glenn also narrates *In the News*.)

For even younger viewers, CBS News has developed another magazine, *Razzmatazz*, presented on an occasional basis—this year including six new editions on weekday afternoons. Host is actor Brian Tochi, joined by children's TV veteran Don (*Mr. Wizard*) Herbert.

New special children's features appearing on the network this year are *The CBS Library*, dramatic presentations of contemporary books selected in cooperation with the Library of Congress and *Scholastic* magazine; *CBS Afternoon Playhouse* miniseries and one-hour dramas, and *The Kids on the Block*, a special for and about disabled children. CBS has set aside the first Tuesday of every month for these programs.

The *CBS Festival of Lively Arts for Young People*, in its seventh season, is an

occasional series of weekend and holiday specials that includes the 22nd season of the "New York Philharmonic Young People's Concerts."

Outside of the NBC Saturday morning schedule, the network has been programming award-winning specials under the banner of *NBC Special Treat*. This year, the monthly shows offered on Tuesday afternoon will include three originals and five reruns. The specials adapted from novels also include a feature, "When You Turn Off Your Set, Turn On A Book." There, as in previous seasons, a principal young actor encourages the audience to pick up the book upon which the show is based.

But where NBC is beefing up its children's fare clearly is on Saturday morning. Beginning this season, NBC has launched *Ask NBC News*, a series of three one-minute news programs. News and current events questions come from viewers and are answered by a knowledgeable correspondent on location. Three 75-second *Time-Out* spots also are being offered to promote fitness, health and nutrition. Here, sports figures and other celebrities do the explaining.

The major NBC effort, however, is *Hot Hero Sandwich*, premiering Nov. 10. De-

scribed as a contemporary music-comedy series, the program will have four interviews each week with youth "heroes" from various fields, as well as an acting repertory company, animated sequences and on-location filmed segments.

The first offering will feature celebrities Erik Estrada, Bruce Jenner, Hal Linden, Olivia Newton-John, Donna Pescow, McLean Stevenson and the Sister Sledge music group. Subjects to be covered include first dates, school, friendship and reaction to divorce.

■ Back on Saturday morning, however, it still is cartoons. And with the exception of some of the shorts, animation shows no signs of loosening its grip from 8 a.m. to noon.

All three networks are after the same audience—which generally starts young early in the morning and grows as older children turn on their sets through the day. Thus, audience flow, points out Faith Frenz Heckman, CBS Entertainment's vice president for children's programs, becomes a primary scheduling concept. (At 8, it's *Mighty Mouse* leading off and by noon, *Jason of Star Command* for older children.) By noon, ABC is willing to go with *Weekend Specials*, and NBC with *Hot*

Hero Sandwich. But before that, cartoons are seen as the surest draw.

Why doesn't ABC show its critically acclaimed *Afternoon Specials* on Saturday morning? As explained by Marilyn Olin, vice president, children's programs, ABC Entertainment: "It isn't competitive. Animation is much more competitive... You can't do violins on Saturday morning."

Adds Mary Alice (Mickey) Dwyer, NBC Entertainment's vice president, children's programming, "If live action worked, there would be live action."

Even at the Public Broadcasting Service, where live-action has been a major element of children's shows, from *Sesame Street* to *Mister Rogers Neighborhood*, Grace Cavalieri, acting director of educational series, admits "we need animation... if we are to keep a preschool audience." She says her eyes are open, however, for the classics, such as the international success, *Maya the Bee*, produced in West Germany with Japanese animation.

While the animated form may remain, Squire Rushnell, ABC Entertainment's vice president, children's and early-morning programming, claims that "the evolution that has taken place has been extraordinary."

Ten years ago, Rushnell explains, Scooby Doo might have been running through a museum and might have "knocked over a couple of Picassos—that wouldn't happen today." And more important, he says, racism and sexism have been eliminated. "You don't necessarily see a lady baking cookies," he says, adding, as another example, that blacks and Hispanics are showing up in authority positions.

Violence too is said to be under control. This runs counter to a television profile from Dr. George Gerbner of the Annenberg School of Communication at the University of Pennsylvania showing violence on the upswing on Saturday morning. ABC's Olin, for one, disagrees, arguing that Gerbner's statistics are done improperly because "a gun at the head is the same as a comic character falling on his rump."

NBC's Dwyer also points out that even the superheroes are more human—"more real than they've ever been." While they may have superpowers, she explains, they also have "human flaws."

Dollar investments are up. When Rushnell started in ABC's children's area six seasons ago, he says, series costs used to run about \$65,000 per half-hour episode. Now, he says, they're up to about \$140,000 and the episode is shorter because of the breaks for other programming such as *Schoolhouse Rock* (about \$65,000-\$75,000 per three-minute feature).

Aside from animation expenses Rushnell puts a \$200,000-\$250,000 tag on *Weekend Specials* and *Kids are People Too*. He adds that the investment has amounted to several million dollars, and he's "hopeful some day it will break even." The competitive picture on the

Saturday morning line-up traditionally has seen CBS on top. Last season, for example, for Saturday, 8 a.m.-1 p.m., September through June, CBS averaged a 7.2 rating and 32 share to ABC's 5.7/26 and NBC's 5.0/22.

At CBS, Heckman says, other than Saturday morning "there are no competitive pressures at all" in the children's programming area. "There's no heavy pressure whatsoever to get big numbers—just quality and to provide a broad children's service. It's competitive in that we want the best product."

Children's programming, she adds, is "very important for the image of the corporation."

Despite all the changes in children's programming, there are many who aren't satisfied. Among those is Joan Ganz Cooney, president of Children's Television Workshop, who claims "never has as large an opportunity been blown by so few."

Cooney isn't against "X amount of pure



PBS's *Sesame Street*



Warner Cable's *Nickelodeon*

entertainment" at the end of the week but believes there should be other directions as well. She admits that "Saturday morning has improved" with the likes of *Schoolhouse Rock* and *In the News* but she adds "that doesn't let them off the hook... They are making huge profits on Saturday morning and not reinvesting."

Over-all, she says, "it's a kind of tragedy that we go into the 80's" with technology booming "but not much philosophy" about children's programming.

Commercial TV programmers, however, do express a philosophy, and, at bottom, that may be what separates them from those pushing for stronger educational efforts. Says Rushnell: "Kids don't want to go to school on Saturday or Sunday, nor should they have to." Even with that, however, he adds that *Schoolhouse Rock* comes out with the biggest audience of any educational show. Says Dwyer: "Saturday morning is first and foremost an entertainment daypart," but includes "a responsibility to be aware of those young minds."

In general, commercial and public television differences may be a question of the programming chicken and the egg—which comes first, entertainment or education.

For CTW, whose programs have been a

mainstay for the Public Broadcasting Service, it is education first, adapted to be entertaining. As Lloyd N. Morrisett, chairman of CTW and head of the Markle Foundation, wrote in CTW's 1979 corporate review: "Since 1969, the Children's Television Workshop has never wavered in its primary mission of using broadcast television as a means of education for children and young people."

Sesame Street, CTW's first project, now is in its 10th year, reached its largest audience in 1978—more than nine million homes with children younger than six. *Electric Company*, for older children, is aimed at improving reading at second through fourth grade levels. And beginning with the new year, CTW's major 3-2-1 *Contact* science and technology effort for youngsters 8-12 will be launched on PBS. That represents 65 half hours budgeted at \$11.6 million.

A long-runner on PBS has been Family Communication/WQED(TV) Pittsburgh's *Mister Rogers Neighborhood*, which con-

tinues on PBS primarily in reruns but also with some new episodes including five half hours earlier this year preparing children for school.

On PBS, the morning starts with *Sesame Street*, then *Electric Company*, moving on to different series each day such as *Once Upon a Classic*, *Footsteps* (on parenting); *Freestyle* (dramatizations against racism and sexism), *Pearl's Asian American History*, *Studio See*, *Music* and *Rainbow's End*. Repeats then follow to pick up other viewers and to adjust for different time zones.

This year, all such programs aside from the British *Once Upon a Classic* now are offered with rerecord rights, allowing teachers, for example, to tape and review the program later. "We certainly have turned a corner," says PBS's Cavalieri, expecting a major benefit from that.

Important also, for cost efficiency and perhaps a greater chance for exposure is this year's new PBS feed of instructional programming as well. Aside from the 9-1 "at home" feed beginning with *Sesame Street*, PBS is transmitting a 9-2:30 "in school" instructional television (ITV) line-up on a separate satellite transponder.

But is isn't only in the noncommercial realm where satellite technology is advanc-

ing children's programming. It's happening in cable television as well. UA-Columbia Cablevision offers children's programming under the *Calliope* umbrella. And from Warner Cable has come "Nickelodeon: the Young People's Satellite Network," the first devoted exclusively to youths.

Introduced last April 1, Nickelodeon now is available to more than one million cable subscribers, including 50 Warner Cable systems and 150 affiliates nationwide. It offers 13 hours of programming per day, seven days a week, from *Pinwheel* for preschoolers to *America Goes Bananas* for teen-agers. An outgrowth of Warner's two-way Qube system in Columbus, Ohio, Nickelodeon also has *Video Comic Books*, *Nickel Flicks* cliffhangers, and for the 7-12 age group, *By the Way*, a show with subjects ranging from a lollipop factory to

children in politics.

The impact that cable will have on children's programming at the networks remains to be seen. In the meantime, programmers are continuing development. With the changes that he says have already been made, ABC's Rushnell says, "I don't see where there's a great distance to go in the next five years" in terms of any major shakeup of the form. But, Marilyn Olin, who reports to him, has new projects in mind—one she says involving classical music.

At CBS, there's been strong growth in specials. Heckman estimates that five years ago her network ran about six; this year CBS is presenting 29. And the news department remains a strong contributor to children's programming and looks as if it will remain so. CBS, in addition to other

news programs, is going with *Going Places*, a young people's "On the Road" series, and the network is committed to two half-hours of *The Body Human* for the 1980-81 season.

At NBC, Dwyer says she is "looking for the next breakthrough" in programming for preschoolers. And one project under consideration comes from ViceVersaVision and is called *I'll Do It*. The series, if funded, would encourage children to participate along with the program, and she says weekday scheduling is a possibility. Dwyer admits that "risk" programming such as that would require corporate support and stronger-than-ever emphasis on children's programming. She believes it may be forthcoming. Another consideration is a National Children's Theater Co. for late afternoon presentations.



KOMO-TV Seattle's *Boomerang*

Local children's shows: an import-export business

Stations buy syndicated product, do their own and sell it nationally or pass programs on to their groups

There are serious dramas and situation comedies. And news programs and documentaries. There are specials and musical variety shows and sports programs. There are long-form productions and 20-second information spots on a wide range of subjects. Their quality spans the television scale.

Local children's programming is a microcosm of television generally, adapted to the needs of a younger audience and shaped to appeal to the differences within this spectrum, preschoolers, 8-to-12-year-olds or teen-agers.

Productions sometimes are made directly by the stations; some are produced specifically for the stations, and others are available via syndication. Group stations swap among themselves.

There is no dearth, of course, of the sta-

ple children's entertainment programs, cartoons, and Saturday mornings and daytime fringe periods are still replete with such perennials as *The Jetsons*, *Popeye*, *Tom and Jerry*, *The Flintstones*, *Woody Woodpecker* and *Mighty Mouse*.

But at many local stations the thrust in recent years, prodded by consumer and government interests, has been to accentuate children's programming that will have cultural, pro-social, educational and uplifting dimensions. Some of those efforts, both syndicated and locally produced, follow:

Romper Room, which John Cluster, president of Cluster Television Productions, has produced and distributed for more than 26 years, is probably the longest-running syndicated children's program.

But its heyday may be gone. *Romper Room* is now carried live in 15 markets and on videotape in 25. "We were on a lot more stations four or five years ago,"

Cluster reports. "Stations keep telling us they cannot afford to carry *Romper Room*; they can make more money by scheduling adult programs. Another reason is that a few years ago hosts were permitted to introduce advertising—today that's not permitted on children's programs."

For the local live version Cluster provides scripts for the local "teacher" while the taped program is produced at Cluster's studios. He says that *Romper Room* has changed over the years, so that today many segments of both the taped and live version are produced on location. In the syndicated show, stations are given 65 hours of fresh product and 130 hours recycled from the previous two years.

□

To help fill what he saw as a need for more programming directed at minority children, producer-director Nate Long formed TvAC (Television for All Children) in Los Angeles in 1977. With

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Claster's *Romper Room*



Post-Newsweek's *Arthur & Co.*



King World's *Little Rascals*

funds provided by the Office of Education, TvAC has acquired a library of 22 series of 500 episodes that have run on more than 275 commercial TV stations. Stations are charged \$15 to \$20 per episode.

Long says the programs have focused on blacks, Chinese-Americans, Chicanos, American Indians and Puerto Ricans; have dealt with such subjects as math and science (*Infinity Factory*); language education (*La Bonne Aventure*) and contemporary life (*Vegetable Soup*) and have used such different forms as drama, situation comedy and animation in the quest to entertain and educate.

The programs marketed by TvAC have been made by producers who submit proposals to the Office of Education. Scheduled to be released shortly are *Bean Sprouts*, five half-hour programs about Chinese-American children and their friends; *The Franco File*, 10 half-hour dramas on French-Americans; *Sonrisas*, 39 half-hour dramas on Hispanic American children and adults; *Up and Coming*, 15 half-hour situation comedy episodes on teen-agers in a black family, and *Pearls*, six half-hour programs dealing with Americans of Chinese, Japanese and Filipino ancestry.

Costs continually are rising in children's programs. Field Communications expects to spend about \$500,000 this year to produce children's programs, an area in which the company has become increasingly active in recent years.

Field's pioneering children's program is *Snippets*, a five-year-old series of one-minute public service shows that explore such subjects as nutrition, health, ethnic pride, art appreciation and energy conservation. It has been carried on the five Field stations and in 16 other markets in syndication, and has received Peabody, Action for Children's Television and Ohio State awards.

During 1979 Field is producing four

children's programs in addition to *Snippets*, of which 20 segments are made each year. Barry H. Thurston, vice president in charge of programming for Field, points out that advertising is solicited for Field's children's programs (except for *Snippets*) but the company does not expect to show a profit. Field already has produced two *Way to Go* half-hour magazine specials (featuring pre-teens with interesting hobbies), is in post-production on *The Reluctant Robots*, a one-hour program on space travel made in association with producer Bill Free, and is doing a series of one-minute programs and a half-hour special produced with Alan Sloan to increase children's enthusiasm for reading. Programs are made for airing on the five Field stations.

To make public service announcements palatable to young viewers, King World Productions, Summit, N.J., is featuring characters from the *Little Rascals* in a package of 195 animated 20-second spots. Bob King, president of King World, which owns the rights to the characters, believes they are familiar to contemporary children and can be effective and entertaining while teaching youngsters about health, safety, nutrition, early childhood development, math, science, social studies and reading.

King World is being counseled by a dozen specialists in the various fields the PSA's will cover. They provide ideas on issues to be included and examine content before the animation process is begun. King says the package will be ready by January 1980.

According to King, 12 stations have signed agreements for the *Little Rascals* announcements, including WCIX-TV Miami, WBFF-TV Baltimore, KATU-TV Portland, Ore., and WDTN-TV Dayton, Ohio.

Serious drama is represented in the children's area. For the second year,

Capital Cities will be offering four half-hour dramas under the umbrella title, *Family Specials*. Themes for the programs were developed at a symposium sponsored by Capital Cities in which psychologists, psychiatrists, parents, educators and television professionals participated. The first year's cycle was carried on the Capacities TV stations and syndicated to more than 130 other outlets.

This year's group will be carried on more than 150 stations. The programs are offered to stations on a barter basis, and last year's sponsors were Bristol-Myers, Scott Paper and General Foods. Bristol-Myers has renewed for 1979-80.

The series is produced in conjunction with the Paulist Productions, Los Angeles, and the first program, "A Family of Winners," will be telecast during November-December. It stars Efrem Zimbalist Jr. and centers on the growing phenomenon of teen-age suicides. Other programs in the series are "Chicken," which examines the problem of school violence; "Princess," which revolves around the impact of divorce on children, and a "Friend in Need," which depicts the problem many young people encounter in trying to understand the difference between friendship and love.

Much of children's programming is directed for ages three to five. Targeted to the pre-school audience are two programs produced by WPIX(TV) New York as a means of stimulating the intellectual growth of children. *The Magic Garden* is slotted on Monday through Thursday at 2:30-3 p.m. while on Friday *Joya's Fun School* fills the period.

Garden is produced with the guidance of Dr. Rose Mukerji, professor of education at Brooklyn College. The program attempts to teach children the concepts of language, mathematics and social sciences while entertaining them. Both Carol Demas and Paula Janis, the program's



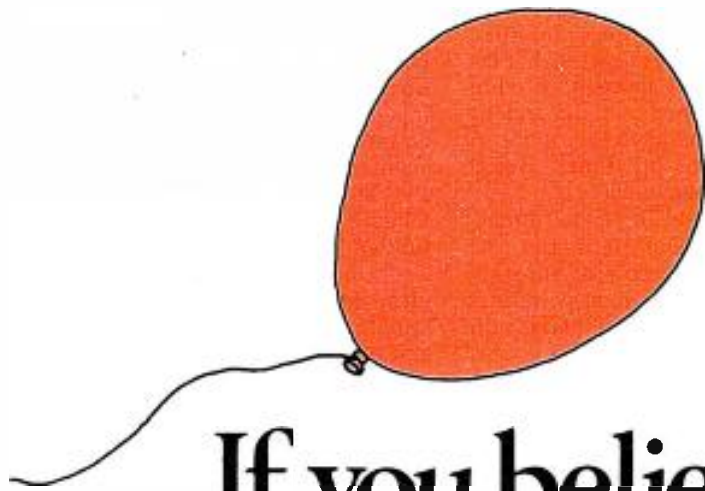
Capcities' *Family Specials*



WPIX(TV)'s *Magic Garden*



WSB-TV's *Timeout*



If you believe what we believe about children...

We believe in their intelligence. We believe in their laughter, their wonder, their special sensitivities.

We're the grown-ups at JWT Syndication. And because we believe in children, we believe heart and soul in quality children's programming.

Programs like the warm and funny "*Miss Peach*," based on the famous Mel Lazarus characters, combining puppets with a real live teacher.

Like "*Cricket*," the first TV adaptation of a much-loved magazine for younger children.

And "*The Body Works*," a series for adolescents that explores the five major systems of the human body.

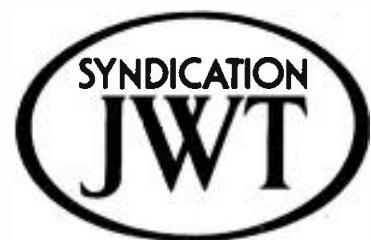
They're wonderfully watchable programs. At the same time they respect all that children are.

So if you've been looking for quality children's programs, but didn't know where to turn, now you know.

Turn to JWT Syndication. Call our nearest Regional Office, or call Marie Luisi collect on our New York Hot Line. The number is (212) 867-7047.

(Best be quick, too; there's a "*Miss Peach*" especially for Thanksgiving.)

We thank you. More important, the kids thank you.



hosts, are former teachers and use music and song to entertain and educate the audience. On *Joya's Fun School*, Joya Sherrill, also a one-time teacher, tells stories, sings songs and plays games to stretch the minds of the young viewers.

□
 WNAC-TV Boston is marking 1979, the International Year of the Child, with a 12-month public service effort to highlight the station's theme, "Kids Count." The station has achieved its goal of reaching its audiences more than 100 times a week through use of specially tailored segments for children on regularly scheduled programs and through public service announcements.

The period between Sept. 2 and 8 was proclaimed "Kids Count Week" and each of WNAC-TV's public affairs programs dwelt on subjects pertinent to children. In advance of the holiday season, the station will use the Boston Children's Museum as the setting for an original Christmas fable to be telecast in late November. In December the station will launch a special fundraising event in association with the local Museum of Science to raise financing for new exhibits and later that month will telecast a special one-hour "Kids Count" New Year's Eve party.

□
 Like many other television stations, WSB-TV Atlanta has had magazine pro-



ITT's *Big Blue Marble*

grams slanted toward children. But for 1980 it has decided to concentrate its efforts in one area: physical fitness.

Starting in January, it will begin to air a half-hour program on Saturday morning called *Timeout*. It will attempt to teach youngsters the values of physical fitness through sports, nutrition and exercise segments.

"It will still be a magazine-type show," explains A.R. Van Cantfort, program director of the station. "Children from 8 to 13 have a short attention span; our segments will run to about 90 seconds and will have career features on a team doctor, a dance choreographer, a sportscaster. But this show is not intended for kid jocks but for the average youngster."

Timeout is produced by two young women, Wicke Chambers and Spring Ascher, who have been with WSB-TV for three years.

□
 Group-owned stations are in position to exchange children's programs and this practice is strong at the CBS Owned

Television Stations, according to Hal Hough, vice president and program director for the division. He estimates that last year about 35 hours of specials were produced by the five owned stations and circulated. "The stations have the option of using or declining the program," Hough explains, "but last year at least eight hours of programming were run in prime time."

The stations run about 100 hours each of children's programs each year but some of the output derives from such syndicated properties as *Kidsworld* and *Marlo and the Magic Machine*.
 Specials included in the past year's exchange were *Yipe! Don't Be Afraid* (from WCAU-TV Philadelphia); *When I Grow Up* (from KMOX-TV St. Louis); *The Great Metric Mystery* (from WCAU-TV); *Chris and the Drip* (a show about magic from KNXT Los Angeles) and *Jerry and Lisa: Christmas Lost and Found*.

□
 Some children's shows grow like Topsy. KOMO-TV Seattle started *Boomerang* as a once-a-week program for pre-schoolers in January 1975, kept adding segments and now schedules the live program six days a week.

Each program has a central theme and stories and songs are selected to reinforce the motif. Programs have centered on Christopher Columbus, animals at the zoo, clowns, airplanes, space and good



KYW-TV's *New Explorers*

manners. Marni Nixon, a singer-artist-actress-teacher, has been host since *Boomerang's* inception.

Since August 1978 the *Boomerang* talent has been making monthly Saturday appearances at the Seattle Center and attracts about 2,500 children and parents to each free show.

A world apart from *Boomerang* is *Steamroller*, a half-hour program of teenage concerns, which is designed, written, filmed and hosted largely by teen-agers. *Steamroller* originates at KSTP-TV St. Paul and focuses on hard issues such as sex, divorce, child abuse and consumerism.

The program is carried once a month at 12 midnight. KSTP-TV is thinking of syndicating *Steamroller* as a combination educational/public service vehicle.

□
 Perhaps the most ambitious effort in syndicated children's programming is *Big Blue Marble*, which started its sixth year on the air this year. It is carried in more than 200 markets in the U.S. and shown in 72 countries. Each half-hour segment

costs about \$65,000.

Marble is a magazine show aimed at children 5 to 15, covering sports, animals, unusual occupations and visits to interesting places. Filming has been done in 82 countries and this year's cycle will present segments produced in Ireland, England, the Soviet Union, Peru, Iran, Austria, Chile and Hong Kong, among other nations.

The program is funded by ITT and is given free to stations that carry two brief announcements on ITT at the beginning and end. Syndication is by Vitt Media International, New York. Seventeen segments have been produced this year and they will be repeated twice on stations.

□
 One of the programs in which children themselves are intimately involved is *Kidsworld*, now in its fourth season and produced and syndicated by the Behrens Organization, Miami. Youngsters from 7 to 14 report on news of interest in their communities, ranging from science, nature and arts to sports and events and places of local attraction.

The half-hour program is carried on 70 U.S. stations and overseas versions are co-produced with Fremantle International in Canada and England.

The magazine-type show obtains its story ideas from children (up to 4,000 ideas a month are sent in). Bob and Betsy



JWT Syndication's *Miss Peach*

Behrens and staff select the ideas to be filmed by their crews, which have visited every state of the union.

"We don't hold screen tests," Betsy Behrens says. "The important thing is the idea. And the kids report it as they see it."

Some stations omit a number of the 90-second to two-minute segments and insert their own local material.

□
 Similar to *Kidsworld* is a 30-minute locally produced program called *Action For Kids*, a separate series on three Gateway Communications outlets.

The program spotlights teen-agers and pre-teenagers as anchors and news reporters who offer news of special interest, school news, sports and a community bulletin board. Subjects that have been examined: venereal disease, teen-age pregnancies, runaways and vandalism. Each year an audition is held to pick the staff for the following year at each of the stations.

□
 Group W television stations have a mandate from management to produce at

BUY A PAIR OF SHORTS

SHORTS is more than a pair of 60-minute children's specials. It's a kaleidoscopic collection of the best short films, animation and video tapes found anywhere in the world.

SHORTS fits everyone. In this International Year of the Child, **SHORTS** offers children and families the chance to see and share new experiences.

For advertisers, **SHORTS** is an entry into fringe and early prime-time schedules with two programs designed to reach children, pre-teens and teens. **SHORTS** is first-run entertainment that

provides a first-rate showcase for commercial messages.

And **SHORTS** offers advertisers and stations a rare bonus in quality children's programming, plus the strong commercial appeal of one of America's hottest teen idols as host, TV and film star Scott Baio, with co-host Danielle Spencer.

If you want to be one of the advertisers putting on **SHORTS**, contact Len Giarraputo at

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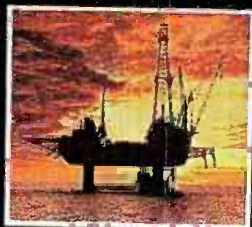
Join these top stations that have already cleared **SHORTS**:

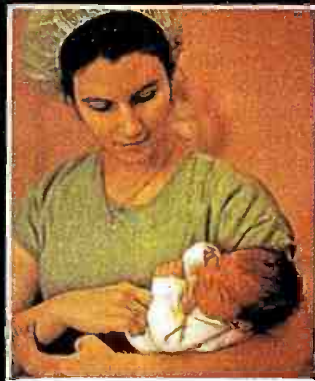
Scott Baio
Danielle Spencer



- | | | |
|---------------------------------|-----------------------------------|--|
| 1. Atlanta, GA _____ WAGA-TV | 13. Hartford, CN _____ WFSB-TV | 25. Orlando, FL _____ WFTV |
| 2. Baltimore, MD _____ WFZ-TV | 14. Houston, TX _____ KPRC-TV | 26. Philadelphia, PA _____ KYW-TV |
| 3. Boston, MA _____ WBZ-TV | 15. Indianapolis, IN _____ WRTV | 27. Pittsburgh, PA _____ WTAE-TV |
| 4. Buffalo, NY _____ WIVB | 16. Jacksonville, FL _____ WJXT | 28. Providence, RI _____ WPRI-TV |
| 5. Charlotte, NC _____ WBTV | 17. Kansas City, MO _____ KBMA-TV | 29. Raleigh/Durham, NC _____ WTVD |
| 6. Chicago, IL _____ WMAQ-TV | 18. Los Angeles, CA _____ KNBC | 30. Richmond, VA _____ WWBT |
| 7. Cincinnati, OH _____ WCPO-TV | 19. Memphis, TN _____ WMC-TV | 31. Saginaw/Bay City, MI _____ WNEM-TV |
| 8. Dayton, OH _____ WDTN | 20. Miami, FL _____ WPLG | 32. San Diego, CA _____ KGTV |
| 9. Denver, CO _____ KMGH-TV | 21. Mobile, AL _____ WALA-TV | 33. San Francisco, CA _____ KPX |
| 10. Detroit, MI _____ WDIV-TV | 22. Nashville, TN _____ WTVF | 34. Washington, D. C. _____ WRC-TV |
| 11. Grand Rapids, MI _____ WOTV | 23. New Orleans, LA _____ WVUE | 35. West Palm Beach, FL _____ WPTV |
| 12. Harrisburg, PA _____ WHP-TV | 24. New York, NY _____ WNBC | |

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THE RKO RADIO NETWORK. LIFESOUND FEATURES FOR THE MUSIC FORMAT AND YOUNG ADULT LISTENER.

Concise, relatable, and conversational.

Designed to inform, entertain, and touch the young adult listener. From family to finances, from science to the sexes, the accent is on listener lifestyle interests. Easily integrated into local programming with content and style tailored for the music format.

Transmitted via satellite for top quality audio.

You can't make it in the 80's with the sound of the 70's.
The RKO Radio Network. Lifesound of the 80's.

least one half-hour informational children's program each week and at least four prime-time specials each year. "This means that each year we have 20 specials; we take about 12 of them that are not too localized and use them on our five TV stations as a complement to the networks' afternoon specials," says George Moynihan, vice president, programming, Television Group.

Group W stations rely heavily on minicams to produce on-location programming. At WBZ-TV Boston the camera takes the youngsters all over the city in *Get Off Your Block*, a children's excursion and discovery series. A new series on WJZ-TV Baltimore, *Bumblebunkers*, presents questions related to everyday experience and often takes the "Bumblebunker Kids" on location to find the answers.

The first of four science specials produced by KYW-TV Philadelphia in *The New Explorer* series takes the cameras to Cheltenham Township in Pennsylvania where student/scientists unearth artifacts of the 19th century. And in another special on Group W's KDKA-TV Pittsburgh the minicam is used on "Supertravel-explorations," a kid's-eye-view of a coal mine.

The centerpiece of children's programs for the ABC Owned Television Stations this season will be *Jennifer's Journey*, six half-hour dramas about a 14-year-old girl and her 10-year-old brother who have been transplanted from their home aboard a houseboat in Florida to a land-locked community. The series is produced by Daniel Wilson.

Another group project is "Running Around," two seven-minute inserts interspersed within ABC-TV's children's series, *Kids Are People Too* (Sun., 10-11:25 a.m.). During the season each of the five ABC owned stations will produce "windows" to be telecast on a rotating basis. The segments will focus on visits to places of unusual interest in the five communities.

Animation and puppets are used freely in children's programming with educational aims. Two such specials are being offered via JWT Syndication this season—*Cricket* and *Miss Peach*.

Cricket, based on the magazine of the same name, uses a combination of real people and animated characters to convey themes of moral integrity with humor and sentiment. *Miss Peach* is based on the comic strip that has run in more than 200 newspapers for 22 years. Actress Deborah Grove is in the title role, and her third-grade students and faculty colleagues are puppet characters. Two half-hour programs each of *Cricket* and *Miss Peach* will be produced and made available to stations on a barter basis.

Whitney and the Robot is a series produced by KNBC-TV Los Angeles and carried on the four other NBC Owned Television Stations. It is a live-action program about a concerned youngster who meets a robot

from outer space, opening the way for discussions of contemporary issues, including the environment and conservation. *Whitney* is also syndicated to other outlets via Syndicast Services, New York.

NBC-owned WRC-TV Washington has developed a half-hour special, *The Electric Fuzz*, an animated half-hour about a rock group with a sense of social awareness. The special will be carried on all the NBC-owned stations in December and will serve as a pilot for a regular series.

One children's program that blends puppets with real people is *Arthur & Co.*, which has begun its 10th year on the four Post-Newsweek stations.

Produced at WPLG(TV) Miami, the two-hour Saturday and Sunday morning children's show takes place in a television control room set. The puppets serve as

"anchors" while the "real people" handle the live animals that visit the show and escort viewers in field trips to places of interest. Each show has a specific point to make: such as learning to share, having respect for other people's property, etc.

What well may be the longest-running, locally produced children's program is *The House With the Magic Window*, which has been continuously on WOI-TV Ames, Iowa, since February 1950. It is a weekday, half-hour program for pre-schoolers carried from 11:30 a.m. to noon and emphasizing arts and story-telling. Betty Lou Varnum, the station's public affairs coordinator, has been host of *Window* for more than 20 years.

"It's won so many awards," a station spokesman said, "we no longer enter it into competitions."

The matter of money and children's TV

How critical to that area of programming are ad revenues? The critics say they're of insufficient consequence; industry has a bit different perspective

Some opponents of advertising on children's television argue that its contribution to network revenues is so slight in comparison to other dayparts that broadcasters could easily forego it without appreciably changing their profitability or damaging the quality of the programs themselves. But broadcasters, backed by the advertising community, point out that in the business of television, each daypart is expected to pay its own way, or at least make a significant contribution to the over-all fare.

Just how substantial is the business of children's television? One frequently quoted estimate puts the yearly total of television advertising targeted for children at \$600 million.

In November 1978 testimony before the Federal Trade Commission, advertising organizations put a total dollar value of \$350 million on broadcast advertising to children. The figure was arrived at by starting with the Broadcast Advertisers Reports 1977 network estimate of \$142.8 million, and working with the assumption that children's advertisers maintain a typical 60/40 ratio of network to spot purchases, projecting what the ad organizations called a "reasonably reliable" children's program advertising estimate of \$238 million. They then added a 50% "incremental" guess to cover child-oriented advertising outside children's programs.

If children's advertising growth matched the total broadcasting growth of 17.4%—which would appear to be a generous if—the children's TV total for 1978 would approximate \$411 million.

Compared to the total broadcast picture, with nearly \$7 billion in industry revenues in 1978, the high estimate for children's TV of \$600 million would be 8.6% of all

revenues and the low estimate of \$411 million, 5.9%.

Where does the money come from? In general, from just where it would be expected. Examining BAR figures for Saturday-Sunday daytime programming at the networks, industry sources estimate that toy manufacturers are the biggest spender, buying \$40 million worth of spots. Cereal companies spent just \$5 million less than that, while the candy people added about \$20 million to the networks' tills.

A detailed analysis of spending patterns in network children's programs was presented before the FTC hearings earlier this year by Dr. John Abel of Michigan State University. Drawing on Arbitron and BAR data, Abel attempted to determine and compare advertising involvement in programs whose audiences were composed of specific percentages of viewers between the ages of 2 and 11. The periods studied were the months of February, May and November 1977.

Abel's findings were that, with the exception of *Captain Kangaroo*, 44 programs broadcast in the three months that were viewed by audiences composed of at least 50% children all appeared between 8 a.m. and 1 p.m. on Saturday and Sunday. A total of 3,707 commercials were broadcast with these programs; 35% were for "games, toys and hobbycrafts," 26.9% for "highly sugared cereals" and 12.7% for candy.

There have, of course, been some changes over the two years since the commercials Abel studied were broadcast. Individual advertisers have cut back on their purchases of child-oriented television spots; others have altered the media mix they use. But there is some question whether these moves were primarily a result of the FTC's actions.

Take long-time children's advertiser, Tootsie Roll Industries Inc. Company Chairman Melvin J. Gordon indicates that the candy manufacturer has been moving to programs offering a broader audience.



LEADING THE WAY IN CHILDREN'S PROGRAMMING

Just look at our record:

- Over 13,000 program plays in 2 years
- 675 episodes on over 300 commercial stations
- FIVE NEW SERIES FOR 1980
- 22 series ranging in content and format from poignant drama to lively music and sensitive humor

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While not abandoning the field of children's television, Tootsie Roll has for the first time been buying prime time on a "fairly consistent basis" and is moving into syndicated product as well. Some of this shift Gordon attributes to what his firm considers difficulties in preparing commercials acceptable to broadcasters.

But Gordon places more emphasis on the belief that, if a product has appeal to others in addition to children, and "you're not afraid to take" other viewers in the ad mix, a cheaper cost per thousand for the primary target may be obtained in other time periods. He feels there are "many ways to get at the children's market" besides traditional children's programs.

That's a conclusion borne out by another portion of the Able study. The Arbitron data for the period under consideration indicated that greater numbers of children were actually watching programs that had smaller-percentage concentrations of children in the audience, such as prime-time programs.

Despite some shifts, however, there doesn't appear to have been any stampede away from vehicles that are predominantly child-oriented.

CBS Television Network President Jim Rosenfield concedes that last year there was some "diminution" in Saturday morning as a result of advertiser concern. Nevertheless, he says, at that time these advertisers simply switched to other dayparts, in most cases resulting in a greater total dollar commitment. As far as Saturday goes now, Rosenfield sees that, "across the board," the defectors have returned. It's a reflection, he believes, of advertisers having re-evaluated their plans and determining that there is "nothing wrong" with the way they've been conducting their business. The net result, said Rosenfield, has been a "slight increase" for CBS this year in Saturday-morning business.

ABC-TV network President Jim Duffy is somewhat more circumspect. For the fourth quarter, he said ABC is doing "just about the same" as it did last year in children's time with its inventory pretty well sold, but the dollar volume of its children's business is not showing any "boom" comparable to that in other dayparts. Duffy feels the FTC has "given traditional advertisers great concern as to what might take place" in children's programming, causing some to "look into other directions" within the total television picture. Consequently, he says, the network will match last year's revenues from children's programs but without any "huge increase."

The picture this year at NBC was relatively brighter, according to its vice president for television daytime sales, Joan Leahy. That network "did very well up front" with increases of 20% and over, she said. Part of this is due, she said, to increases in the audience NBC's programs are delivering.

CBS's Rosenfield did make one exception to his general statement that children's advertisers had returned to the

fold. The preschool marketer has stayed out of the picture, an absence that has adversely affected one of the pre-eminent children's programs, the award-winning *Captain Kangaroo*.

Although the program had previously been "a marginally profitable vehicle," it no longer is profitable, according to the network executive. Voicing a theme echoed by those at the other networks, Rosenfield said: "Our medium is a commercial medium" and although "profit motive is not the decision-maker... each daypart has to be supported by advertising income."

Drawing a comparison with news programming, Rosenfield asserted that as news grew from a "lame duck" in terms of revenue to the point where local news is the single biggest profit center for many local stations, "the more the revenue, the more the opportunity to improve product." The implication for those who would restrict or ban advertising to children is that "the converse is also true."

Some advertisers, perhaps more sensitive to cost increases than those at the networks, lay greater stress on inventory pressures and consequent cost escalation than do Duffy's and Rosenfield's statements regarding revenue outlooks. Sheila Heintz, director of advertising for Wham-O, the manufacturer of Frisbees and other products, believes that with a presidential/Olympics year looming, the inventory squeeze in other dayparts is having a domino effect, pushing advertisers who had been buying elsewhere into Saturday children's programming. Something to con-

sider relative to this point is the significant numbers of viewers watching weekend morning television who are outside the 2-11 age group.

And although the officials at CBS and ABC say sales volume isn't much higher than last year in children's time, agency people tend to concur in citing a rise in prices of about 10% across the board.

An "average" price per minute in the children's field, recognizing that there is great disparity among programs, is said to be \$20,000.

One factor that has helped to increase advertisers' costs over the last several years in children's programs has been the reduction, in three separate moves, of the total number of minutes per hour available for nonprogram material in children's programs under the NAB code. From 16 minutes in 1972, the number is now down to 9 minutes, 30 seconds on weekends, 12 minutes weekdays. There are those who wonder whether ABC's announced two-step reduction of availabilities on its weekend programs from its 8½ minutes an hour to 6½ by 1981 will have similar inflationary impact.

There are other ingredients contributing to the total mix of the children's advertising business. Critics such as Action for Children's Television's Peggy Charren point to the children's TV lobbying efforts undertaken by industry groups. She believes they cost between \$15 million and \$30 million—money, along with some of the promotional budgets of the networks—Charren wishes were spent on children's programs.

ACT now: more worlds to conquer

The main consumer force behind changes in children's programming has scored its successes, but feels there's much room for improvement

Action for Children's Television has been called, among other things, "the most powerful and effective pressure group for the good of broadcasting" in 25 years.

It has been called much worse things, particularly by broadcasters who, although they may share its concern for children, feel that in both its tactics and its objectives, ACT is too extreme: Its recurring demands for the elimination of advertising to children are the ultimate anathema.

But even its critics concede that ACT has been effective.

For example:

■ Now in its 11th year, ACT was protesting host selling on children's programs for nearly four years before the National Association of Broadcasters code review board banned that technique.

■ It was an ACT complaint that led the makers of Spiderman vitamins to sign a consent decree with the Federal Trade Commission agreeing not to direct its vitamin advertising to child audiences. Other manufacturers also dropped vitamin advertising from children's programming as

a result of ACT complaints.

■ When ACT complained about fireworks commercials that had been scheduled for children's programming on WDCA-TV Washington, WDCA-TV voluntarily withdrew the commercials, and eventually the NAB code board banned fireworks advertising on TV.

■ Whether cause and effect or simple coincidence were at work, since ACT has been complaining about an over-abundance of commercials, the NAB code board has twice reduced commercial limits in children's programs.

■ And ACT was an instigator of the children's advertising proceedings currently in progress at both the FCC and the Federal Trade Commission.

If some broadcasters feel that ACT has been more effective than it had a right to be, ACT leaders disagree. They feel they have been less effective than they should have been or would like to be.

"I would have hoped," says President Peggy Charren, "that now, 10 years later, we wouldn't still have to be talking about the same things we were talking about when we started. We have not made as many changes in television advertising as I think we should have made in 10 years."

Charren identifies ACT's major ac-

Perpetual bears the animation story.

In Perpetual Motion Pictures' New York offices, 67 talented people have been working since April to bring you one of the Christmas Season's most exciting prime-time network projects—"The Berenstain Bears' Christmas Tree." This Christmas' most poignant, exquisitely detailed animated special for children.

Produced by Perpetual's full-time staff of gifted animation artists. The same team that brought you *Week-end's* "Mr. Hipp." And the largest group of animation talent assembled in New York in years. Four directors...13 animators...scores of inkers, painters and in-betweeners. Designing lovable characters brought alive with full animation and believable characterizations.

Animation the way it used to be when you were a kid. From New York's leading producer of animated television specials.

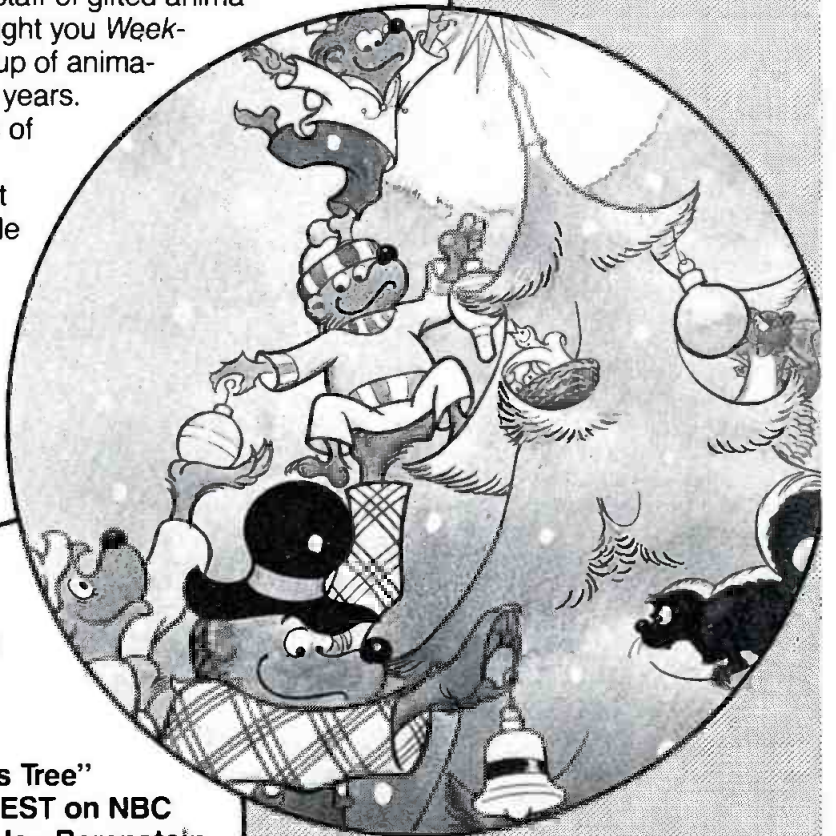
Perpetual Motion Pictures' staff takes great pride in inviting you and your family to watch:

"The Berenstain Bears' Christmas Tree"
Monday, December 3rd, 8:00 PM, EST on NBC
Written and Created by Stan and Jan Berenstain

Executive Producers—Joseph and Gilbert Cates

Directed by Mordcai Gerstein
Produced by Buzz Potamkin

A co-production with the Cates Brothers Company



**PERPETUAL MOTION
PICTURES INC.**

11 East 44th Street
New York, NY 10017
212/953-9110

accomplishments as these:

"1. An increased awareness by broadcasters, parents, teachers, government and health professionals of the effects of television on the lives of young people.

"2. A reduction in the number of advertising minutes on children's programs.

"3. Elimination of vitamin advertising from children's television.

"4. The elimination of selling pitches performed by hosts of children's programs.

"5. The broadcast of occasional network after-school programs for children and young adolescents."

Among ACT's "failures," at least to date, Charren offers these:

"We have tried to reduce the average number of hours a child spends in front of the TV set, and we have tried to increase the diversity that broadcasters offer for children and young adolescents way beyond where we are now. There is some exciting stuff [on TV] but it's nowhere near enough.

"The network press releases promise an incredible performance in terms of their new seasons, for example, on Saturday morning, but if you spend some time looking at it, almost all their promises relate to the minutes between programs—they're talking about their 90-second programs, but their 26-minute programs get severely maligned [by critics].

"The other problem is that we have not made as many changes in children's advertising as we would have thought were appropriate 10 years—11 years, actually—after we started.

"The foods that we sell for children are still highly sugared, and we sell them many too many times an hour and they still interrupt the program. It's interesting to point out that in Great Britain they just made a new rule—that they no longer interrupt children's programming with advertising. And of course they never had as much advertising as we have. They only have advertising at the hour and the half hour.

"In our latest petition to the FCC we suggested that five minutes was a nice place to stop on the way to zero, and it would be specially nice if those commercials were clustered at the half hour. We think it's unfortunate that the industry has been as little responsive to needs in this area as it has—and responsive not at all when there are now rulemakings happening at both agencies [FCC and FTC].

"All of the changes we've got, we think are the result of regulatory concern—the result of having turned on the two regulatory agencies to the problem. We don't think any of this came from concern on the part of broadcasters about serving the public interest.

"I'd like to add that an exception to that strong statement relates to the notions of a very few broadcasters who do seem to have the public interest at heart. But they're so few. It's our experience that almost nobody moves at all until the regulatory agencies are breathing hard down their necks."

Charren leaves little room for doubt that

ACT, at least, will continue to breathe hard. It's been engaged in that exercise almost from the moment she called three other young housewives to a meeting at her home in Newtonville, Mass., near Boston, in January 1968.

"I had a 3-year-old child," she recalls, "and I looked at television one day and decided that there must be something more exciting we can do than this."

The three women who joined her in that session and subsequent formative meetings have since resumed professional careers and are no longer active in ACT. Meanwhile, under Charren's leadership, ACT's membership has grown from four to 14,000 who pay at least \$15 in dues a year, and the annual budget has grown from zero to close to \$500,000.

ACT, a nonprofit organization, is still based at Newtonville, which Charren says



ACT's Charren

may have contributed to its success. "If we'd been from Washington or New York," she told an interviewer some time ago, "people would have expected us to act that way, but when you're from Newtonville it becomes a funny headline—this little consumer group from Newtonville starting to challenge the media."

In Newtonville, ACT occupies a converted two-family residence that it took over by degrees, starting in the summer of 1971. First it had part of one floor, then all of the floor, later added the attic (where the legal department is based) and finally the cellar, which houses the Xerox machine (whose acquisition, Charren says "was a high point for us"). The place can get a bit crowded. ACT's staff varies from 1'

Much of ACT's budget, Charren says, goes for publications, guidebooks, posters, flyers and similar materials to advance the cause. There is a quarterly news magazine, *re:act*, and there have been numerous studies and books commis-

sioned by ACT. It also is publishing a series of resource handbooks for broadcasters and schools.

ACT also sponsors annual seminars, with name speakers, on such subjects as "Products and Programs: the Child as Consumer," "Children's Television and the Arts" and "TV Role Models and Young Adolescents," and has launched a series of regional workshops to encourage arts programming on local TV. Along with its criticism of most of current children's programming, it seeks to encourage more meaningful fare by presenting awards to programs it considers outstanding.

ACT does not concentrate all its criticism on broadcasters. "All the industries," says Charren, "not just the broadcast industry but the food industry, the cereal industry, the candy industry and the toy industry—and the advertising agency industry in particular; sometimes I think they may be more culpable than anybody—have been very unresponsive to the needs of children throughout this campaign.

"The activity of these industries in relation to what's now happening at the regulatory agencies is almost frightening... what the *Washington Star* calls the up to \$30 million that the industry is spending to fight ACT and children on this issue. Watching that get spent has been possibly the most frightening experience of ACT's career."

Looking ahead, Charren says ACT's goals essentially "are the same goals we have had in the past—to increase diversity in offerings for children and young adolescents... We talk a little more about young adolescents than we used to; that's that 10-to-15-year-old age group that we think is largely ignored by broadcasters except for some very special programming that's very excellent.

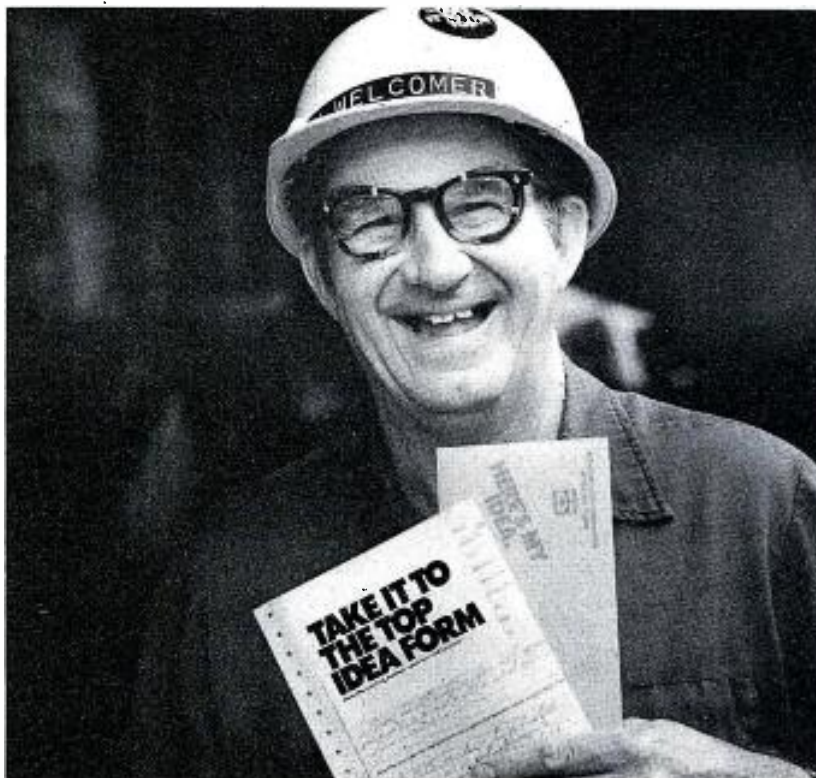
"And another [goal] is to reduce the commercial abuses. There is still, 11 years after that meeting in my living room, more advertising on children's prime time during the week than on adult prime time during the week... although to look at the industry's new, beautiful PR materials about what they're giving children, you would think everything was perfect."

Among broadcasters, opinions of ACT are divided. There are those who think it could have made more progress by a more amiable—or at least less bellicose—approach. Others count it a potent force, regardless of approach.

It was Mike Dann, program consultant and former head of programming for CBS-TV, who called ACT "the most powerful and effective pressure group for the good of broadcasting" in his 25 years. Squire Rushnell, vice president for children's and early-morning programming at ABC Entertainment, considers it "an ally," saying he doesn't think he could have gotten the budget he has without the "positive pressure" of ACT.

Others, like Mary Alice (Mickey) Dwyer, vice president for children's programming at NBC Entertainment, think much that has happened would have happened anyway, although she concedes that critics "serve to raise our consciousness."

We asked our employees how we could work smarter.



Harry Welcomer, who works at Bethlehem's Steelton, Pa., Plant, was awarded \$5,000 for his better idea: a new, adjustable electrode for an automatic welding machine.

Result: 9,000 "better ideas." (Ideas that help us fight inflation.)

Our cost of making steel, like your cost of living, keeps right on rising. And like you, we're working hard to keep all of our costs in check.

Bethlehem's "Take It To The Top" program was designed to encourage employees to tell us how we can work smarter, cut costs, and improve productivity—all of which help curb inflation. Employees who came up with the best ideas won a valuable award.

Better ideas save money

Our first "Take It To The Top" program was launched in 1978. The second will get under way in 1980.

In 1978, employees turned

in more than 9,000 ideas for new ways of working smarter. We evaluated each idea and put into practice as many as we could. Results have really paid off. We estimate savings, over the next three years, of more than \$15 million solely from suggestions generated by that program.

Let's take it to the top in government, too

When you get right down to it, deficit spending by government is the chief engine of inflation. We need to keep government aware that unfettered spending must be brought under control—and that one way to subdue inflation is to make our tax dollars more productive. People in government can work smarter, too.

You can help

Cutting inflation down to size is everybody's business. One way you can contribute is to take your own better idea right to the top—whoever the top may be for your particular suggestion.

Your idea *can* make a difference, but only if you share it with someone who can do something about it. That someone may be President Carter... your governor... your representatives in Congress... your boss...????? Take It To The Top.

Bethlehem 
Working Smarter

Frost on NBC's list, Chancellor secure

Two among several comments from president Bill Small on state of news division

As long as William Small is president of NBC News, David Frost will "never" again work on news projects there. Nor will other independents be commissioned as news interviewers. John Chancellor, however, is expected to be around for more than just the short term—and in the anchor seat.

So said Small when it came his turn to field questions during NBC's New York press tour Oct. 20-21.

Not surprisingly, many of the questions involved the first controversy Small had faced since his NBC tenure began: the fracas surrounding *Henry Kissinger: An Interview with David Frost*.

Prior to its airing Oct. 11, Frost had walked out, claiming a lapse in NBC News standards and preferential treatment for Kissinger; NBC News denied it then and later on the air (BROADCASTING, Oct. 15).

But even "without the adventures of the past few weeks," Small said, he believes that "we have some terribly good people at NBC News, and why go outside if you've got first-rate correspondents. And we've got lots of them."

And in Small's estimation, Frost also has another strike against another news appearance on NBC. "The man in my mind did not complete the assignment," Small said. As for the interviewee, former Secretary of State Henry Kissinger, Small

said that he "acted quite honorably."

That broadcast, however, may be the last Kissinger special for a while. "I'd be surprised," Small said, if NBC News "did a major Kissinger interview in the coming year, only because we're going into an election year" and so much time has been committed to that.

Small said "I don't know at this moment what's in Kissinger's contract. And maybe I never want to know." But he stressed that it is always NBC that has the final say on what is broadcast.

Asked about "checkbook journalism," Small said that "I don't believe in paying for interviews in hard news." The Kissinger interviews (Kissinger is under contract to the network), he explained, however, "are in another genre."

He explained his feeling that his network or any other "ought not to have rules that prevent them from engaging in... the purchase of memoirs," which is done by newspapers and magazines. The case of Kissinger, he admitted, is difficult, however, because "he remains to this day one of the pre-eminent news figures of our time, even though he's out of office."

Regarding John Chancellor, who now is sole anchor of the *NBC Nightly News*, Small attempted to put to rest earlier remarks by Chancellor that he wanted out of the role. Small said Chancellor told him that he's "not sure I feel that way today and I want to keep my options open."

Small said there's "no question" that Chancellor will remain anchor for the "next year and a half or so, well beyond the inaugural of a new President." And he later added: "I would not put a Susan B. Anthony dollar down that Chancellor is going to step down any time in the near

future or even in the middle future."

The arrangement now has Chancellor anchoring and David Brinkley providing commentary. However, when Chancellor is off on assignment, Brinkley will anchor, Small said, adding that, as in previous years, they will co-anchor on convention and election nights.

As to evening news competition among ABC, CBS and NBC, Small said, "I think we're going into the period where all three are going to be close... and frankly I welcome that. Nothing brings out the adrenalin faster than having competitors running on each side of you."

Asked why he thinks ABC News has come up so well in the ratings, Small responded that it is "putting out a hell of a good product and deserves more audience." Affiliate switches, he believes, probably have only a "minimal" impact on the higher numbers. But he added that ABC's strength on the entertainment side may have brought it more casual viewers who weren't locked into CBS and NBC. He's expecting a clearer idea of the competition this season now that the World Series is over.

As for *Prime Time Sunday*, which hasn't been faring well in the ratings, Small said that he was told of a commitment when he came aboard and "I have no indication that that commitment will be changed." The one difference, he said, has been the addition of Jessica Savitch to the team, but as for host Tom Snyder and the time period, he said no changes are planned.

Over-all, Small said the input from NBC President Fred Silverman has "simply been one of encouragement. If your question is, has he been a play doctor in the



On top of the case. Kvos-tv Bellingham, Wash., provided the pool for radio and TV at the Oct. 19 Whatcom county (Wash.) court hearing of Kenneth Bianchi, who pleaded guilty to the murder of two Bellingham university students there. Bianchi (left photo, on monitor), also accused in the Los Angeles "Hillside Strangler" murders, entered his plea of guilty in exchange for a life sentence rather than the death penalty in the Washington murders.

Kvos-tv's pool coverage was used later that night by the three TV networks and stations in the Seattle area. Kvos-tv's facilities included an Ikegami HL-79A camera inside the courtroom, manned by chief

cameraman Rollin Wood (center photo). Video was fed to a Sony BVU-200 three-quarter-inch VTR in an adjacent clerk's office. In addition, four microphones in the courtroom fed audio to a Shure mixer and then to a Nagra audio recorder. A mixed audio feed was sent back to a terminal board inside the jury box for radio reporters. The pool was arranged by kvos-tv News Director Andy Anderson, shown monitoring the feed (right photo). By order of Superior Court Judge Jack Kurtz, no communications were allowed in or out of the courtroom while the hearing was in progress. Cassette dubs were made for the networks and local stations at kvos-tv studios after the hearing was completed.

Last Year We Were No. 2.*
This Year We Tried Harder.
Now We're
No. 1**

WEEK OF	RATING	SHARE	RANK	
			One Hour	Overall
Sept. 17-23	28.3	46	1	1
Sept. 24-30	23.5	40	3	6
Oct. 1-6	27.9	44	1	2

Eight is Enough

Starring:

Dick Van Patten
 Betty Buckley
 Grant Goodeve
 Willie Aames
 Dianne Kay
 Connie Needham
 Lani O'Grady
 Adam Rich
 Susan Richardson
 Laurie Walters
 Joan Prather
 Brian Patrick Clarke

LORIMAR



*Second highest rated one-hour series for broadcast season 1978-79.

**One Hour Series
 Source: A.C. Nielsen

sense that I'm sure he is in entertainment, that answer is no.'

When he came aboard last month, Small said that he "didn't find the despondent, demoralized NBC News at all." Like any other news organization, he said, the staff was complaining that "there weren't enough people and enough good people to do all the things that you want to do."

"In the long run," what Small says he hopes to accomplish is to "give NBC as much bench strength and depth as CBS has had, so that NBC can be back where I hope it will be, before too many years, and that's back in first place in news, in terms of audience, as well as reputation."

Uninvited CBS guest doesn't go quietly

Saudi's Washington attorney charges network with 'pattern of prejudice' for canceling Yamani from 'Face the Nation'

Sheik Ahmed Zaki Yamani, the oil minister of Saudi Arabia, may be a man of considerable importance in the ruling councils of the nations of the world, but that didn't stop CBS News from bumping him from a scheduled appearance on its *Face the Nation* Oct. 21. And while the action fell short of creating an international incident, it did cause a minor flap over CBS's motives.

"It's a pattern of prejudice," said Fred Dutton, one-time White House aide to President Kennedy who spends about a quarter of his time as a Washington lawyer representing the Saudi embassy. "They just wanted to flip the issue," he said of CBS's decision to replace Yamani with Senator Henry Jackson (D-Wash.), a firm supporter of Israel. "They didn't want to hear the Saudi side; they wanted to hear the Israeli side."

(Because of his duties, Dutton is registered with the Justice Department as an agent of the Saudi Embassy and the Saudi Basic Industries Corp. Among the activities he reported during the six-month period that ended in July was political propaganda. He also reported net receipts from the Saudis during that period of \$100,620).

"I find that offensive," said Ed Fouhy, who as CBS News bureau chief in Washington claimed responsibility for canceling Yamani. "That is absolute nonsense . . . I have no axe to grind, and Dutton"—whom he knows well—"knows that." Fouhy said Jackson was invited because of his expertise on SALT II, energy and politics—all subjects in the news last week.

Fouhy said Yamani was canceled because he had been subjected to so much news coverage in the week preceding the scheduled Sunday appearance that Fouhy thought the visitor would be pumped dry of anything newsworthy. And "interview shows are quite competitive," he said.

Yamani, who was in Washington to address an Alliance to Save Energy Con-

ference, had appeared on the CBS evening news on Tuesday and ABC news on Wednesday, and gave interviews at the conference. He also appeared on the *MacNeil/Lehrer Report* on PBS Thursday night, but by that time he had been disinvited by CBS. (CBS notified him on Wednesday.)

Dutton offers a picture of a foreign visitor attempting to cooperate with CBS but finding himself the victim of an effort to force him out of a scheduled appearance on the interview show. He said Yamani, at CBS's request, had canceled out of a scheduled press conference in Atlanta on Saturday. After all, he said, that was a day before the scheduled broadcast. But when CBS asked Yamani not to participate in the scheduled press conferences in connection with the energy meeting, on Thursday, Yamani refused to comply, Dutton said. "He [Yamani] was in the hands of his hosts; he did what he was asked, in terms of dealing with the press."

Dutton, who had worked in the presidential campaigns of John and Robert Kennedy and Senator George McGovern (D-S.D.), said he had never known CBS to raise the "overexposure" issue in connection with a scheduled appearance on *Face the Nation*. And, he said, CBS did not object to Yamani until after he had endorsed the speech of Republican presidential hopeful John Connally warning that the U.S. should pay greater attention to its need for Middle East oil and urging Israeli withdrawal from the occupied territories and Palestinian self determination.

If CBS has a rule regarding "overexposure" of *Face the Nation* guests, it has not found it necessary to invoke it in recent years. Fouhy said Carter administration troubleshooter Robert Strauss has been pre-empted twice since 1977, but both times because of "later-breaking stories."

But Fouhy defended the decision on Yamani. "It was a news judgment," he said. "I've made thousands of them. I don't bat a thousand. But I think that was the right one at the time."

As for Dutton, he is not yet prepared to let the matter drop. He said that, as "a private citizen," he would call the matter to the FCC's attention.

WCBS-TV report draws Bristol-Myers libel suit

Bristol-Myers has filed a \$25-million libel suit against CBS Inc. The advertiser claims that "malicious statements" were made about the company's products on an Oct. 12 WCBS-TV New York news program.

Also named in the suit, filed in New York State Supreme Court, were John Stossel, a consumer reporter for WCBS-TV, and Norman Kahn, a professor of pharmacology at Columbia University, whom Stossel interviewed on the program. Stossel made reference on the program to an FTC report that charged that several drug companies, including Bristol-Myers, had made misleading scientific-sounding

claims about certain over-the-counter drugs and criticized Bristol-Myers studies purporting to show its products, Bufferin and Excedrin, were more effective than aspirin. Two weeks ago and two days after the WCBS-TV report, an FTC administrative judge found that advertising claims by Bristol-Myers to the effect that those products were faster, safer or more effective had not been scientifically established ("In Brief," Oct. 15).

WCBS-TV issued a statement saying that its report was not libelous and that the station is "proud" of its consumer reporting.

NAB president calls for concerted fight against impingements on freedom of press

Vincent T. Wasilewski, president of the National Association of Broadcasters, told journalists last week that they must do some "consciousness-raising" among lawmakers to preserve fundamental First Amendment rights.

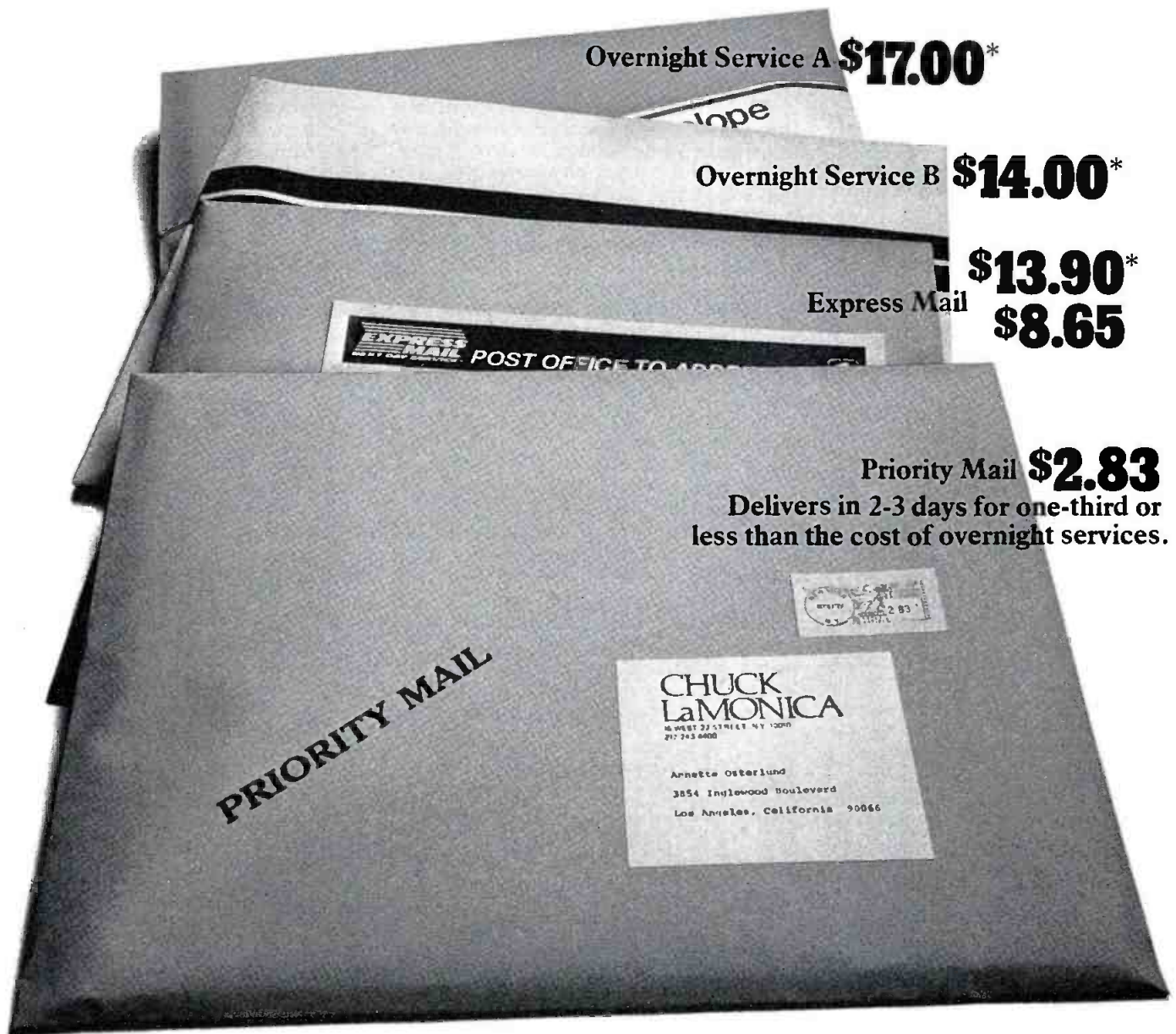
Wasilewski made his remarks in a speech prepared for delivery last Friday at Colorado State University's Broadcasters' Day in Fort Collins. He cited the adoption of what he calls "press laws" that would "horse-trade our most fundamental freedoms."

Specifically, Wasilewski noted a Federal Election Commission proceeding examining the possibility of adopting regulations that would permit the contribution of funds for political debates between candidates for federal office only if the sponsoring organization were nonpartisan or non-profit (see story, page 70). Broadcasters felt that such regulations would bar the media from presenting such debates because of the nature of their corporate structure. Wasilewski said "those who work for the election commission seem to think they have some right to license those who arrange or encourage political dialogue . . . What particularly bothers us is their effort to deny or regulate the efforts of journalists to provide forums in which the candidates themselves and the press can put political positions to the test."

Wasilewski also discussed a House Judiciary Subcommittee's rewrite of the federal criminal code—specifically, a proposal to strengthen penalties for tampering with evidence. He believes "the new language is a trap . . . one which might be used to punish a reporter who destroyed, altered or threw notes away that no one at the time was looking for." He added, "What Congress is on the verge of doing is to make criminals of reporters . . . businessmen and citizens . . . if they attempt to protect themselves from searches without warning."

In closing, Wasilewski quoted Thomas Jefferson: "Our liberty depends on the freedom of the press, and that cannot be limited without being lost."

You could be wasting a lot of money making overnight decisions.



Overnight Service A **\$17.00***

Overnight Service B **\$14.00***

Express Mail **\$13.90***
\$8.65

Priority Mail **\$2.83**
Delivers in 2-3 days for one-third or
less than the cost of overnight services.

Take a 2-pound package. If you sent it Priority Mail between New York and Los Angeles, you'd pay only \$2.83. Overnight services would cost you anywhere from \$8.65 to \$17.00 or more.

Priority Mail has the jump on overnight services in still another way.

It goes anywhere in the U.S., with delivery direct to the addressee.

Priority Mail also provides a full choice of options such as insurance, COD, return

receipts, restricted delivery.

Of course, if you really need delivery overnight, there's Express Mail Next Day Service at 1600 Express Mail Post Offices. But if your package isn't in a great rush, ask for Priority Mail at the Post Office. It delivers in one to three days for one-third or less the price of overnight services.



Priority Mail

*Prices effective October 1, 1979 and include pickup.

Blushing the Johns

New York's Koch has city-owned WNYC-AM-TV broadcast names of convicted patrons of prostitutes, hoping it will act as deterrent; most area stations decide to pass

New York Mayor Edward Koch turned to municipally owned WNYC-AM-TV last week for help in his campaign to drive prostitutes off the city streets. At his request, the stations broadcast the names of nine men convicted of patronizing prostitutes.

The event aroused controversy in the city and also brought differing responses from the area's commercial radio and TV stations. Some broadcast the men's names, some did not and some covered the WNYC broadcast as a news event in itself.

CBS's WCBS-TV, recognizing the controversy generated by announcement of Mayor Koch's plan to have the names of convicted "Johns" broadcast, scheduled a two-part series that included interviews with self-acknowledged prostitutes and patrons on the likely effectiveness of the plan, as well as interviews with the mayor and with the American Civil Liberties Union, which had denounced the plan. The series started Monday and by coincidence ended the evening of the WNYC broadcast, but WCBS-TV did not carry the names. "As a news operation," said news director Steve Cohen, "we were not interested in making a judgment as to whether Mayor Koch was right or wrong, and we felt if we carried the names we would be implying he was right."

WNBC-TV did a pickup from the WNYC control room, covering the recital of the names.

WABC-TV eliminated the names from its coverage, an executive said, because it would be "unfair" to reveal identities.

WOR-TV and WPIX-TV carried the story but omitted the names. Spokesmen for the stations said that as a matter of policy they did not report the identities of persons convicted of misdemeanors.

WNEW-TV covered the story but did not carry the names, according to news director Mark Monsky, because "the issue was the city's effort to suppress prostitution, not the pillorying of individuals."

Among the area's radio stations:

WABC(AM) did not broadcast the names and news director Paul Ehrlich said it wouldn't in the future unless the names were prominent or some other unusual circumstance existed. He saw a parallel between convicted Johns and convicted shoplifters, noting that WABC does not report the names of shoplifters—or even the fact of shoplifting—except in unusual circumstances.

WCBS(AM) carried four reports, three of them including actuality tapes of the WNYC announcer reading some but not all of the names.

WNBC(AM) did not carry the names, on grounds that they were not newsworthy,

according to assignment editor Bill Maher.

WNEW(AM) didn't carry the names either, according to reporter Mike Eisgrad, but did carry an interview with one of the convicted Johns, identifying him by name.

WINS(AM) carried the list of names on the reasoning that the event was the first of its kind and therefore newsworthy, according to news director Charlie Kayo. He said the station normally does not carry the names of misdemeanor offenders and is unlikely to carry such lists in the future.

WMCA(AM) also carried the names and news director Bert Kapp said it would probably carry future lists if they were not "lengthy lengthy" and could be contained in a five-minute broadcast.

Mayor Koch introduced his plan under a two-year-old state law that provides for a maximum 90-day sentence for men convicted of patronizing prostitutes. He said he hoped that broadcasting the names would "deter people who are considering roaming New York streets to pick up prostitutes."

He acted after reviewing a report showing that of 384 men arrested under the law, 73 were prosecuted and all the other cases were dismissed. Some critics contended he was interested primarily in rebuking judges for leniency. An ACLU statement, reflecting this view, said Koch "is violating the most fundamental notions of constitutional separation of powers."

The names broadcast on WNYC(AM) and WNYC-TV were those of men listed as having been convicted in Manhattan since Oct. 9, when Koch announced his plan. Authorities in Brooklyn said there had been no such convictions there.

Mary Perot Nichols, director of the Municipal Broadcasting System, said the mayor announced his plan while she was on vacation in Red Cloud, Neb., and that she had some trouble with it at first—fear-

ful that the lists of names would be too long for WNYC's three-minute newscasts.

When the first list arrived, she said, she did some editing: It had 17 names and she deleted eight whose convictions occurred before Koch's Oct. 9 announcement that convictions would be publicized. "It didn't seem fair," she said, to include those that hadn't been forewarned.

Meanwhile, Nichols said, she could hardly get her work done because life had become so hectic with calls from stations not only in the New York area but other U.S. cities and foreign broadcasters including the Canadian Broadcasting Corp., the BBC and Radio New Zealand. "And," she added, "West German Television will be in tomorrow." Calls from listeners added to the uproar. There were civil libertarians who "think this is awful," she said, and community organizations, who "think it's great." And she said one convicted John called to offer—in vain—a contribution to a station fund-raising campaign if the station would delete his name.

Preliminary hook-up

The Cable News Network, which plans to provide 24-hour news service to cable systems via satellite starting next summer has signed up for the services of the United Press International and UPITN.

According to Burt Reinhardt, the long-term agreement with UPI includes UPI's basic national and international news reports, local and regional wires as well as its newscasts, sports and financial services.

The agreement with UPITN calls for the international television producer to supply daily feeds from London and other international centers via satellite to CCN downlinks at its Atlanta headquarters.

NewsBeat

Passes muster. Noncommercial WNET-TV New York taped eight cases before New York State Court of Appeals in Albany on Oct. 17 as experiment, and after deliberations had ended, court said taping "has no significant impairment to the dignity of the court or judicial process." Court's official statement said that if cameras are permitted in court on regular basis, they should be concealed. Spokesman for WNET explained coverage of cases lasted for seven hours and footage will be included in documentary on operations of appeals court slated for telecast in January.

□

New wave. Sean MacBride, chairman of UNESCO commission studying problems of international news gathering and dissemination, says study's aim is not to limit freedom of press but, rather, "to make sure it can survive." That, however, will require "new world communication order" which will accommodate realities and aspirations of Third World countries. MacBride spoke in Toronto at meeting of Inter-American Press Association, comprising editors and publishers from 38 Western Hemisphere nations. MacBride said there is general agreement on changes that are needed—where, for instance, freedom to collect news is restricted and where resources to circulate information are unevenly distributed. Leonard Marks, former director of U.S. Information Agency who is member of World Press Freedom Committee, told delegates that efforts to stifle free press have been defeated, at least for time being, but that "those who believe in state control" of press have not abandoned their goals.

□

More support for Rutgers. RKO General Television has contributed \$15,000 to new Journalism Resources Institute of Rutgers University in Brunswick, N.J.

ABC still a fiscal high-roller

Third-quarter earnings up 29%, revenues up 19%

"The last shall be first" found an application last week in the report of third-quarter revenues from the parents of the three TV networks; ABC's figures came out after those of its two principal competitors' [BROADCASTING, Oct. 22] but they show substantially better growth.

For the quarter ended Sept. 29, ABC's earnings from continuing operations jumped 29% on a continuing operations revenue climb of 19%. This year's third-quarter totals were \$31.9 million in earnings, \$468.6 million in revenues. Per-share earnings were reported as \$1.14, compared with 89 cents a year earlier. ABC's net revenues for the 1978 quarter were \$25.4 million, including the discontinued operations; this year's results were 26% over that total.

ABC's chairman, Leonard H. Golden-son, and president, Elton H. Rule, noted one dull spot in the otherwise bright picture of the company's activities that accompanied the quarterly report: ABC Radio profits were down, and the unit had only a slight revenue gain—due, they said, "to competitive pressures." However, ABC's TV network and stations operations both reported record revenue and profits for the quarter.

ABC Publishing, the officials said, had increased profits "on substantial revenue gains." This year's relative performance for the whole company in the three

months was enhanced by 1978's losses in the period for ABC Records. That operation, as well as ABC Record and Tape Sales, which had nine-month losses last year, have been discontinued.

Nine-month figures reported by ABC were \$114.4 million earnings from continuing operations on revenues of \$1.4 billion. Those were increases of 31% and 13% over the 1978 nine months. Per-share earnings for the period were \$4.08, up 30% from the year earlier.

Commenting on the results, Golden-son and Rule expressed confidence that "our basic businesses of broadcasting will continue the momentum evidenced during the first nine months of 1979." They expect "solid sales gains well into 1980" at the network level, and said their stations are also posting strong fourth-quarter sales. "This year will clearly be an excellent one for ABC," they concluded.

Good news for Warner

Except for its record business, communications conglomerate reports highest quarter figures

Records were being broken at Warner Communications Inc., although not in its recorded music division. That's the word on the third-quarter earnings of the entertainment and cable company. Income from continuing operations rose to \$24,342,000 from \$19,802,000, a 23% boost, while revenues went from \$316,563,000 to \$417,347,000, a 32% increase. Per-share earnings were up from 99 cents to \$1.16.

Cable television revenues grew 21%, and operating income 39%, reaching \$20.7 million and \$3.3 million respectively. Regarding the announced purchase of

50% interest in these operations by American Express for \$175 million (BROADCASTING, Sept. 17), the company said it expected that when consummated later this year the deal would result in a net after-tax gain in excess of \$90 million.

Warner's filmed entertainment division had a record quarter, and the company claimed Warner Bros. worldwide film rentals for the nine months set an industry record. Television series sales posted a 60% revenue increase over the year earlier (\$20.7 million versus \$12.7 million), but the company provided no breakout of the profit contributions of the constituent parts of its filmed entertainment operations.

Toys and electronic games brought Warner 45% more in revenues in this year's third quarter than last year's, showing a 48% increase in operating income. Its Atari programable video game sold out all units, "with a substantial number remaining to be shipped in the fourth quarter."

The company's publishing and related distribution division showed "a substantial gain in operating income," which Warner tied to "Superman" royalties and Warner Books bestsellers.

The bad news, as for so many companies these days, came in the recorded music sector. With revenues ahead 21%, to \$166 million, operating income dropped 17%, to \$14 million.

For the nine months, income from continuing operations was up 35%, to \$75,352,000, on a 37% revenue boost that yielded \$1,238,918,000. Fully diluted per-share earnings were \$3.66.

The company noted that its figures do not include its equity in the income of Garden State National Bank, carried as a discontinued operation because of Warner's announced intention to sell its investment there.

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

Company	Period/Ended	Current and change					Year earlier		
		Revenues	% Change	Net Income	% Change	Per Share	Revenues	Net Income	Per Share
Cablecom General	9 mo. 8/31	\$27,681,045	+10.5	\$3,771,142	+5.4	1.27	\$25,039,061	\$3,576,872	1.19
Comsat	9 mo. 9/30	193,168,000	+26.4	32,647,000	+33.5	4.08	152,720,000	24,454,000	3.06
Dun & Bradstreet	9 mo. 9/30	687,922,000	+24.2	65,866,000	+27.4	2.36	554,000,000	51,701,000	1.85
Eastman Kodak	36 wk. 9/9	5,441,162,000	+15.8	706,061,000	+23.6	4.38	4,695,548,000	570,860,000	3.54
Filmways	6 mo. 8/31	115,216,000	+54.4	5,250,000	+43.8	.97	74,582,000	3,849,000	.82
Gannett	9 mo. 9/10	769,451,000	+10.4	92,515,000	+19.7	2.59	696,410,000	77,225,000	2.19
Post Corp.	9 mo. 9/30	49,144,000	+25.8	2,566,000	- 9.0	1.41	39,052,000	2,850,000	1.58
Reeves Teletape	Year 6/30/79	30,502,000	+75.7	2,288,000	+190.7	1.01	17,355,000	787,000	.36
Media General	9 mo. 9/30	202,837,000	+14.6	17,969,000	+47.5	2.41	176,892,000	12,181,000	1.63
Multimedia	9 mo. 9/30	95,227,432	+20.4	13,138,925	+21.7	1.97	79,047,507	10,792,779	1.63
Scientific-Atlanta	3 mo. 9/30	39,471,000	+49.7	2,249,000	+54.3	.50	26,352,000	1,457,000	.38
Scrpps-Howard	9 mo. 9/30	50,155,000	+8.4	10,863,000	+12.2	4.21	46,252,000	9,681,000	3.74
Storer Broadcasting	9 mo. 9/30	126,227,000	+20.0	19,077,000	+61.3	3.70	105,177,000	11,824,000	2.42
Time Inc.	9 mo. 9/30	1,787,105,000	+54.6	100,795,000	+13.6	3.61	1,155,615,000	88,650,000	4.10
Warner Communications	9 mo. 9/30	1,238,918,000	+36.9	75,352,000	+26.4	3.66	904,427,000	59,579,000	3.01

Changing Hands

PROPOSED

■ **KRKE-AM-FM Albuquerque, N.M.:** Sold by Gaylord Broadcasting Co. to Journal Star Stations Group for \$4.5 million plus \$500,000 for covenant not to compete ("In Brief," Oct. 22). Seller, headed by Edward L. Gaylord and 100% owned by Oklahoma Publishing Co., also owns WTVT(TV) Tampa, Fla.; WVUE(TV) New Orleans; WUAB(TV) Lorain, Ohio (Cleveland); WKY(AM) Oklahoma City; KYTE-AM-FM Portland, Ore.; KTVT(TV) Fort Worth; KHTV(TV) Houston; KSTW(TV) Tacoma, Wash., and WVTM Milwaukee. Buyer, headquartered in Peoria, Ill., is owned by Peoria Journal Star Inc., publisher of newspaper of that name. Broadcast division also owns KSSS(FM) Colorado Springs; WAZY-AM-FM Lafayette, Ind.; KFRM(AM) Salina and KICT(FM) Wichita, both Kansas; KBMY(AM) Billings, Mont.; KNOX(AM)-KYTN(FM) Grand Forks, N.D. KRKE is on 610 khz with 5 kw full time. KRKE-FM is on 94.1 mhz with 22.5 kw and with antenna 4,130 feet above average terrain.

■ **WAJB(FM) Pensacola, Fla.:** Sold by Barba Broadcasting Co. to Colonial Broadcasting Co. of Montgomery, Ala., for

\$1.4 million. Seller is owned by Thomas A. Barba, who is in real estate developments in Pensacola and who has no other broadcast interests. Robert E. Lowder is president of buyer, which also owns WLWI(FM) Montgomery and is associated with Colonial Insurance Co. and Colonial Mortgage Companies, located throughout Southeast. WAJB is on 107.3 mhz with 100 kw and antenna 400 feet above average terrain. Broker: Sherman & Brown Associates.

■ **WADC(AM)-WIBZ(FM) Parkersburg, W. Va.:** Sold by Randy Jay Broadcasting Co. to WADC/WIBZ Partnership for \$1,024,000 plus \$150,000 for covenant not to compete. Seller is owned by Calvin Dailey Jr., who also has interest in WLIT(AM) Steubenville, Ohio. Buyer is owned by Gerald P. Mikitka, Chicago investment broker and part owner of WKZN-AM-FM Zion, Ill., purchased last July (BROADCASTING, July 16), and KIXY-AM-FM San Angelo, Tex. WADC is 5 kw daytimer on 1050 khz. WIBZ is on 99.3 mhz with 3 kw and antenna 210 feet above average terrain. Broker: Chapman Associates.

■ **WWOW(AM) Conneaut, Ohio:** Sold by

Contemporary Media Inc. to Doyle Flurry and Thomas Childs for \$345,000 plus \$60,000 for covenant not to compete. Seller is owned by Donald A. Bruck, who sold only other broadcast interest, WFIZ(FM) Conneaut, last February (BROADCASTING, Feb. 12). Buyers are owners of electronics retail store in Zion, Ill., and have no other broadcast interests. WWOW is 500 w daytimer on 1360 khz. Broker: Chapman Associates.

■ **WBTO-AM-FM Linton, Ind.:** Sold by Mr. and Mrs. H. D. Boardman to Green County Broadcasting, Robert M. McDaniel, president, for \$300,000. Sellers have no other broadcast interests. McDaniel has been general manager of WHEZ(FM) Huntington, W. Va. WBTO is 500 watt daytimer on 1600 khz. WBTO-FM is on 93.5 mhz with 3 kw and antenna 230 feet above average terrain. Broker: Blackburn & Co.

APPROVED

■ **KLRA(AM) Little Rock, Ark.:** Sold by KLRA Inc. to First Communications Corp. for \$3 million. Seller is principally owned by Leonard Coe, who has no other broadcast interests. Buyers are Kerby E. Confer and Paul Rothfuss (24.99% each) and Jerome H. Atchley and James Long (24.01% each). Group also owns KSSN(FM) Little Rock, Ark. Atchley and Long were minority shareholders of Starr Broadcasting, which was merged into Shamrock Broadcasting (BROADCASTING, June 11). Rothfuss and Confer are principal owners of WLYC(AM)-WLIQ(FM) Williamsport and WHUM(AM) Reading, both Pennsylvania, and WKRF(AM)-WNOZ(FM) Cortland, N.Y. KLRA is on 1010 khz with 10 kw day and 5 kw night.

■ **KLVI(AM) Beaumont, Tex.:** Sold by Radio Beaumont to KLVI Radio Inc. for \$2 million. Seller is principally owned by John H. Hicks and his wife, Madelyn, who also own WTAW-AM-FM College Station, and 12.77% each of KLAR(AM) Laredo, both Texas. Buyer is owned by Hickses' sons, Steven (60%) and Thomas (40%), who already owned small interest in KLVI. They have also purchased KYKR-FM Port Arthur, Tex. (see below). KLVI is on 560 khz with 5 kw full time.

■ **KYKR-FM Port Arthur, Tex.:** Sold by KYKR Radio to KYKR Radio Inc. for \$850,000. Seller is James H. Joynt, who also owns KEAM(AM) Port Arthur. Buyer is owned by Hicks Communications Inc., owned by Steven Hicks (60%) and his brother, Thomas, (40%). They have also purchased KLVI(AM) Beaumont, Tex. (see above). KYKR-FM is on 93.3 mhz with 100 kw and antenna 420 feet above average terrain.

■ Other approved stations sales include: WXOR(AM)-WQLT(FM) Florence, Ala.; WKDL(AM) Clarksdale, Miss.; WYRD(AM) East Syracuse, N.Y.; WYAN-FM Upper Sandusky, Ohio, and KMIT(FM) Mitchell, S.D. (see "For the Record," page 75).



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10/29/79

Harte-Hanks and Knight-Ridder look to viewdata future

Analysts hear both companies say it's of definite interest; sales softness seen in fourth

Two major publishing/broadcasting concerns last week gave presentations to New York securities analysts on both of the companies' outlooks for next year and the rest of the 1980's. In separate appearances, Knight-Ridder Newspapers and Harte-Hanks Communications stressed home information systems as a promising area in which they intend to participate.

Knight-Ridder is targeting a test of its Viewdata of America subsidiary's Viewtron information system for April 1980. Based on the British viewdata technology, it's a telephone interactive system whose only limitation is "the horsepower of the computer" in its data bank, according to the president of the company's broadcasting wing, Al Gillen.

Harte-Hanks President Robert Marbut said that his firm intended to be at "the leading edge" of developments in its lines of business, and called home information technology that edge in electronic media. He pointed out that Harte-Hanks had been one of the original information providers in the viewdata experiments on the other side of the Atlantic, and promised that the firm will "move to a more active level" in the field in the next few years.

In broadcasting, officials of both companies described acquisition policies that included hunts for top-50 market television stations to fill out their complements. Knight-Ridder has three VHF's, all ABC affiliates, Harte-Hanks completed the acquisition of its fourth VHF earlier this year. AM and FM stations in "larger" markets would be on the Harte-Hanks shopping list, while Gillen said Knight-Ridder would look at "specific, unusual radio properties." Responding to an analyst's question, Gillen asserted it was not "too late" for his company to be starting to look at cable operations, as he had indicated it intended.

Harte-Hanks recently increased its involvement in the cable area, purchasing National Telecommunications Services. The company's senior vice president and secretary, Larry D. Franklin listed that deal along with the TV buy, the purchase of *Radio & Records* magazine and several print and marketing-oriented acquisitions as items that will make "important contributions" to the firm's performance this year.

The heavy acquisition program for the year has left Harte-Hanks with a long-term debt of \$133 million, according to Franklin, the biggest chunk of which is seller debt carrying an average interest of 8%. He said the company would be able to "comfortably meet its obligations" and

still pursue expansion opportunities next year thanks to cash flow that he estimates at over \$33 million. Franklin didn't have earnings or revenues projections for 1980, saying it was too early to tell, but he said he thought this year's earnings would approach the company's 21% compound growth rate, despite some "softness on the revenue side" in the fourth quarter. The company's earnings per share for the third quarter were up 23% to 48 cents.

Knight-Ridder is also seeing some softness in the fourth quarter, the analysts were told, and on the broadcast front Gillen singled out Providence, R.I., and Albany, N.Y., to experience a "little" slowness in local sales that he termed characteristic of the Northeast. Company

President Alvah Chapman said the last quarter would surpass the prior year, but show "lower growth" than the third quarter's 33% per share increase, from 1978's 49 cents to this year's 65 cents. Declining to make a projection for the full year, Chapman said that he was "comfortable" with estimates by analysts that put the company's per-share totals for 1979 between \$2.65 and \$2.75.

Metromedia moves ahead

Group broadcaster Metromedia posted a 34% rise in third quarter net earnings, with a 15% profit growth in total broadcast-



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ing operations, but a "slight profit decline" in radio due to "weakness in demand" and "higher operating costs," the company said.

"Moderation in the growth of television program costs" allowed for the profit rise on a broadcasting sales advance of 9%, which Chairman-President John W. Kluge said "reflected generally strong advertising demand" in television.

Net earnings for the three months ending Sept. 30 were \$8,315,000, as opposed to \$6,218,000 the year earlier. Per share earnings grew from \$1.35 to \$1.80. Revenues for the quarter were \$88,085,000, up 13% from the year-earlier \$78,003,000.

Figures for the broadcast operations showed revenues of \$42,365,000 and an operating income of \$11,157,000. A year earlier, those numbers were \$38,796,000 and \$9,674,000, respectively.

Three of the company's four groups experienced profit growth, while all showed revenues gains. The exception on the profits side was Metromedia's Mail Marketing and Publishing Group, which experienced an 8% drop. Entertainment Group operations (Metromedia Producers Corp., Ice Capades and Ice Chalets) showed 11% revenue growth, and its \$1,189,000 million profits increase moved the group out of the red. Entertainment revenues were \$11,776,000; operating income \$164,000.

For the nine months, revenues rose to

\$278,802,000 from \$243,741,000, a 14% boost. Net income advanced an equal percentage, hitting \$25,729,000, up from \$22,516,000. A 537,000 reduction in average shares outstanding, to 4,597,000, helped boost earnings per share to \$5.60 over \$4.39, an increase of 28%.

ARF reflects on past 25 years

Foundation is that old, and annual meeting takes occasion to note development of ad research

The Advertising Research Foundation celebrated its 25th anniversary last week during its annual convention in New York, with speakers taking a retrospective look over the past quarter-century.

In a presentation on 25 years of television advertising, Gerald Miller, senior vice president and group creative director of Young & Rubicam, stressed that except for technological change the essential elements of TV ads remain as they were.

As in 1954, he said, the main components of effective television commercials today are dramatic, relevant openings; clear comparative demonstrations; vivid visualizations of consumer benefits, and believable support claims.

During the past 25 years there has been a detectable trend in the direction of creat-

ing commercials that are "human, more emotional and more in touch with people's feelings," he said, and added:

"Today, there is an increasing number of commercials in which the advertising tries to 'experience the experience,' of the prospect. Learning how to recreate accurately and vividly the experience of our prospect surely is the trend of the next decade, and a trend in which research will continue to work arm-in-arm with creative."

Reviewing research as an emerging science, Malcolm A. McNiven, vice president for marketing services of Pillsbury Co., pointed to two basic problems involved in advertising measurement: how to isolate the effects of advertising from other variables and how to identify a criterion of effectiveness for business decisions.

He indicated improvement has been made in coping with the isolation factor with the development of various services, including AdTel, which seeks to isolate the effects of TV advertising. On the other hand, he added, the criterion problem has been more difficult but, he said, there are attempts under way to meet the challenge.

Not all speakers paid homage to research. Shepard Kurnit, board chairman of DKG Inc., unleashed a blast against research intended to predict and measure persuasion, though he had kind words for research that helped agencies prepare better advertisements and commercials.

Kurnit asserted that "pre-search helps us learn; pre-testing points directions and post-testing provides numbers—numbers that tell us about awareness, not persuasion. They are numbers without validity."

New sales pitch to be unveiled at TVB Atlanta meeting

Television Bureau of Advertising celebrates its 25th anniversary at its annual meeting to be held Nov. 12-14 at the Omni International hotel in Atlanta.

A highlight of the annual meeting will be the unveiling of TVB's new videotape presentation, "Television: The *Persuasive Medium*." It contends that television is not only the persuasive medium but also is the easiest medium in which to be persuasive.

Speakers will include Jack Trout, president of Ries Capiello Colwell, New York, who will discuss "Positioning and Marketing Warfare of the 80's," and Richard Thorsen, director of advertising for Commonwealth Edison, Chicago, who will focus on public utility advertising.

Six workshops will explore the following subjects: "New Sales Through Local Commercial Productions," "Political Broadcasting Plus Controversial Issue Selling," "Sales Training and New Programs from TVB," "Selling With Vendor Tapes," "Programming Sources in the 80's" and "Management's Role in Co-op as a New Business Source".

October 8, 1979

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Programming

Series helps ABC to another win

Network is still off 4% on year to date versus 1978

As the World Series ran to its maximum seven games, ABC-TV had another week to take advantage of a ratings boost from baseball. And a boost it got. During the week ended Oct. 21, the series brought a 31.5 rating/46.6 share on Tuesday and a 35.8/54 on Wednesday.

Not surprisingly, ABC earned the highest prime-time average of the week: 21.2/34.6.

But another victory, albeit for second place, was being claimed by CBS-TV, which came out of the basement for the first time this season and finally showed itself above the 30-share mark with a 18.7/30.4.

NBC-TV, which had been sprinting with new-found strength in previous weeks, sputtered to a 16.8/27.5.

Of the week's top 10 programs, the two World Series games easily took first and second, with a 36.9/56 and 32.2/48. Thereafter it was almost exclusively CBS territory: *M*A*S*H* (30.2/44); *WKRP in Cincinnati* (26.8/39); NBC's *Little House on the Prairie* (26.3/40); then back to CBS for *60 Minutes* (26.1/44); *One Day at a Time* (26.1/39); *Jeffersons* (24.9/39); *Alice* (24.5/37), and *Dallas* (23.8/43).

And, taking it down to 15 places, ABC's pre-game shows had 10th and 11th (23.4/39 and 23.1/38). But then again it was CBS with *Lou Grant* (22.5/37); *Trapper John M.D.* (22.0/41), and *Dukes of Hazzard* (21.9/40).

While the World Series pre-empted certain ABC shows that might normally be expected to surface at or near the top—such as *Charlie's Angels*, *Eight is Enough* and *Three's Company*—that isn't enough to discount the CBS performance. Its regularly scheduled programming on Monday, Friday and Sunday was strong, bringing in winning-night averages of 22.9/35.2, 20.7/37.7 and 24.3/39.4, respectively.

And while CBS may have had three hours of special programming in place of poorly rated new series that debuted in September, that didn't account for much of a difference. Saturday's two-hour *Celebrity Challenge of the Sexes* repeat brought in only a 14.5/26 and *Body Human: The Sexes* a 13.0/20 in its second time around.

There were other sore spots on the CBS schedule. A major one, such as Thursday when neither *The Waltons*, *Hawaii Five-O*

nor *Barnaby Jones* made it to a 30 share, averaging only a 15.7/26. If improved fortune for CBS continues, it will justify the remarks of CBS executives who were claiming that the network could do better and traditionally was weak in the beginning. Last season it took CBS six weeks to get out from third; this year, it was five.

NBC could take heart with *Kate the Detective* winning its premiere outing Thursday at 10 with an 18.6/33 and the continued strength of *Little House, Quincy, Different Strokes, CHiPs* and *B.J. and the Bear*. But there were problems, even on nights when the atypical *World Series* competition wasn't there.

On Friday, the *Strokes* lead-in strength was followed by steady decline: *Hello Larry* (15.4/28), *Rockford Files* (13.9/25) and *Eischied* (11.2/20). ABC's return of *Fantasy Island* to last season's Saturday-at-10 spot paid off for a 19.6/38 at the expense of NBC's *Man Called Sloane*, which dropped to a 14.3/28.

Add that to the loss of Monday with a low-scoring made-for-TV movie, *The Flame Is Love*, and Tuesday and Wednesday World Series competition and the NBC score over-all looked more like last season than the early weeks of this one.

ABC's strength, for the most part, was based on the World Series, particularly the final game which was a record-breaker.

While the third game of the Series a week before had been the lowest rated to date in prime time (22.4/40), the seventh set more auspicious records. ABC claimed the largest audience ever with 80 million people said to have watched all or part. A record number of households also was claimed: 28,150,000 per average minute.

(The highest-rated game, however, remains the seventh in 1975, between the Cincinnati Reds and Boston Red Sox,

earning a 39.6/60. Since then Nielsen has adjusted the number of viewers attached to a rating point, accounting for ABC's new record numbers.)

Although ABC likely would have brought in good numbers with much of the regular series programming traded for the World Series, the 16 hours left after baseball only brought the network a 16.6 rating. Particularly weak was Friday, with an *All-Star Family Feud* special (13.4/24) and the movie, *Death of Ocean View Park* (14.6/26).

The Sunday movie, *Marciano*, didn't help much with a 16.0/26 and ABC also was continuing to experience problems with certain new series such as *240-Robert* (15.3/23); *Out of the Blue* (9.3/17) and *A New Kind of Family* (8.9/15). *Taxi*, the veteran that was given the 8:30 Sunday spot previously held by *The Associates*, brought only a 14.3/22.

Love Boat (19.2/34) and *Fantasy Island* (19.6/38), however, were enough to counteract *Ropers* (14.2/27) and *Detective School* (12.0/22) for an ABC win on Saturday. And *Benson* (20.5/33) and the newsmagazine *20/20* (18.1/32) kept pace with *Laverne and Shirley*, *Barney Miller* and *Soap* for a winning average of 19.6/32.5 on Thursday.

Even with the World Series, ABC's power for the season's first five weeks of three-network, new-season competition is less than it was last year. For the comparable period last year, ABC had a 20.5 rating; now it's down 4% to 19.7.

Outside prime time, the premiere of *Saturday Night Live* made a significant showing from 11:30 p.m. to 1 a.m., with a record 16.0/47. The show had the big-name draw of comedian Steve Martin but represented the first season without regulars John Belushi and Dan Ackroyd.

'Salvage': saved from the scrap heap

Fantasy-adventure series being reprogrammed for more child appeal so it can go into Sunday 7-8; two comedies there now are yanked

ABC-TV has pulled two of its new situation comedies from its regular line-up and is substituting a new version of a series that failed to capture overly impressive numbers last year. The network announced last week that beginning Nov. 4 it would begin airing *Salvage 1*, revamped as a children's show, in the Sunday 7-8 p.m. NYT period previously occupied by *Out of the Blue* and *A New Kind of Family*. In its new concept, the program will presumably qualify for exemption from the FCC's prime-time network quotas.

The network announced that *Salvage*

would receive three airings initially (Nov. 4, 11 and 25) and then be supplanted by a number of family- and youth-oriented specials. Although ABC has ordered six new episodes of the Columbia Pictures Television series (all of which have been completed), the network has made no firm commitment to air the series beyond the three nights announced. ABC also said the two situation comedies being pulled from the schedule—both of which have usually been among the lowest rated shows of this season—"will continue in production for later scheduling."

Salvage first appeared on ABC's schedule last season and during its initial run averaged a 17.7 rating and a 26 share—numbers generally too low for remaining on a network's schedule and con-

Standing firm. Despite continued protests, CBS-TV says it's sticking with decision to cast Vanessa Redgrave in made-for-TV movie about concentration-camp survivor. Two representatives of Simon Wiesenthal Center for Holocaust Studies and Fania Fanelon, author of "Playing for Time," book on which movie is based, met last week with CBS executives to argue that network is being insensitive in casting acknowledged supporter of Palestine Liberation Organization in such role. Statement issued by network after meeting with Broadcast Group President Gene Jankowski and Vice President Gene Mater, however, said two principles are "far more important than the question of casting: whether an individual's personal and political views should be considered more important than his or her artistic ability, and whether any individual or group should have the power to veto." At press conference, Rabbis Marvin Hier and Abraham Cooper of Wiesenthal Center asked why CBS doesn't have as much concern for Fanelon's rights and said network was doing "great disservice" to her and other Holocaust victims. Fanelon said she's against blacklisting but said Redgrave could play other roles. Letter-writing campaign to CBS is said to be planned but no advertiser boycott.

In the marketplace. ITC Entertainment's *Entertainment Volume Two*, 16 films including "Boys from Brazil," "Capricorn One" and "Movie Movie" and stars ranging from Sophia Loren to Gregory Peck, has been sold in 56 markets during first 10 weeks of availability including 10 of top 10 Janus Television's "Classic Mystery Theater" package, ranging from "The Third Man" to "Seance on a Wet Afternoon" has 16 sales so far in various market sizes . . . *Intergalactic Thanksgiving*, first-run animated special distributed by Viacom, is up to 155 markets, representing 90% clearance. It's another holiday special done in association with Toronto-based Nelvana Productions . . . And from archives of King Features Syndicate and Republic Pictures, Gold Key Entertainment has acquired Flash Gordon and Dick Tracy serials for distribution.

Radio notes. *Interview*, syndicated radio program currently heard on 150 stations nationwide, has prepared 1970's version of classic Halloween thriller, "War of the Worlds." Prepared by producer Jeff Wayne, show is to be picked up by 50 more stations than usually carry *Interview*. Principals behind show are Jim Ladd and Jack Morris. And Weedeck Corp., new Los Angeles-based syndicator, is offering two new programs aimed at black audience: *In Studio* and *Pop Rhythm Review*. On-air host for shows is long-time disk jockey, J. J. Johnson, six years with KDAY(AM) Los Angeles. *Studio* is hour weekly music and interview show; *Review* comprises 10 three-and-a-half minute features weekly.

Hat in the ring. Samuel Goldwyn Co., Hollywood, has made its first entry into pay-cable market with licensing deal for five feature films with Home Box Office. List includes: "Billion Dollar Hobo," "They Went That-a-Way and That-a-Way," "Where Time Began," "Proud Rebel" and "Whoopee."

OPT's cup running over. Operation Prime Time consortium of network affiliates and independents will offer 24 hours of original programming in 1980, triple its highest previous output. In addition to three four-hour productions, OPT has six projects slated for dual forms, either two-hour special or five strip half hours. They are *Solid Gold '79* (Paramount, February); *The Gossip Columnist* (MCA TV/Universal, March); *The Girl, the Gold Watch and Everything* (Paramount, April); *Tourist* (20th Century-Fox, June); *Mom, the Wolf Man and Me* (Time-Life/David Susskind, October), and *Yogi's First Christmas* Hanna-Barbera. Time-Life also is planning documentary on Smithsonian Institution for OPT.

More names on the door. Kent Burkhart/Lee Abrams & Associates, pioneers of all-disco radio format and of modular programming for all-rock format, have expanded company name to Burkhart/Abrams/Michaels/Douglas & Associates Inc. New partners, Lee Michaels and Dwight Douglas, have been program consultants with firm for several years. Although all consultants at firm work with most music formats, Michaels concentrates on "Superstars" rock radio and Douglas deals primarily with top 40.

Olympic trade. Lake Placid Olympic Organizing Committee, which is heading 1980 winter Olympics effort, is offering radio stations designation as "Official Olympic Radio Stations." With title comes exclusive market use of logos, terminology, specially produced Olympic ID's as well as tickets and premiums for promotional purposes. In exchange, stations conduct fund-raising for Olympic committee.

From Broadway to TV. Inspired by success of stage show, "Beatlemania," Lexington Broadcast Services next January will be testing half-hour pilot of same name for possible fall TV series. Barter effort is supported by Procter & Gamble, and pilot featuring Beatle look- and sound-alikes and guest stars has already been taken by five NBC owned-and-operated TV's.

siderably below a number of ABC series of last season that were canceled. (The network had five regular series last year averaging a 30 share or better that did not return this season.)

Salvage stars veteran actor Andy Griffith and deals with a salvage crew that often take on exotic assignments. Last season, for example, one episode dealt with a rescue of stranded astronauts and featured an unauthorized space shot. The two-part episode that will open the show next week will center on the crew's attempts to redirect an iceberg that is headed for San Francisco Bay. The program's executive producers are Harve Bennett and Harris Katleman.

Because the show will be airing in the 7-8 time period, Columbia and ABC have had to alter its basic format to increase its appeal to young people. According to a Columbia spokesman, "some of the more adult themes" have been discarded and there will be a greater emphasis on the "science fiction" elements.

There has also been added a new 11-year-old character called Michelle (played by Heather McAdam) who is almost "like another member of the salvage team." A strong relationship develops in the new episodes between Michelle and team regular Melanie (Trish Stewart) that, according to Columbia, leads eventually toward a single-parent adoption. Much of the action in the new episodes will feature the Michelle character.

According to Al Schneider, ABC broadcast standards and practices vice president in New York, "from the moment" the new programs were begun "they were prepared for children." The network will continue the practice begun with the two situation comedies of separating program content from commercials with slides.

In addition to the three *Salvage* episodes scheduled, the network has lined up a number of specials for the Sunday night time period opposite CBS-TV's powerful *60 Minutes* and NBC-TV's long-time children's hit, *Disney's Wonderful World*. On Nov. 18, the network will air "The Story of Esther," a Bible story starring Tony Musante and Olivia Hussey. Through December, ABC has scheduled a number of holiday specials: "Santa Claus is Coming to Town," "The Year without a Santa Claus" and "Rudolph's Shiny New Year."

RCA secures rights to Paramount films for SelectaVision

When RCA starts marketing its SelectaVision videodisk system, its programming catalogue will be strong on Paramount Pictures fare. A new, nonexclusive RCA/Paramount licensing agreement provides for 75 current features as well as the right to future films that Paramount releases to the home video market.

Among the movies are "Grease," "Saturday Night Fever," "Godfather I and

II," "True Grit," "Heaven Can Wait," "Foul Play," "The Longest Yard," "Bad News Bears," "Chinatown," "Love Story," "The Shootist," "Rosemary's Baby," "Romeo and Juliet," "Gun Fight at the OK Corral," "Shane," "Stalag 17," "Sunset Boulevard," "Serpico" and "The Ten Commandments."

According to Herbert S. Schlosser, former NBC president who now heads the videodisk operation for RCA, a market introduction date for the videodisk system will be announced in early December.

Schlosser said RCA will offer about 300 titles during the first year. About half, he explained, will be feature films, with the remainder including children's programming, ballet, opera, music, major television shows, how-to programs and sports highlights.

Already licensed to RCA are films from 20th Century-Fox and MGM, but in general they are said to be older than most of those now available from Paramount.

In a separate deal announced last week, RCA now has secured rights to 20 J. Arthur Rank films, among them "Henry V" and "Hamlet" with Sir Laurence Olivier, as well as the "Red Shoes" ballet and Hitchcock's "39 Steps" and "The Lady Vanishes."

Radio syndicators are planning a get-together

Association of producers is on the drawing boards; first general meeting set for Dec. 7

Plans are afoot among radio program syndication companies to establish an international trade association for their industry.

At a preliminary meeting held Sept. 27 in Los Angeles and attended by representatives of a number of southern California-based firms, it was decided that such an organization is needed to establish technical and performance guidelines for the industry, and to represent members to radio stations and to other broadcast associations.

Tom Rounds, president of Watermark Inc., heads the steering committee which met Oct. 19 in Los Angeles to draft preliminary guidelines for formation of the organization. Members of the steering committee are Ron Harrison, Radio Arts; Paul Ward, Audio Stimulation; Bo Donovan, Tuesday Productions; Ron Sacks, Gilbreath Creative; Gary Theroux, Radio Works, and Nancy Smith, O'Connor Creative Services.

At that meeting a tentative statement of purpose was drawn up for the proposed association: "to establish standards of quality and reliability in production and delivery of special programming, syndicated formats and production elements for radio broadcasting stations; to explore new concepts in serving the broadcast community; to broaden and expand the facilities of

radio to entertain and inform; to educate broadcasters about availability, promotion, scheduling, use and marketing of products developed by members; and to represent members to appropriate national broadcasters organizations."

The steering committee tentatively plans to recommend that the organization open its membership to "companies presently producing and distributing programs to at least 10 commercial radio stations." It will also recommend that the organization adopt the National Association of Broadcasters' engineering standards for phase and level references and that it determine and follow other technical requirements.

Audio Stimulation's Ward will draft ten-

tative by-laws for the association, which, according to steering committee plans, will have its first general meeting on Dec. 7.

At that meeting, the steering committee will recommend that the organization elect a 10-member board of directors and a second board, with rotating membership, whose purpose will be to deal with complaints from broadcasters about the industry and association members.

After some disagreement among steering committee members about a proposed name for the association, it settled on Association of Independent Radioproducers (AIR). Absent from the title is the word syndicators, which many independent producers, Rounds among them, would like to get away from.

What's for lunch in Sioux City?

Back by popular demand, it's the Noon Show, Monday through Friday on KMEG-TV. And it's better than ever, with a bright, contemporary format.

Tailored to the Siouxland housewife, the Noon Show features hostess Diane Kay. Highlights include interviews with visiting celebrities and local guests as well as demonstrations of culinary, artistic and athletic skills. In addition, there are regular segments on medical and dental health care and the acclaimed spotlight on mental health.

So, if you want to reach homemakers in Sioux City, why not meet them over lunch — with KMEG-TV.

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Avery-Knodel Television National Representatives

FEC seems anxious to repair damage done to debates

At hearings, commissioners indicate willingness to come to solution that would allow sponsorship; pressure is on for action as 1980 campaigns begin to gear up

The Federal Election Commission last week found itself cast as an obstacle to broadcast debates between candidates for federal office—a role its members clearly do not relish and apparently want to shed.

It happened at hearings before the commission on Wednesday and Thursday.

Ruth Hinerfeld, president of the League of Women Voters and head of the league's Education Fund, warned that unless the FEC affords relief soon, the Education Fund's plans for presenting presidential candidates in forums and debates next year will be jeopardized.

Stephen E. Nevas, First Amendment adviser to the National Association of Broadcasters, said the FEC could best serve the cause of an informed public by not adopting any regulations-affecting "the production or arrangement of federal candidate debates."

The commission also heard from broadcast journalists who could talk from personal experience—Curtis Beckmann, president of the Radio-Television News Directors Association and news director of WCCO(AM) Minneapolis: (who in order to testify broke away from the pressures of 13-hour days and six-day weeks resulting from a strike at the station). He has produced 41 broadcast debates over the past

eight years. The production of debates, he said, constitutes "journalism"—a means of informing the public. And what the FEC has proposed, he said, would "end a series of debates on WCCO that our listeners have come to expect."

The concerns expressed by the NAB and RTNDA spokesmen troubled several commissioners, who said the agency never intended to interfere with what Commissioner Thomas E. Harris said were "the normal operations of broadcasters" in presenting debates. That, said Harris, "is an erroneous assumption." The commission's only objective, said Chairman Robert O. Tiernan, was to "help the League of Women Voters to sponsor [presidential] debates."

The hearings had been called by the FEC in a search for assistance in determining what it should do in the wake of the Senate veto in September of regulations the commission had adopted as a means of permitting some tax-exempt organizations, such as the league, to sponsor debates between federal candidates (BROADCASTING, Sept. 24). The regulations—adopted in response to the league's request—would have exempted such debates from a statutory ban on corporate and union contributions made in connection with a federal election.

However, broadcasters and newspapers objected that the language would have barred the corporations among them from presenting debates, and then covered them as news stories. Their First Amendment rights would be violated, they said. The FCC, in a letter to Congress urging a veto, made a similar point.

The league's problem is becoming acute in terms of the time it needs to plan for a repetition in 1980 of its 1976 performance, when it staged four regional presidential

forums, in which candidates for the Democratic and Republican nominations presented their views and answered questions, and the four pre-election debates (three involving the presidential candidates and one, their running mates). "Without funding commitments in place by the end of November," Hinerfeld said, "we may have to cancel plans for the forums and re-examine the feasibility of debates in 1980."

There is virtually no chance that regulations could be formally adopted before 1980. At best, an FEC official said, the agency could draft and approve new regulations by the end of November. But then either house of Congress would have 30 legislative days—days during which Congress is in session—to veto them.

Hinerfeld estimated the league needs \$800,000 to carry out its plans—\$300,000 to present the four forums and \$500,000 to sponsor the debates. The league, she said, does not have the reserves to dip into that it had in 1976, when the FEC issued a "devastating" policy statement that the Education Fund could not use corporate or union funds. That FEC statement was later rescinded, but the questions it raised have not yet been resolved.

As for the broadcasters' position, Nevas said the law barring corporate contributions "made for the purpose of influencing" federal elections does not apply to anyone who simply provides a forum for a debate.

Such a person is not campaigning, he said, adding:

"The National Association of Broadcasters urges this commission not to adopt any regulation affecting the production or arrangement of federal candidate debates. To do otherwise, would chill and restrict the free flow of ideas."

The law also refers to contributions in connection with an election. But Erwin Krasnow, NAB senior vice president and general counsel, who appeared with Nevas, said "the holding of debates should be encouraged." Besides, he said, broadcasters' fairness in such matters is closely regulated by the FCC in enforcing both the Communications Act and provisions of the Federal Election Campaign Act that apply to broadcasters.

Throughout the two mornings of hearings, commission members indicated they agreed with the view that debates should be promoted. Indeed, Vice Chairman Max L. Friedersdorf said after the NAB presentation: "What I heard strongly substantiates my belief that the FEC shouldn't be regulating any presidential debates." And Tiernan, following the hearings, indicated he had some ideas as to how the commission could solve the dilemmas it faced.

As for the league's need for prompt ac-

Still to come. The FCC's staff reports on network/affiliate relationships and FCC jurisdiction over the networks released Oct. 16 (BROADCASTING, Oct. 22) were only the first of many more to come before a final report is issued in the fall of 1980. The next two months will bring studies on station profitability and advertising markets; background reports on networking with respect to spectrum allocation and ownership policies, cable, subscription television, satellite broadcasting, videocassettes and videodisks, and noncommercial television networking. Consultants for these reports are Thomas Schuessler, University of Arizona law professor; Yale Braunstein, Brandeis University associate law professor; Kristin B. Glen, Hofstra University law professor; Frank W. Norwood, chief executive officer of the Joint Council on Educational Telecommunications; Donald E. Agostino, Indiana University assistant professor of telecommunications; Michael Botein and Davis Rice, professors of law and director and assistant director, respectively, of the Communications Media Center at New York Law School; Dennis J. Dort, staff attorney for the Carnegie Commission on the Future of Public Broadcasting, and Edward Greenburg, an economist for the National Telecommunications and Information Administration. Winter/spring 1980 will bring reports on the program supply industry; research on the financial viability of additional advertiser-supported networks, and a preliminary summary of policy issues raised in connection with the development of the new networks. These are being prepared by the task force and consultants—Lucas A. Powe Jr., University of Texas law professor, and Kalba Bowen Associates, Cambridge, Mass., consulting and research firm.

tion, Tiernan said that one possible answer would be if Congress, once new regulations are drafted and submitted, could adopt a joint resolution expressing approval of them. The regulations would not become effective until 30 legislative days had passed, but, Tiernan said, corporations and unions would be "secure" in the knowledge that the FEC would not prosecute them for illegal contributions if they responded to the league's solicitation of funds. (The league is expected to suggest other alternatives—a formal letter from Tiernan stating contributions made to help the league sponsor the debates would not be a violation of the law, for instance.)

And as for the broadcasters' concern, Tiernan indicated the commission would attempt to avoid arousing the broadcasters' opposition. He agreed with a suggestion of RTNDA counsel J. Laurent Scharff that the commission could make it clear in any future regulations it drafts that they are not intended to apply to the broadcast media. "That's probably what we'll have to do in the justification we send to Congress [to win its approval]," he said.

It was not clear, however, that the commission would remove all obstacles to sponsored debates between federal candidates. Some commissioners, by their questioning, reflected the view that sponsorship by unions or corporations would constitute illegal contributions. Harris re-

ferred to the "theoretical questions of what might happen" in connection with such sponsorship. "We get into the problem where the two statutes [the Communications Act and the Federal Election Campaign Act] overlap," he said. Many broadcast debates are presented on a sustaining basis but some stations—including WCCO—seeks sponsorship.

The Senate veto of the regulations the FEC submitted in June apparently stung the agency.

Tiernan, in questioning Beckmann, suggested that broadcasters had lobbied hard for the veto in the hope that, with the league barred from sponsoring presidential debates, the task of presenting them would fall to the networks. "If broadcasters had their druthers," he said after the meeting, "they'd rather have it as in 1960," when the networks presented the first presidential debates, involving John F. Kennedy and Richard M. Nixon. Tiernan, a former member of Congress from Rhode Island who had served on the House Communications Subcommittee, said that if the league could not sponsor the debates, Congress would find itself under enormous pressure to suspend the equal time law to make it possible for the networks to repeat their 1960 performance. (A CBS officials rejected the charge. He noted that the network had urged the FEC simply to make clear that broadcasters were not affected by the

regulations. Congress, he said, at least "implied" that the FEC was attempting to regulate broadcasters in connection with political debates.

And Harris expressed annoyance with the FCC as a result of its role in urging the veto. He noted that the FCC had written a letter stating it was not prepared to file comments in the current proceeding because it had not yet had an opportunity to consider the matter "fully." Said Harris—who in 1940 was a FCC assistant general counsel—"It would have been wiser for the commission to consider it fully before sending its half-baked letter."

The FCC and others interested in presenting their views to the FEC in writing have until Nov. 20 to do so.

Ban on advertising by physicians is lifted by the FTC

Commission says guidelines may be imposed by AMA, however

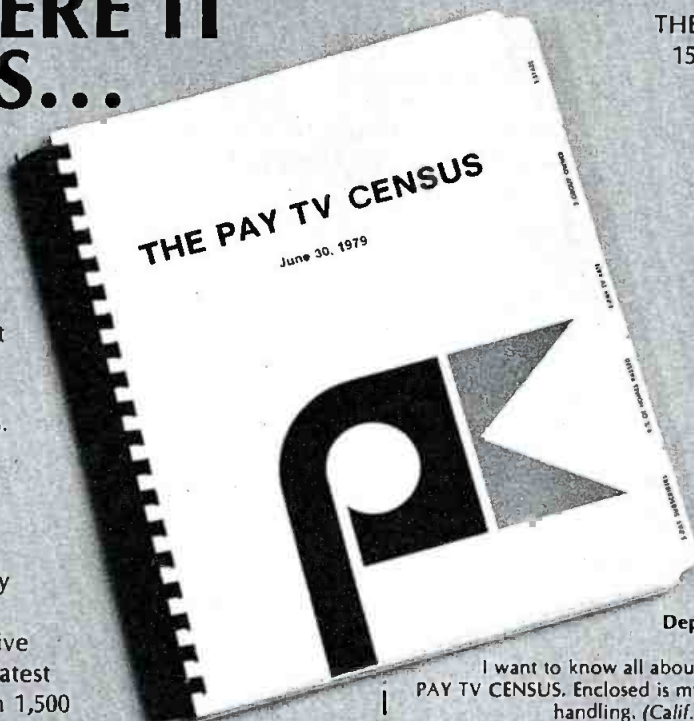
The Federal Trade Commission last week ordered the American Medical Association to allow advertising by physicians.

The FTC ruled that the AMA had unlawfully restrained competition among its 200,000 members and, as a result, had caused substantial economic harm to con-

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The ruling revised an earlier decision by an administrative law judge that would have prohibited the AMA from imposing any regulations on physician advertising for two years, and thereafter requiring prior FTC approval on its guidelines. The commission last week said the organization could formulate ethical guidelines for physician advertising.

The reason for allowing limited self-regulation, the FTC said, was to help eliminate deceptive ads by physicians and to protect patients susceptible to certain forms of solicitation. But without any physician advertising, it added, consumers may not get the information necessary to choose a physician, and may also suffer economic harm. "It is especially important that price advertising remain as unfettered as possible," the order said.

The decision is based on an FTC complaint issued in 1975, which charged the AMA and two other medical groups with restricting the ability of their members from advertising.

In addition to prohibiting the AMA from restricting advertising, the order also forbids the group from interfering with the amount or form of payment provided to a member in exchange for professional services.

The AMA said it was pleased with the FTC's position that it played a valuable role in preventing false and misleading advertising. It said, however, that it would challenge the claim that it has restrained competition by restricting advertising.

Newton Minow, counsel for the AMA, said he had not studied the entire ruling. "But to the extent that the order continues to prevent medical societies from taking action against deceptive or other unethical practices that may harm or mislead patients, the AMA will ask the Court of Appeals to reverse the order," he said.

Given the choice, Wometco decides to stick with STV in New Jersey

Under FCC divestiture order, company will sell CATV systems and retain pay-television WTVG

Wometco Enterprises Inc. is selling its cable systems serving the Plainfield, N.J., area. The decision to sell was prompted by an FCC order giving Wometco five months to divest itself of either the cable systems or its subscription television station in New Jersey.

Wometco—which operates cable systems in Plainfield, North Plainfield, South Plainfield and East Brunswick—has been operating under a waiver of the FCC's crossownership rules since July 20, 1977, when it acquired WTVG(TV) Newark from Blonder-Tongue.

Last February, Wometco requested an

additional waiver of two more years, or until the FCC issues a final order in a proceeding involving crossownership rules. Wometco claimed that ownership of cable put the STV in a better position to compete with the New York City stations.

The FCC didn't get around to denying Wometco's pleading until last week. But because Wometco had filed five months in advance of the July deadline, the FCC said it was fair to give Wometco another five months to divest.

The FCC order came as no surprise to Wometco. Gerald T. Whaley, vice president in charge of public affairs, indicated the company would not appeal. "We were prepared for this," he said. "We knew [divestiture] would have to be ultimately

done." And Wometco will sell the cables, holding on to the STV.

In Wometco's third-quarter statement, Wometco President Mitchell Wolfson said the company's subscription television/CATV division, as a whole, made a profit in the third quarter due to the increasing profitability of CATV. As of Oct. 4, Wometco's cable subscribers totaled 95,000—11,000 of them in New Jersey. The STV operation was not profitable in the third quarter, although he expects it to start showing a profit in the fourth quarter. "Following the introduction of sports programming in late July, Wometco Home Theater has been unable to keep up with the demand for its entertainment service," Wolfson said.

Washington Watch

Close scrutiny. Representative John Murphy (D-N.Y.), member of Communications Subcommittee, is reportedly subject of three investigations into his financial affairs. Reports say Internal Revenue Service is examining whether Murphy reported all his income from 1974 to 1978. In addition, federal grand jury in New York is reportedly scrutinizing Murphy's financial affairs, while Securities and Exchange Commission is said to be checking his ties with British-owned Burma Oil Co.

Sanguine. Senator Ernest Hollings (D-S.C.), chairman of Communications Subcommittee, still sees possibility of passing communications legislation. In speech to North American Telephone Association, Hollings said: "In summary, if the 96th Congress does not address communications policy, I assume the telecommunications industry, the Congress and the republic will all survive. Perhaps these questions might be considered at a later date. For the moment, however, I remain hopeful that we will be able to work out a proposal that is generally acceptable. Now is the time to stand and be counted if you want a bill."

Cable copyright questions. House Subcommittee on Courts, Civil Liberties and the Administration of Justice will hold three days of hearings on cable copyright issues, first on Nov. 15. Witnesses set then are Henry Geller, head of National Telecommunications and Information Administration, and Barbara Ringer, from Library of Congress. Additional dates or witnesses haven't yet been set, but representatives of all major groups concerned with issue, including broadcasters, will get chance to testify. Subjects to be covered include cable retransmission and performers' royalties.

Reductionists. Transition committee of Public Broadcasting Service has recommended reducing board from 52 members to 35, including 18 lay representatives from station boards, 10 professional representatives or station managers, six general directors and president. Full PBS board takes up recommendation at Nov. 26-27 meeting; if board approves, proposal will go to stations for ratification.

Onward and upward. Gannett Foundation, established by late founder of Gannett Co. newspaper and broadcast group, has given \$85,000 to NAB-sponsored Minority Broadcast Investment Fund. John F. Dille Jr., of Federated Media, Elkhart, Ind., chairman of fund, said total grants in hand or pledged are "approaching \$10 million."

Capital idea. Foundation for American Communications, nonprofit institute based in Los Angeles, has opened offices in Washington, at 1629 K Street, N.W. FACS holds seminars for and about media and produces two publications—*Media Report*, newsletter on FACS activities, and *Editorial*, which is sent to editorial director of every television and major-market radio station. FACS is principally supported by foundations and business organizations, including media—NBC, Gannett and Time, among them.

Seed money. National Telecommunications and Information Administration has awarded \$18,428,738 in grants to help plan and construct noncommercial telecommunications facilities. Most of money—\$10,280,443—went for television facilities, while \$4,105,626 was granted for radio. Another \$2,469,949 was granted for nonbroadcast systems and \$1,572,720, for planning for all media. Facilities program, formerly administered by Department of Health, Education and Welfare, was transferred to NTIA last year with mandate to help expand telecommunications services to underserved areas. NTIA said almost 76% of grants are designed to meet their criterion. And 67 grants were made in response to requirement that special consideration be given to applications that would increase minorities' and women's ownership and operation of public telecommunications.

The Broadcasting Playlist™ Oct 29

Contemporary

<i>Last This</i> <i>week week</i>	<i>Title</i> □ <i>Artist</i>	<i>Label</i>
1 1	<i>Rise</i> □ Herb Alpert	A&M
6 2	<i>Sail On</i> □ Commodores	Motown
2 3	<i>Sad Eyes</i> □ Robert John	EMI/America
9 4	<i>You Decorated My Life</i> □ Kenny Rogers	United Artists
10 5	<i>Heartache Tonight</i> □ Eagles	Elektra
3 6	<i>Don't Stop Til You Get Enough</i> □ Michael Jackson	Epic
4 7	<i>I'll Never Love This Way Again</i> □ Dionne Warwick	Arista
15 8	<i>Babe</i> □ Styx	A&M
13 9	<i>Still</i> □ Commodores	Motown
7 10	<i>Dim All the Lights</i> □ Donna Summer	Casablanca
5 11	<i>Pop Muzik</i> □ M.	Warner Bros.
12 12	<i>No More Tears</i> □ Strleand/Summer	Col/Casablanca
26 13	<i>Ships</i> □ Barry Manilow	Arista
8 14	<i>Lonesome Loser</i> □ Little River Band	Capitol
20 15	<i>Good Girls Don't</i> □ The Knack	Capitol
29 16	<i>Please Don't Go</i> □ KC & Sunshine Band	TK
19 17	<i>Lovin' Touchin' Squeezin'</i> □ Journey	Columbia
17 18	<i>Tusk</i> □ Fleetwood Mac	Warner Bros.
11 19	<i>After the Love Has Gone</i> □ Earth, Wind & Fire	Columbia
14 20	<i>Come To Me</i> □ France Joll	Prelude
28 21	<i>Broken Hearted Me</i> □ Anne Murray	Capitol
25 22	<i>Dirty White Boy</i> □ Foreigner	Swan Song
22 23	<i>Ladies' Night</i> □ Kool & The Gang	De-Lite
16 24	<i>My Sharona</i> □ The Knack	Capitol
37 25	<i>Hold On</i> □ Ian Gomm	Epic
24 26	<i>All My Love</i> □ Led Zeppelin	Swan Song
31 27	<i>Bad Case Of Lovin' You</i> □ Robert Palmer	Island
46 28	<i>Take the Long Way Home</i> □ Supertramp	A&M
44 29	<i>This Night Won't Last</i> □ Michael Johnson	EMI/America
38 30	<i>Half the Way</i> □ Crystal Gayle	Columbia
39 31	<i>Please Don't Leave</i> □ Lauren Wood	Warner Bros.
42 32	<i>If You Remember Me</i> □ Chris Thompson	Planet
34 33	<i>I Know a Heartache</i> □ Jennifer Warnes	Arista
41 34	<i>You're Only Lonely</i> □ J.D. Souther	Columbia
18 35	<i>Lead Me On</i> □ Maxine Nightingale	Windsong
27 36	<i>Dreaming</i> □ Blondie	Chrysalis
- 37	<i>We Don't Talk Anymore</i> □ Cliff Richards	EMI/America
33 38	<i>Where Were You When I Was Falling In Love</i> □ Lobo	MCA
43 39	<i>Dream Police</i> □ Cheap Trick	Epic
- 40	<i>Send One Your Love</i> □ Stevie Wonder	Tamla
49 41	<i>Fins</i> □ Jimmy Buffett	MCA
35 42	<i>So Good So Right</i> □ Brenda Russell	A&M
- 43	<i>Cool Change</i> □ Little River Band	Capitol
32 44	<i>Cruel To Be Kind</i> □ Nick Lowe	Columbia
36 45	<i>Street Life</i> □ Crusaders	MCA
- 46	<i>Do That To Me</i> □ Capt. & Tennille	Casablanca
- 47	<i>Escape</i> □ Rupert Holmes	Infinity
- 48	<i>Rainbow Connection</i> □ Kermit T. Frog	Atlantic
- 49	<i>Better Love Next Time</i> □ Dr. Hook	Capitol
23 50	<i>Heaven Must Have Sent You</i> □ Bonnie Pointer	Motown

Playback

Beneath the surface. Shortly after *Damned If I Do* (Arista) was released from the Alan Parsons Project's latest LP, *Eve*, Don Nordene, program director at KREM(AM) Spokane, Wash., predicted that the single, if programmed properly, would do quite well on contemporary radio. Lee Branner, music director at WGLF(AM) Tallahassee, Fla., also endorsed the single and since then, a number of programmers have moved the record from light to full-time rotation, most recently, WLAC(AM) Nashville and K TSA(AM) San Antonio, Tex. "We're giving it a chance," reports Mike Kenneally, music director at KSTT(AM) Davenport, Iowa, and Bruce Stevens, music director at W88Q(FM) Atlanta says increasing audience reaction to the single has placed it in strong contention for being added at his station next week. **One for the future.** Though not yet released as a single, *Coward of the Country* (United Artists), a track from Kenny Rogers's latest LP, *Kenny*, is generating immediate positive response. "It's a very powerful song," says Bob Canada, program director at WGH(AM) Newport News, Va. "We're getting heavy phone response after six days of airplay." Ron McKay, program director at WKIX(AM) Raleigh, N.C., concurs with Canada in foreseeing the song as "a top five-record." **On the rise.** *Ladies' Nite* (De-Lite), a disco single by Kool & the Gang, showed rapid gains in support among programmers last week. "It's a huge crossover success," says Stevens, who has watched the single move to the number 20 position at his station after three weeks of airplay. Among stations adding the single last week were WHY(FM) Hollywood, Fla., and WOWO(AM) Fort Wayne, Ind.

Country

<i>Last This</i> <i>week week</i>	<i>Title</i> □ <i>Artist</i>	<i>Label</i>
3 1	<i>Half the Way</i> □ Crystal Gayle	Columbia
1 2	<i>You Decorated My Life</i> □ Kenny Rogers	United Artists
9 3	<i>Come With Me</i> □ Waylon Jennings	RCA
18 4	<i>Should I Come Home</i> □ Gene Watson	Capitol
17 5	<i>Broken Hearted Me</i> □ Anne Murray	Capitol
19 6	<i>Blind In Love</i> □ Mel Tillie	Elektra
2 7	<i>All the Gold In California</i> □ Larry Gatlin	Columbia
- 8	<i>Lady In the Blue Mercedes</i> □ Johnny Duncan	Columbia
7 9	<i>Blue Kentucky Girl</i> □ Emmylou Harris	Warner Bros.
12 10	<i>Last Cheater's Waltz</i> □ T.G. Sheppard	Warner Bros.
6 11	<i>Before My Time</i> □ John Conlee	MCA
11 12	<i>In No Time At All</i> □ Ronnie Milsap	RCA
21 13	<i>My Own Kind of Hat</i> □ Merle Haggard	MCA
8 14	<i>You Ain't Whistlin' Dixie</i> □ Bellamy Bros.	Warner Bros.
14 15	<i>No Memories Hangin' On</i> □ R. Cash/B. Bare	Columbia
4 16	<i>Fooled By a Feeling</i> □ Barbara Mandrell	MCA
10 17	<i>Put Your Clothes Back On</i> □ Joe Stampley	Epic
- 18	<i>You're a Part Of Me</i> □ Charly McClain	Epic
15 19	<i>Dream On</i> □ Oak Ridge Boys	MCA
5 20	<i>Ain't Got No Business</i> □ Razzley Bailey	RCA
16 21	<i>Sweet Summer Lovin'</i> □ Dolly Parton	RCA
23 22	<i>I'd Rather Go On Hurtin'</i> □ Joe Sun	Ovation
- 23	<i>Whiskey Bent & Hell Bound</i> □ Hank Williams Jr.	Elektra
20 24	<i>Slippin' up, Slippin' Around</i> □ Cristy Lane	United Artists
25 25	<i>I Hear the South Callin' Me</i> □ Hank Thompson	MCA

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.

As compiled by BROADCASTING based on filings, authorizations, petitions and other actions announced by the FCC during the period Oct. 15 through Oct. 19.

Abbreviations: ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aural.—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

- Yucca Valley, Calif.—Richard B. Orchard seeks 106.9 mhz, 50 kw, HAAT: 245 ft. Address: 1031 Genesta Ave., Northridge, Calif. 91325. Estimated construction cost \$36,750; first quarter operating cost \$10,380; revenue \$132,500. Format: standard pops. Principal: Kenneth B. Orchard (100%) who is radio engineer for KHJ Radio, Hollywood Calif. He is sole owner of KUVQ(FM) Victorville, Calif. which is not yet on air (BPH10761) Ann. Oct. 11.
- California, Mo.—Town and Country Communications Inc. seeks 94.3 mhz, 3.0 kw, HAAT: 300 ft. Address: 605 E. Woodland St. Springfield, Mo. 65807. Estimated construction cost \$42,413; first year operating cost \$2,000; revenue \$15,000. Principals: Ray R. Rouse (26%); Susan K. Rouse (24%); Ernest B. DeCamp (26%); F. Lynn DeCamp (24%). Ray Rouse is engineer for ABC network; wife Susan is teacher; Ernest is news director KGBX Springfield Mo; wife Lynn is X-ray tech. Ray is owner of broadcast and sound equipment company. Ann. Oct. 11.
- Ord, Neb.—KNLV Inc. seeks 103.9 mhz, 1.86 kw, HAAT: 179 ft. Address: 205 S. 16th Ord, Neb. 68862. Estimated construction cost \$27,342; first year operating cost \$9,000; revenue \$20,000. Format: C&W. Principals: Dean W. Misko and Lloyd D. Zikmund 50% each. Misko owns sporting goods store and Zikmund is farmer and County Executive Director within Conservation Service. Their broadcasting corp. owns KNLV-AM, Ord. No other broadcast interests. Ann. Oct. 2.
- Pigeon Forge, Tenn.—Judith G. Hayes seeks 105.5 mhz, 3.0 kw, HAAT: 177 ft. Address: PO 249 Franklin Tenn. 37064. Estimated construction cost \$13,000; first year operating cost \$24,000; revenue \$48,000. Format: C&W/pop. Principal: Judith G. Hayes (100%) who is salesperson for WIZO-AM-FM, Franklin, Tenn. Her husband, James H. Hayes is 25% owner of WIZO-AM-FM and 25% owner of WAXO, Lewisburg, Tenn. She has no other broadcast interests. Ann. Oct. 2.
- St. Marys, W. Va.—Seven Ranges Radio Co. seeks 101.7 mhz, 3 kw, HAAT: 114 (H) ft. Address: Box 338 Newport Pike, Newport, Ohio 45768. Estimated construction cost \$48,372; first quarter operating cost \$57,880; revenue \$75,000. Format: CW/pop/gospel. Principals: Donally Robert Eddy and Thomas Phillip

Taggart (50% each). Eddy is salesman for electronic supplies corp. and 33% owner of Muskingum Broadcasting Co., which is applicant for station in Zanesville, Ohio. Taggart is chief operator for WABJ and WQTE both Adrian Mich. and is also 33% owner of Muskingum Broadcasting Co. Ann. Oct. 11.

TV applications

- Medford, Ore.—Medford Channel 12 Limited Partnership seeks ch. 12; ERP 119 kw vis., 19.1 kw aural, HAAT 2690 ft.; ant. height above ground 138 ft. Address: 328 Bohny Dr. Wyckoff, N.J. 07481. Estimated construction cost \$2,445,800 first-quarter operating cost \$386,000; revenue \$1,445,000. Legal counsel Thomas L. Siebert; consulting engineer William C. King Jr. Principals: Wylie H. Whisonant, Jr. (87.5%), Channel 12 Associates (5%), Cornelius W. Jenkins (6.5%) and Larry D. Bennes 1%. Whisonant is account Vice president with American Express. Jenkins is dentist and Bennes is 100% owner of BenDel Broadcasting Corp. which has application pending for station in Muncie, Indiana. He also has interest in Fargo Broadcasting Corp., a CP applicant in Henderson, Nev. Ann. Oct. 12.
- Medford, Ore.—Sunshine Television Inc. seeks ch. 12; ERP 190.5 kw vis., 19.1 kw aural, HAAT 2690 ft.; ant. height above ground 171 ft. Address: 801 N. Foothills Rd., Medford 97501. Estimated construction cost \$2,064,800 first-year operating cost \$767,958; revenue \$1,752,000. Legal counsel: Lester W. Spillane; consulting engineer McClanathan and Associates. Principals: Owned equally by 10 stockholders of whom only Ronald H. Kramer has other current broadcast interests. He is Director of Broadcast Activities, KSOR Radio, the Southern Oregon State college station. The others are: Dunbar Carpenter (fruit grower); Kenyon Jones (cattle rancher), Nanette Holmes Tyson (homemaker); Benjamin Tyrant (business consultant); R.J. Hogue (Vice chairman of timber company) John R. H. Holmes (president of direct marketing company), William M. Sammons (physician); Robertson E. Collins (part owner of loading service co.) and Ralph Thomsen (surgeon). Ann. Oct. 12.

AM actions

- Willits, Calif.—Broadcast Bureau granted Redwood Empire Radio 1250 khz, 2.5 kw-D. Address: 565 Oak Knoll Rd., Ukiah, Calif. 95482. Estimated construction cost \$87,738; first-year operating cost \$59,470; revenue \$85,000. Format: adult contemporary. Principals: Theodore S. Storck (51%) and Rod Pacini (49%). Storck is partner in Tehama County Radio, per-

Summary of broadcasting

FCC tabulations as of August 31

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4521	5	21	4547	86	4633
Commercial FM	3109	2	52	3163	142	3305
Educational FM	983	0	31	1014	76	1090
Total Radio	8613	7	104	8724	304	9028
Commercial TV						
VHF	514	1	2	517	8	525
UHF	218	0	2	220	60	280
Educational TV						
VHF	98	1	6	105	5	110
UHF	152	2	4	158	7	165
Total TV	982	4	14	1000	80	1080
FM Translators	273	0	0	273	117	390
TV Translators						
UHF	1186	0	0	1186	363	1549
VHF	2432	0	0	2432	219	2651

*Special temporary authorization

**Includes off-air license

mittee of new FM at Red Bluff, Calif. He is also former licensee of KTCH-AM-FM Wayne, Neb. Pacini is former sales manager and assistant manager of KVKI(AM) Ukiah, Calif. (BP-78111SAK). Action Oct. 2.

- *Thief River Falls, Minn.—Broadcast Bureau granted Olmstead & Ives Broadcasting 1460 khz, 2.5 kw-D. P.O. address: 1107 Triangle Court, Princeton, Minn. 55371. Estimated construction cost \$70,274; first-year operating cost \$73,968; revenue \$157,475. Format: country/standard pgs. Principals: Dale Roger Olmstead and Michael J. Ives, each 50%. Olmstead is salesman, announcer and engineer at KDLM(AM) Detroit Lakes, Minn., Ives is Minnesota businessman. Neither has broadcast holdings (BP781022AJ). Action Oct. 5.

- Clarksville, Tenn.—Broadcast Bureau granted Two Rivers Broadcasting 1550 khz, 250 w-U, DA-2. P.O. address: Charles Anderson, J. Barry Williams, Clarksville. Estimated construction cost \$30,950; first-year operating cost \$54,469; revenue none given. Format: MOR. Principals: Charles M. Anderson and J. Barry Williams (50% each). Anderson is university professor and has majority interest in WKVE(AM) Cave City, Ky. with application for new AM in Murray, Ky. Williams owns 30% of WKVE (BP20,380). Action Oct. 5.

FM actions

- *Haines, Alaska—Broadcast Bureau granted Lynn Canal Broadcasting 102.3 mhz, 3 kw, HAAT: —1220 ft. Address: P.O. Box 245, Haines 99827. Estimated construction cost \$118,000; first year operating cost \$142,200; revenue \$13,000. Applicant is nonprofit corp.; Harold E. Hopper is president (BPED790123AG). Action Oct. 3.
- Prescott, Ariz.—Broadcast Bureau granted Southwest FM Broadcasting Co. 103.9 mhz, 3 kw, HAAT: 300 ft. Address: P.O. Box 1631, Prescott 86302. Estimated construction cost \$60,352; first-quarter operating cost \$10,800 and revenue \$9,000. Format: country. Principals: Lou Silverstein and his wife, Nancy (80% held jointly) and two others. Silversteins own KYCA(AM) Prescott, where he is manager and she is program director (BPH790316AF). Action Oct. 12.
- *Hoopa, Calif.—Hoopa Valley Telecommunications Corp. seeks 91.3 mhz, 250 kw, HAAT: 1,556 ft. Address: P.O. Box 1220, Hoopa 95546. Estimated construction cost \$253,231; first-quarter operating cost \$22,500; revenue \$154,162. Applicant is non-profit organization; Byron Nelson Jr. is chairman of the

Professional Cards

<p>ATLANTIC RESEARCH CORP. Jansky & Bailey Telecommunications Consulting Member AFCCE 5390 Cherokee Avenue Alexandria, Virginia 22314 (703) 354-3400</p>	<p>EDWARD F. LORENTZ & ASSOCIATES Consulting Engineers 1334 G St., N.W., Suite 500 347-1319 Washington, D. C. 20005 Member AFCCE</p>	<p>A. D. Ring & Associates CONSULTING RADIO ENGINEERS 1771 N St., N.W. 296-2315 WASHINGTON, D. C. 20036 Member AFCCE</p>	<p>COHEN and DIPPELL, P.C. CONSULTING ENGINEERS 1015 15th St., N.W., Suite 703 (202) 783-D111 Washington, D.C. 20005 Member AFCCE</p>
<p>CARL T. JONES ASSOCS. (Formerly Gautney & Jones) CONSULTING ENGINEERS 2990 Telestar Ct., Suite 405 (703) 560-6800 Falls Church, Va. 22042 Member AFCCE</p>	<p>LOHNES & CULVER Consulting Engineers 1156 15th St., N.W., Suite 606 Washington, D.C. 20005 (202) 296-2722 Member AFCCE</p>	<p>A. EARL CULLUM, JR. CONSULTING ENGINEERS INWOOD POST OFFICE BOX 7004 DALLAS, TEXAS 75209 (214) 631-8360 Member AFCCE</p>	<p>SILLIMAN, MOFFET & KOWALSKI Washington, D.C. Area 8701 Ga. Ave., Silver Spring, MD 20910 ROBERT M. SILLIMAN, P.E. (301) 589-8288 1925 N. Lynn St., Arlington, VA 22209 JOHN A. MOFFET, P.E. (703) 841-0500 Member AFCCE</p>
<p>STEEL, ANDRUS & ASSOCIATES 2029 K Street, N.W. Washington, D.C. 20006 (301) 827-8725 (301) 384-5374 Member AFCCE</p>	<p>HAMMETT & EDISON, INC. CONSULTING ENGINEERS Radio & Television Box 68, International Airport San Francisco, California 94128 (415) 342-5208 Member AFCCE</p>	<p>JOHN B. HEFFELFINGER 9233 Ward Parkway, Suite 285 816-444-7010 Kansas City, Missouri 64114</p>	<p>JULES COHEN & ASSOCIATES Suite 400 1730 M St., N.W. 659-3707 Washington, D.C. 20036 Member AFCCE</p>
<p>CARL E. SMITH CONSULTING RADIO ENGINEERS 8200 Snowville Road Cleveland, Ohio 44141 Phone: 216-526-4386 Member AFCCE</p>	<p>VIR JAMES CONSULTING RADIO ENGINEERS Applications and Field Engineering Computerized Frequency Surveys 345 Colorado Blvd.—80206 (303) 333-3562 DENVER, COLORADO Member AFCCE</p>	<p>E. Harold Munn, Jr., & Associates, Inc. Broadcast Engineering Consultants Box 220 Coldwater, Michigan 49036 Phone: 517-278-7339</p>	<p>ROSNER TELEVISION SYSTEMS CONSULTING & ENGINEERING 250 West 57th Street New York, New York 10019 (212) 246-3967</p>
<p>JOHN H. MULLANEY Consulting Radio Engineers, Inc. 9616 Pinkney Court Potomac, Maryland 20854 301-299-3900 Member AFCCE</p>	<p>HATFIELD & DAWSON Consulting Engineers Broadcast and Communications 3525 Stone Way N. Seattle, Washington 98103 (206) 633-2885 Member AFCCE</p>	<p>MIDWEST ENGINEERING ASSOCIATES Consulting Engineers 6934 A N. University Peoria, Illinois 61614 (309) 692-4233 Member AFCCE</p>	<p>MATTHEW J. VLISSIDES, P.E. STRUCTURAL CONSULTANT TOWERS, ANTENNAS, STRUCTURES Studies, Analysis, Design Modifications, Inspections, Supervision of Erection 7601 BURFORD DRIVE McLEAN, VA 22102 Tel (703) 356-9504 Member AFCCE</p>
<p>C. P. CROSSNO & ASSOCIATES CONSULTING ENGINEERS P. O. BOX 18312 DALLAS, TEXAS 75218 Computer Aided, Design & Allocation Studies Field Engineering, (214) 321-9140 Member AFCCE</p>	<p>RADIO ENGINEERING CO. Box 4399 RR 1, Santa Ynez, CA 93460 CONSULTANTS ALLOCATIONS, INSTALLATIONS, FIELD ANTENNA & TYPE ACCEPTANCE MEASUREMENTS NORWOOD J. PATTERSON (805) 688-2333 Serving Broadcasters over 35 years</p>	<p>JOHN F.X. BROWNE & ASSOCIATES, INC. CONSULTING ENGINEERS 1901 Pennsylvania Ave., NW Washington, D.C. 20006 525 Woodward Avenue Bloomfield Hills, MI 48013 Tel: (313) 642-6226 (202) 293-2020 Member AFCCE</p>	<p>WILLIAM B. CARR & ASSOCIATES, INC. DALLAS/FORT WORTH WILLIAM B. CARR, P.E. 1805 Hardgrove Lane, Burleson, Texas 76028. 817/295-1181 MEMBER AFCCE</p>

Services

<p>COMMERCIAL RADIO MONITORING CO. PRECISION, FREQUENCY MEASUREMENTS, AM-FM-TV Monitors Repaired & Certified 103 S. Market St. Lee's Summit, Mo. 64063 Phone (816) 524-3777</p>	<p>CAMBRIDGE CRYSTALS PRECISION FREQUENCY MEASURING SERVICE SPECIALISTS FOR AM-FM-TV 445 Concord Ave. Cambridge, Mass 02138 Phone (617) 876-2810</p>	<p>DOWNTOWN COPY CENTER FCC Commercial Contractor AM-FM-TV & NRBA lists—tariff updates—search services—mailing lists, C.B., Amateur, etc. 1114 21st St., N.W., Wash., D.C. 20037 202 452-1422</p>	<p>dataworld inc AM • FM • TV Directories Allocation Studies Antenna Design 1302 18th St., N.W., Suite 502 Washington, D.C. 20036 (202) 296-4790</p>
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Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

General 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.

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.

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.

Station Manager: Activate newly funded public radio station for 1981 air date. Responsible for design, specifications, bidding, installation, budgeting, staffing. Qualifications: MA Radio-TV-Broadcasting. Minimum 3 years experience in administration of radio station. \$18,000-\$22,000 annually. Deadline November 15, 1979. Contact: Personnel Officer, Iowa Western Community College, Council Bluffs, IA 51501.

Resumes being accepted for a future General Manager opening in eastern section of United States. The proper applicant can expect salary and bonus in excess of \$40,000 in first 12 months. Must have previous management experience. EOE. Please send full information with your initial response to Box J-146.

Radio Station Operations Manager with strong sales background. Excellent 1000 W, daytime. Send resume and income requirements to President, PO Box 803, Milledgeville, GA 31061.

Sales Manager—We're located in the Sunny Southwest in a market expecting population of over one million by 1984. Our company is growing rapidly and the person selected to head our five person sales staff will have excellent growth potential. The station's adult contemporary format should earn the right person \$30,000+ his/her first year. EOE M/F. If you are ready to grow with our growing seven station chain send complete resume today to Box J-203.

General Manager ... Southwest. Dominate high powered AM and FM stations in growing medium market. If you possess strong sales, programming and administration skills, this is your opportunity to grow with a company which has extensive expansion plans. EEO-Affirmative Action. All replies in strict confidence. Box J-200.

HELP WANTED SALES

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, WGHQ, CPO 1880, Kingston, NY 12401. EOE.

Immediate opening in growing Texas community for experienced salesperson. Resume, salary requirements to: KTER, Box 818, Terrell, TX 75160.

Have good background in sales? Know how to program and sell area station? Looking for general manager who will work hard to reap the potential and share in the harvest. RAB... TM producer. AM station located in Midwest. Good living in small community near recreation and metro area. Send resume and references to Box J-164.

Expanding group needing salespeople for rich midwest markets. Tom Ingstad Broadcasting looking for aggressive sales pros for AM/FMs in Iowa City and Grand Forks. EOE. Duane Cariveau, KKXL, Box 997, Grand Forks, ND 58201.

Creative radio salesperson need at leading 50,000 watt contemporary FM in Wisconsin market of 300,000. Good copywriting skills and detail service ability a must. (You will be replacing long-time veteran who is going into business for himself.) Would be interested in hearing from co-op coordinators. 16 to 18M first year, plus excellent benefits from growing group owner. Send letter, resume and examples of creative work to Box J-172.

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: Bob Neutzling, Sales Manager, KCEY-KMIX-FM, Box 979, Modesto, CA 95354.

Akron area opportunity. Major market AM-FM combination is expanding and we need sales pros now. Excellent draw, commission, expenses and benefits. Call Bob Klaus, WKNT, 216-673-2323. E.O.E.

WDEF AM, Chattanooga's leading radio station has an opening for position in sales. Experience preferred. Send resume including salary history for past three years to Michael P. Solan, WDEF Radio, 3300 South Broad Street, Chattanooga, TN 37408. EOE.

Want to be able to sell in a larger radio market? KEZY Radio can give you that opportunity. Orange County has a population of 1,700,000 and 9 billion spendable. We will give you, the retail salesperson, audience, results, audio visual presentations, spec commercials, facts & figures on radio, plus the opportunity to make money. Call 714-776-1191. Barry B. Shainman, V.P. Corporate Sales.

Money... money... money, an aggressive account executive needed immediately. Opportunity to advance within chain. In Racine/Kenosha market, second largest in Wisconsin, only county station between Milwaukee and Chicago. Excellent opportunity for the right sales pro! Contact Dennis Plinska or Andrew Ashwood, Broadcast Management of Wisconsin, WWEG-AM, 2200 N. Greenbay Road, Racine, WI 53405. 414-552-7359.

Needed: two aggressive, enthusiastic sales people to help staff dynamic new FM rocker approximately Feb. 1, 1980 (pending FCC approval). Great potential. Open list. Top organization. Prefer Midwest applicants available for interview. EOE. Resumes with performance record to: Box J-194.

HELP WANTED ANNOUNCERS

Non-commercial religious station needs experienced announcer with background in religious radio. Position: Music Director, plus announcing shift. EOE. Job opening January 1, 1980. If qualified, send resume and tape to WIBI, PO Box 126, Carlinville, IL 62626.

Adult Contemporary personality for Michigan AM/FM. PBP available. Excellent opportunity to join hard working pros. Stable situation. Good benefits. We'll choose carefully. Tape, resume to Jay Allison, PD, WHFB, PO Box 608, Benton Harbor, MI 49022.

Top Arbitron-rated contemporary 100KW in South Florida needs air personality, two years minimum experience. Send resume, air check, ratings and salary requirements to Bill Brown, WOWV, Box 3032, Ft. Pierce, FL 33450, an Equal Opportunity Employer.

Major Country Music Station needs afternoon drive jock. Send resume and tapes to Bill Berg, WWVA Radio, 1015 Main St., Wheeling, WV 26003. Equal Opportunity Employer.

Experienced Morning Drive time announcer with strong copy writing and production abilities needed for small market, adult oriented radio station. Position holds potential to become Music Director and Program Director. Call Bob Wein, WDLG 914-856-5185.

Air-Personality, strong production with programming potential. Contemporary format Air check/ resume to Jim Bosh, WCPA, 110 Healy Avenue, Clearfield, PA 16830. Equal Opportunity Employer.

Wanted—Experienced announcer for religious format station in Cleveland, Ohio. Must have First Class license, mature voice, good production technique. Contact David Johnson—216-452-4009.

This is an immediate opening for an experienced announcer, production, copy person with 3 years or more on the job. Excellent pay for market. Send tapes and resumes to General Manager, PO Box 47, Gaffney, SC 29340. EOE.

Vermont Radio Inc. is expecting several openings in early 1980, in both programming and on-air positions. If you are considering a new position in the northeast, send cover letter explaining your goals, along with tape and resume to Gary Wheelock, WVMT, PO Box 12, Colchester, VT 05446. EOE M/F.

Immediate Opening for top personality jock for our Stereo Rock format and creative adult contemporary announcer for our AM. No beginners, please. Send tapes and resumes to Jack Hansen, KCLD AM and FM, Box 1458, St. Cloud, MN 56301.

50,000 watt FM seeks experienced announcer engineer. FCC 1st phone, maintenance and on-air experience required. Send tape and resume to: Box J-159.

AOR evening shift. Midwesterners preferred. One hour from the big city. Approx. \$750 per month. E.O.E. Box J-169.

South Carolina modern country station has opening for announcer with some production experience. New building and equipment make for ideal working conditions. Send tape and resume to: Dan Mellette WFIG Radio, PO Box 38, Sumter, SC 29150.

Announcer/Production Person for established MOR AM/Adult Contempo FM automated station in Central Illinois. Experience required. Send resume and tape to Joe Hogan, WLPO/WAJK, PO Box 215, LaSalle, IL 61301. An Equal Opportunity Employer M/F.

Medium Market West Texas station looking for experienced, mature announcer with good knowledge of country music. Tape and resume to: Craig Anderson, PO Box 4041, Midland, TX 79701.

Northern Indiana Adult Contemporary station looking for evening personality with minimum of two years commercial experience. Send resume and air check to Allen Strike, WTRC, PO Box 699, Elkhart, IN 46515 EOE.

Arkansas Ozarks Country Music Station seeks on-air personality with play by play sports ability. Good pay and benefits. Tape, resume. EOE. KHOZ, PO Box 670, Harrison, AR 72601.

Experienced announcer for adult station. Above average pay, showcase facility, benefits. Tape & resume: Tom Jones, KNXR, Rochester, MN 55901.

KATI, Casper, Wyoming, needs personality/communicator for drivetime. Contemporary format in market of 80,000, with No. 1 12-49 ratings. Resume, tape to Fred Leemhuis, Box 2006, 82602. EOE.

Morning Person for resort area. Adult Contemporary. WNDB—LOVE Park—Daytona Beach, FL 32015 Phone 904-253-1150.

**HELP WANTED ANNOUNCERS
CONTINUED**

Position open for cerebral morning personality-PD. for dominant English language facility in San Juan, Puerto Rico. Must be strong on production and copywriting. CBS affiliate with MOR format. Full information including salary requirements to GM, WOSO, Box 4349, San Juan PR. 00905.

NW Washington Religious AM seeking Gospel DJ for night shift. Female applicants encouraged to apply. First phone required. Contact: Gary Nawman, KARI Radio, Blaine, WA 98230.

WMNB North Adams, Mass. needs experienced evening personality. Adult Contemporary Format. Production skills a must. Above average pay, benefits, and working conditions. Tapes and resume to WMNB, North Adams, MA 01247.

HELP WANTED TECHNICAL

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, WDF Radio, Box 524, Marion, OH 43302 E.O.E.

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.

Northeast fulltime needs Chief Engineer. Maintain, organize, remodel. Rush resume, references. Box J-145.

Chief Engineer for leading facilities in beautiful medium market. Immediate start. 5kw directional AM and class A FM. Must be thoroughly experienced in DAs, FM, audio, automation, remote control, maintenance, design, construction, proofs, and FCC rules and regulations. Work under way on new studio and office complex. Aggressive, young ownership committed to quality engineering in expanding station group. Rubber band, bailing wire, and alligator clip specialists need not apply. Excellent compensation/benefit package. EOE. Rush resume with references and letter of application with salary requirements to: Steve Moravec, President, Radio Station KWEB and KRCH(FM) Rochester, MN 55901. No phone calls, please.

Chief Engineer Wanted for Directional AM and Automated FM in Central Florida. Maintenance and construction experience required. Salary 14K plus. Call J. Seymour 616-459-4111. E.E.O.

Chief Engineer needed for respected Ohio AM/FM. Excellent opportunities limited only by the individual. Design ability desirable. No frustrated DJs, please! Complete resume to Box J-148.

Chief Engineer—Upper midwest class C FM. Thorough knowledge of FCC rules & regs required. Brand new facility features latest state of the art equipment from new production studio to transmitter, audio processing to test gear etc. Seeking a person strong in FM audio, computer automation and digital circuitry. Large company offers excellent pay, fringes and benefits. Equal Opportunity Employer. Resume and salary requirements to Box J-168.

Chief Engineer for group owned class "C" FM in sunny Sarasota, Florida. We've promoted present chief and need replacement. Reply to: Jack Lovelady 813-355-7131, 4306 N. Tamiami Trail, Sarasota, FL 33580. EOE.

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.

Sun Belt State AM&FM, automation experience a must. Chain operation. \$20,000 a year. Send resume. Fringe benefits. Box J-160.

Chief Engineer needed for S.E. Wis. AM/FM. AM-1kw D/1kw DA Nights. Class A automated FM. Nearly all new equipment in excellent condition. Need someone to keep stations in good condition. Person needs thorough knowledge of DA's, audio, remote control, rules & regs., proofs, etc. Announcing ability would be nice. EOE Send resume, references & salary requirements to Box J-184.

Attention Engineers. Alabama, Mississippi, Georgia small South Eastern group operator needs chief with AM-FM-directional experience. Start \$14,400. Send resume to Box J-204.

Tired of big city hassle? Move to beautiful East Texas where the climate (physical and economic) is great! Need chief engineer for live AM M stereo automation. Medium market, 120,000 SMSA. EOE. Send resume and salary requirements to Box J-217.

Corporate chief engineer, growing four station group with plans to soon expand. Some travel required. Experience with audio, R.F. and automation. Send resume and salary to Jim Coursolle, WLKE-WGGQ, 609 Home Ave., Waupun, WI 53963.

Richmond, VA.—"Grandfather" FM and 5 kw. AM looking for full-time Chief Engineer. Security, stability, good pay and benefits for right person. Call the General Manager 804-282-9731.

Chief Engineer (AM/FM), directional AM-automated in Las Vegas. No board work. Please submit resume and salary requirements to: Director Engineering, Donrey Media Group, PO Box 550, Las Vegas, NV 89101 or phone: 702-385-4241. An Equal Opportunity Employer.

Staff Engineer heavy in maintenance for Cleveland's best station 1220/WGAR. First phone required. Send resume and salary requirements to Robert Reymont, 9446 Broadview Rd., Cleveland, OH 44147. An equal opportunity employer.

KARV, Russellville, Arkansas seeks Chief Engineer. Lots of audio, 4 Tower Directional, RCA AVQ 10 Weather Radar. Contact Michael Horne 501-968-1184.

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, WDF Radio, Box 524, Marion, OH 43302. E.O.E.

Wanted: News Anchor/Reporter for afternoon drive AM/FM Country/Rock. Minimum 5 years experience. Send tape, resume, and references to John Lee, KWKH-KROK, PO Box 21130, Shreveport, LA 71120. Equal Opportunity Employer.

Newsperson/Sports oriented to do AM newscast and gathering. Will be second man in FM Award Winner. Emphasis on local news, we're growing! Tape and resume. WKZQ, PO Box 2389, Myrtle Beach, SC 29577.

Detroit's No. 1 FM is building a News Department. If you sound bright, contemporary and human and have significant medium or major market experience send tape, resume and salary history to Jon Belmont, News Director, WMJC/WHND Radio, One Radio Plaza, Detroit, MI 48220.

News and Public Affairs Director for 50KW university FM in northeast Kentucky. Bachelors and related field required. Masters preferred. Minimum 2 years experience, plus proven ability to gather, write, rewrite and report news. Must also produce weekly public affairs programs and supervise staff of student interns. Quality work expected to meet standards of state news network and national public radio. Salary commensurate with education and experience excellent benefits. Application deadline extended to November 3. Position available November 15. Send letter of application, resume, air-check, and examples of writing to Larry Netherton, UPO Box 903, Morehead State University, Morehead, KY 40351. MSU is an Equal Opportunity Affirmative Action Employer.

Wanted: Newsperson. Energetic, authoritative, willing to dig, able to write economically, actuality strong for new 5000 watt N. Cal. AM to air Nov/Dec. Rip'n readers need not apply. Advancement possibilities. Send tape to KEKA Radio, 530 E Street, Eureka CA 95501.

Newsperson: experience. Dominant local news operation, CBS affiliated. Good salary and benefits. Tape and resume to News Director, WSOY AM-FM, Box 2250, Decatur, IL 62526. EOE.

WOW/Omaha is looking for a professional communicator who can find, write, and deliver information to a young adult audience. If you take news seriously, but don't think it has to be dull... and you have a good voice with a conversational style... send a tape and resume to: Pay Kelly, News Director, WOW Radio, 11128 John Galt Blvd, Omaha, NE 68137. EOE.

Backup Sports-Sales. Some PBP Salary commission, talent. Some experience necessary. Write KHAS-AM, Hastings, NE 68901.

Award-winning station needs an on-air/beat reporter. Minimum of 1 year's experience. Applicant must have good journalistic skills, be able to write well, deliver news clearly and be able to adapt to MOR/AOR format. Send tapes, resumes and writing samples to Mike Bonasso, WCHV, Charlottesville, VA 22905.

Top-rated station with strong news commitment seeking managing editor and anchor for a one-hour newsblock. Only experienced newsmen with authoritative delivery need apply. Station located in a southeastern state capital where living and working conditions are unsurpassed. An Equal Opportunity Employer. Send resume and audio tape to: News Director, PO Box 21567, Columbia, SC 29221.

Anchor/Reporter—Excellent career growth opportunity for an early morning person. Must have strong air style and good reporting/writing skills. Degree and one year news experience preferred. Send resume and tape to News Director, KRNT-KRNQ Radio, Box 1350, Des Moines, IA 50305. EOE.

Reporter/Public Affairs person needed for expanding news department. Salary commensurate with experience. Tape, resume to Ken Johnson, KATI, Casper, WY 82602 307-266-1400. EOE.

Broadcast Journalist to gather, write, report news. Delivery and writing style important. Station located Southern California high desert. Resume/tape to: PO Box 938, Ridgecrest, CA 93555.

Midwest Newstalk Radio Station is looking for a newstalk host or sports talk host. Experience in news/sports is necessary. We are a major market, and we're looking for a well-informed, personable person. Send resume to Box J-213.

**HELP WANTED PROGRAMING,
PRODUCTION, OTHERS**

Group One Radio with stations in Akron, Dayton, Dallas and Denver, has an opening for A Program Director at WAKR, Akron. The person should have a knowledge of News and Sports for this position. News Directors, newsmen, air people who have programming abilities will be considered but WAKR wants a top notch community minded programmer for this news and sports oriented adult/contemporary station. WAKR, an EEO, offers top pay and top benefits with an excellent facility and people. All resumes, tapes and material should be sent to Art Wander, WAKR Radio, PO Box 1590, Akron, OH 44309. No calls please. First qualified person joins a solid group of professionals.

Farm Director, must be member N.A.F.B., located in the heart of Wisconsin dairyland. Top AM-FM facility. Send tape & resume George Baumann, WLKE, 609 Home Ave. Waupun, WI 53963, 414-324-4441.

Experienced Program Director for MOR AM and automated Rock FM. Must have good voice and ability to work with people. Air shift essential. Resume to George Wilburn, KWHW, Altus, OK 73521 E.O.E.

SITUATIONS WANTED MANAGEMENT

Excellent inside administrator. B.S. business 15 years in radio, last 8 in major markets. Beautiful music, A/C, country, automation and FCC. Looking! Box J-152.

SITUATIONS WANTED MANAGEMENT CONTINUED

General Manager-Sales Manager with successful sales and program background wants a position with full responsibility. Southeast. 703-466-4130.

38 year old General Manager with 20 plus experience in all facets of broadcasting seeking stable organization to grow with. Strong on local sales, programming and community involvement. Box J-71.

General Manager available—currently employed. Background fulltime radio almost 20 years, 9 years sales manager nearly 3 years GM. Fully aware that money makes the world go around. Let's talk. Box J-225.

I want a challenge to bring organization to a station and make it a community name. Looking for first management position. 7 years radio experience in all phases of station operations, first ticket, will relocate, not commanding top dollar. Box J-226.

Responsible GM available. Extensive sales background, fully aware of the importance of the bottom line. Let's talk. Box J-227.

Experienced GM, mid-thirties can offer: 16 years all facets of radio; proven track record sales and management; stability-married, two children. Will consider medium to large markets only. Ownership must be stable. You will check my references, I will check yours. I have figures to show I can build on your already successful operation, or I can bring in the people to make a loser into a winner. This must be my final move, and I can be ready for work within 30 days. Box J-220.

Sales/Marketing Pro, currently GM in Top 50 market, looking for new challenge/opportunity. 10 years experience in sales, programming, promotion, news. College Degree. Reply Box J-214.

Sales Manager wants to move up to general manager. Over 15 years sales exp. In all fields. Mature adult. First phone. Box J-209.

Radio Group Executive, desires management opportunity in West or Southwest. Extensive broadcast background and successful operation of commercial and religious formats. Goal oriented; Sales and promotion minded; a people motivator. Box J-197.

Radio Professional with sales, news, and program management experience seeks position in or leading to general or program management. Interview will be worth your time. Box J-196.

General Sales Manager: twenty years broadcast experience, AM, FM, TV; ten years successful sales management in TV, need to re-locate by Jan. 1. Box J-189.

Improve sales with dynamic, energetic, go-getter. Added bonus, production and announcing experience. Radio and retail management background. B.S. Degree and 3rd FCC. Available immediately will relocate. Call John 215-525-2616.

SITUATIONS WANTED ANNOUNCERS

Commercial Experience: D J prefers New England area station. Available immediately. Keith. 414-769-6966.

DJ, experienced, good board work, news and commercials, can follow directions any format. Box J-61.

Immediate availability. Male 21 will relocate anywhere. 3rd endorsed. Resume and tape upon request. Call or write Dennis Bajek, 5222 S. Lorel, Chicago, IL 60638. 312-585-8542.

Thanksgiving's coming but I'm no turkey! Attention station managers who want beauty, brains and an FCC 1st phone combo-woman. Have six months medium market on-air experience with smooth voice, good head tones and never write boring copy (especially for employment). Phone Jane (eves) 212-533-0067.

5 yrs. exp., mus. dir., MOR, country can do rock and know the music. Married, 28, would like medium market. Joe 914-794-0242, during business hours, 914-888-2543 after 6 p.m.

Experienced DJ, read well, ambitious, Bernie Popke 414-463-8521 after 5:30. 3959 N. 70th, Milwaukee, WI 53216.

Experienced dependable announcer, mature voice, licensed, minor engineering, salary open. Bill 612-447-2835 after 3PM.

Attention Ohio: versatile, experienced announcer with first ticket seeks spot in the Buckeye state. Call Larry Ziebold 419-332-2049.

D.J. tight board, good news, commercials, looking for break. Willing to go anywhere, ready now, Jabbour Estephan, 29 North 9th St., Easton, PA 18042.

Unique air talent, who can communicate. Four years experience. Can do it all. Call Frank. 312-739-3068.

Looking for first break. College broadcasting school. Tight board. Agressive, creative specialty jisco mixing and engineering. Will relocate. T. Jones 212-234-1778.

Immediate availability. Dependable, ambitious. Will relocate anywhere. 3rd. AOR, Top 40, R&B. Resume and tape available. Call or write Kenneth Mickey; 3925 N. Pine Grove, Chicago IL 60613. 312-929-8322.

4 years experience, including PD and MD. Seeking small or medium market adult contemporary or Top 40. Especially interested in possibility of advancing to PD. Excellent musical knowledge. Prefer Midwest, South. No dead ends or revolving doors! Brad Lovett, 421 E College. Coldwater, OH 45828.

Disciplined. The versatility that makes newscasters old timers. Third ticket smooth delivery. Seeking soul, jazz, disco, rock, religious formats. Medium market. Available now, relocate south east, virgin islands, midwest. Two dependents. Al Douglas, 40 Woodruff Avenue, Apartment 602, Brooklyn NY 11226. 212-284-1687.

Soul station. Trained and eager to learn. Any shift anywhere. Denni Harmon 414-264-8960.

Young enthusiastic sports expert looking for a place to prove skills. Can do play by play. Give me a break. Box J-206.

D.J./Sportscaster with copywriting, production and sales skills. Currently working in small market. 3 years experience. Box J-202.

Production pro working within top 50 A.D.I. looking for production/air shift in Massachusetts, Houston, or Colorado areas. Reply J-183.

SITUATIONS WANTED TECHNICAL

Director of Engr.—interested in a major station in a major market or medium size chain operation. 20 years of hands on experience. John Timm 502-239-1469.

Moving to Florida to assist retired parents. First class engineer desires position with Radio-TV station. Box J-181.

First Class Engqneer desires position with a radio/TV station in Oregon or Washington. Will accept combo position. 10 years experience. Box J-224.

SITUATIONS WANTED NEWS

Nashville sounds baseball PBP radio man. presently sports director involved in PBP high school sports, television PBP football, college radio network, 5 years experience, some sales, mass communications, BS degree. Desire medium to major market sports position. Jay Colley, 109 Oakdale Street, Lebanon, TN 444. 615-5626.

Radio Production and news writing excellent; good voice, too. Communications grad seeks full-time news position. FCC 3rd endorsed. Will travel. Adaptable. Cary Gladstone, 74 Smith St., Deer Park, NY 11729, 516-667-9614.

State award winner, all markets, Sportscaster of the Year, for excellence in sports broadcasting. Hard working, seasoned experience, versatility that covers all work, all sports. Seeking advancement. Will achieve same quality for you. 614-383-6473.

Experienced Newsmen. Stable family man currently employed in radio sales desires news. Metros preferred. 916-334-8463 after 6 PM.

Bright, ambitious, and young female—B.A. in Theatre/Communications has interest in brdcst. journ. Desiring entry level position in reporting, writing, and on-air. Diligent hardworker willing to relocate. Andrea Lidd, 6500 Falcon St., Rockville, MD 20853. 301-933-0342.

Top Basketball play-by-play man available now with 5 years experience. Can combine with news or announcing. Call 618-382-4784 for Mark.

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.

Want a Winner? News Director of the nation's highest rated news operation is ready to move. Contact Clark Edwards 2235 Elmsmeade, Apt. 472, Montgomery, AL 36116, 205-281-8718.

Newsman with a year plus of experience looking for a reporter position in the northeast call 717-828-7187.

Female reporter/anchor all-news experience prefer medium markets. East, South, Midwest. Will relocate. Pat Dolan 215-372-6485.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

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.

Program Director with highly respected endorsement on programing philosophy, excellent books, and 6 years experience seeks new challenge in medium market Top 40. Current references available. BS Accounting. Southeastern US preferred. Box J-188.

Eleventh to first in the nation's fastest growing market in less than a year! Programmer-personality seeks new challenges. I now earn \$20,800. Make me an offer I can't refuse. Box J-211.

Pros, Jackie Soul, Anthony Knight with new programming ideas. will capture competitors audience! Box J-215.

Free Agent—looking for new team. Top 10 market pro with good credentials seeking programming position. All markets considered. 415-573-8093.

Programmer/Jock. Award winning programmer Mike Jackson seeks medium to major market position. Experience includes various formats. Programming philosophy and more available. Let's talk: 314-273-5471, or write Route 1, Box 262, Glencoe, MO 63038.

For Fast Action Use BROADCASTING's Classified Advertising

TELEVISION

HELP WANTED MANAGEMENT

Manager of State PTV Network—Manager is responsible to the Alabama Educational Television Commission for general management of the Alabama public television and radio system. Duties include supervising daily operation and planning for growth and development of the system. Bachelor degree desired with five to seven years experience in station administration and management with demonstrated success in programming, fundraising, instructional television, post-secondary education and community service. Contact President of AETC, 2101 Magnolia Ave., Birmingham, AL 35205.

HELP WANTED MANAGEMENT CONTINUED

Sales Manager: New UHF WTVE at Reading Pa. Must be an organizer and leader to build and motivate new sales Dept. TV sales experience, knowledgeable with selling and pricing techniques. Complete resume and salary requirements first letter. G. M., WTVE, Box 3248, Reading, PA 19604. (Equal Opportunity Employer).

Local Sales Manager. For small but growing coastal California market. If you can perform and truly motivate others, opportunity awaits you with this group owned, network affiliate. Only the dedicated and ambitious should apply to Box J-205.

We are seeking a highly qualified individual to take on the No. 2 position of our major market TV station. Report directly to the general manager. Responsible for sales, programming and general station operations. Top salary and incentives-no problem for the right person. Equal opportunity employer. Please send resumes to Box J-190.

Business Manager. Independent in Top 10 market needs best business manager in country with expertise in internal and corporate reports as well as managerial experience in all phases of TV business office. Include financial requirement with resume. EOE. Box J-186.

HELP WANTED SALES

If you're ready for the challenge of building and developing a Sales Traffic/Operations Department, then here's the opportunity you've been waiting for. We are an NBC affiliate in the Hartford/New Haven market, looking for an experienced, detail-oriented person to head up this area with hands-on responsibilities. Person must have at least 2-3 years experience, with a strong working knowledge of computers (preferably DCC system). Some management experience necessary. We are an equal opportunity employer. Please send all replies to: Lew Freifeld, Director of Sales, WVIT/TV 30, 1422 New Britain Avenue, West Hartford, CT 06110.

Local Sales Manager. Excellent opportunity for aggressive, experienced salesperson with good track record. Should be capable of leading and motivating sales staff and working with management in pricing and inventory control. Send resume and salary requirements to marketing director KAUZ-TV, Box 2130, Wichita Falls, TX 76307. Equal Opportunity Employer.

Local/Regional Account Executive opportunity with group owned Southwest network affiliate to handle existing account list. Prefer applicant with two years sales experience with emphasis on Agency Contact. Station employees are aware of this opening. EOE. Reply to Box J-187.

Group owned Sunbelt Station seeking self-motivated, career oriented, tiger. No track stars. Must be able to handle heavy agency/retail list in land-of-plenty. Minimum of two years experience. Contact John Walser, Local Sales Manager, WXII-TV, Box 11847, Winston-Salem, NC 27106. E.O.E., M/F.

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.

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.

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.

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.

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. Tony Kennedy, Ted Johnson Productions, 150 Riverside Avenue, Jacksonville, FL 32202, 904-354-7000.

TV Technician wanted for on-air switching, production and tape operations. Applicants must have FCC 1st and phone. Contact: Leon Drye, C.E., WSWP-TV, Box AH, Beckley, WV 25801. Phone: 304-255-1501.

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. Equal Opportunity Employer.

Studio Engineer Public TV station. First class FCC license required. Experience preferred. EOE. WBRA-TV, Box 13246, Roanoke, VA 24032, 703-344-0911.

WBRE-TV which operates the finest on-air and production equipment needs a highly competent first class technician. Work with TCR100 video tape machines, TK45 cameras and microprocessing equipment. Write or call Charles Baltimore at WBRE-TV, Box 28, Wilkes-Barre, PA 18773 or call 717-823-3101. EEO Employer.

Chief Engineer: Small market looking for a permanent "hands on" engineer with experience in administration, UHF transmitter, RCA and CEI equipment. A complete take-charge individual. New facilities, perfect climate, excellent remuneration. Ray Quinn, 714-568-3636, KMIR-TV, Palm Springs, CA 92263.

Maintenance Engineer—California central coast ABC affiliate seeks engineer with strong background in studio and ENG maintenance. One year minimum experience and FCC 1st class license required. Excellent salary and benefits. Resumes to Personnel Department, KNTV, 645 Park Ave., San Jose, CA 95110. EOE M/F.

Operation and Maintenance Technician. First Class Radio Telephone License required. Equal employment opportunity employer. M/F. Box J-147.

ENG Microwave Technician—wanted for ABC affiliate on California's beautiful central coast. Must have FCC 1st class license and ENG remote van experience. Excellent salary and benefits. Resumes to personnel department, KNTV, 645 Park Ave., San Jose, CA 95110. EOE. M/F.

First Phone control board operator. Experience preferred but not necessary. Call or send resume to Dan Mulally, Chief Engineer, KUMV-TV, Box 1287, Williston, ND 58801, 701-875-4311, EEO Employer.

Chief engineer to build the finest new UHF facility in the South. Challenging opportunity for professional growth and great family living in fast growing sunbelt resort area. E.O.E. M/F. Resume to J-143.

Microwave ETV Technician for statewide ETV Network. Starting salary \$10,426. Arkansas ETV Network, 350 S. Donaghey, Conway, AR 72032.

Maintenance Engineer with strong studio background in Ampex 1200's and GE film and studio cameras. Additional experience on switching and terminal gear as well as a digital background will be very helpful. Send resume and salary requirements to: Chief Engineer, WPTY-TV, PO Box 42424, Memphis, TN 38104.

Chief Engineer—Group owned VHF network affiliate seeking candidates for top engineering position. Top 35 Sunbelt Market gives excellent location along with generous salary and benefit package. First Class FCC license required along with management experience. Union experience beneficial. An Equal Opportunity Employer. Send resume and salary requirements to Box J-141.

TV Technician or Operator. 1st Class FCC License. Call 806-744-1414 or write Box 2190, Lubbock TX 79408. Equal Opportunity Employer.

TV Engineer—Gulf coast network VHF needs technician with background in state-of-the-art technology. ENG tape knowledge desirable. Good fringe benefits and salary. EOE. Send resume to Box J-207.

Maintenance Chief for small midwest affiliate. Good benefits and salary for the person experienced with all equipment, including ENG. Box J-210.

Assistant Chief Engineer. ABC affiliate West Coast sunbelt needs engineer with strong hands-on experience in studio maintenance. Salary open. EOE. M/F. Resume to Box J-221.

Video Tape Maintenance Engineer: Large, medically-oriented corporation based in Nashville, Tennessee, needs highly qualified videotape maintenance engineer for color teleproduction facility. Requirements include five to eight years broadcast television experience, FCC first class license, experience with VTR's, color cameras, video terminal equipment, audio equipment, and digital control circuitry. Production experience is a plus. Salary in high teens. Please submit resume to: Hospital Corporation of America, H.R.D., One Park Plaza, Nashville, TN 37203.

TV Studio Maintenance Engineer, experienced with Ampex 1200, RCA-TR-70, Sony BVU-200 and JVC-4400. Send resume to: Don Smith, Chief Engineer, WRDW-TV, Drawer 1212, Augusta, GA 30903. EOE.

Television Transmitter Engineer: Maintenance and calibration of remote controlled BT-25L2 (CH6) and TT-12EH (CH13). Twenty hours per week. Mild climate on California North coast. Outdoorsman's paradise. Salmon fishing, hunting, camping in Pacific Redwoods. Ideal for retired couple. Mobile home, utilities provided. Contact Michael Feist, Director of Engineering, KVIQ-TV, Box 1019, Eureka, CA 95501. Phone: 707-443-3061.

Opportunity for UHF Public Station. Opportunity for aggressive operating/maintenance engineers. 1st class radio telephone license required. Send resume to Carmen J. Colucci, Director of Engineering, New Jersey Public Television, 1573 Parkside Avenue, Trenton, NJ 08638. Salary range \$13,800-\$18,700.

Maintenance Engineer: Immediate opening in AM, FM, and TV station. RCA film, tape, and transmitter experience required. ENG. experience helpful. First class FCC license required. Salary open. E.O.E. Contact James Martin, C.E. Thomas Broadcasting Co. PO Box 251, Oak Hill, WV 25901. Phone 304-469-3361.

Communications Technician: Applicant must be proficient in the repair of 3/4" VTRS, color and black and white cameras, other CCTV equipment, and audio visual and security equipment. Hours 5 PM to 12:30 AM. Electronics Technician: Applicant must be proficient in the repair of color CCTV and audio visual equipment. Hours 5 PM to 12:30 AM. Send resume to University of Miami, PO Box 24-8106(CT), Coral Gables, FL 33124. Equal opportunity affirmative action employer. Excellent benefits including tuition for you and your dependents.

Engineer: Temporary position for 1 yr. Maintain transmitters, VTRS, production gear. First phone required. Beginning salary is \$1347 per month. Contact: Torrance School District, Personnel, 2335 Plaza del Amo, Torrance, CA 90509.

HELP WANTED NEWS

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.

Immediate Opening for experienced news reporter with leading NBC network affiliate. Applicant must be able to gather, edit and air radio and television news reports. Excellent opportunity for effective, articulate reporter. Many benefits. Successful applicant will work with professional staff using modern equipment. Send resume, salary requirements and 3/4" video tape to News Director, WSYR-AM-FM-TV, 1030 James Street, Syracuse, NY 13203. No phone calls please. An Equal Opportunity Employer.

HELP WANTED NEWS CONTINUED

Field Reporter. Need an aggressive self-starting reporter with solid news credentials and knowledge of both film and ENG. Only the experienced need apply. Must be able to handle live on-camera feeds as well as produce own spots. Send resume and video tape cassette to David Choate, News Director, WCKT-TV, Box 1118, Miami, FL 33138. EOE.

Consumer Reporter. Immediate opening for aggressive self-starter with full time consumer reporting background. Must have lots of ideas and good knowledge of production techniques. Tape editing helpful but not necessary. Send videocassette and resume to David Choate, News Director, WCKT-TV, PO Box 1118, Miami, FL 33138. Equal opportunity employer.

Production assistant for ENG Mini-cam crew as sound technician, to work with the Assistant Producer in the news room, typing scripts, filing news sources, and making phone contacts. TV production experience essential. College preferred and journalistic background helpful. Send resume to Fran Lucca, News Department B, WNEB-TV, PO Box 1263, Buffalo, NY 14240. An Equal Opportunity Employer.

Highly regarded television station in northeast cosmopolitan city seeking mature, experienced, successful news anchor who also writes well. Modern, well-equipped news operation with professional staff. Send resume, references, video tape and salary requirements to General Manager, WSYR-TV, 1030 James Street, Syracuse, NY 13203. Equal Opportunity Employer.

Photographer/Reporter ... Experienced. In-depth public affairs field reports. Sunny Southern Coastal living. Send tape, resume and salary requirements to Harry Bowman, WCIV-TV, Box 10866, Charleston, SC 29411. 803-884-8513. An Equal Opportunity Employer.

Weekend Assignment Editor/Producer. Looking for someone with a solid news background who can guide our weekend coverage and produce 1/2 hour news block on weekends. Need a good writer who knows production and editing. Send resume with references to David Choate, News Director, WCKT-TV, PO Box 1118, Miami, FL 33138. EOE.

Executive Producer and Assignment Editor needed to aid News Director in polishing the current product, in gearing staff to new approaches, and in adding dynamics to a building drive. Send tapes and resumes to Fran Cole, 300 South Byrne Road, Toledo, OH 43615. An Equal Opportunity Employer.

Assistant Producer-Late News Block. Immediate opening for experienced producer who wants to move to a larger market. Need someone with good writing skills and knowledge of editing and production. Send resume including references and salary requirements to News Director, WCKT-TV, Box 1118, Miami, FL 33138. EOE.

Photographer who wants to work in a station that values good photography and good photographers. We're a medium market station using ENG, film and live gear. One year's fulltime news photo experience, and the desire to hustle for a station that values your creative input are required. Box J-178.

Reporter with Anchor potential top 50 market number one operation. Equal opportunity employer. Send VTR and resume to Bob Brunner, WSAZ-TV, Box 2115, Huntington, WV 25721.

News Director with anchor capability of vice versa for Capital of Florida. Enjoy the quality of life offered only in the elegant South with the excitement of a political/university town. Lots of opportunity to make your mark in this small market challenge. Send resume tape and salary requirements to Jim Matthews WCEA-TV, Tallahassee, FL 32302.

Video Journalist needed for number one station in aggressive news market. Must have one year experience in commercial-TV news video. Must be experienced in operating TK-76 and Ikegami cameras and Sony professional tape editors. Send recent tape of shooting and editing work with resume to News Director, PO Box 1060, Ft. Myers, FL 33902. We are a CBS affiliate and an Equal Opportunity Employer.

Documentary unit needs serious reporter who doesn't take self seriously. Minimum 2 years news experience. Tape & resume to John Miller, WVEC-TV, 110 Third Street, Norfolk, VA 23510.

Anchor/Producer: KTTC-TV needs experienced television journalist to anchor/produce 10 p.m. news. Send resume to News Director, KTTC-TV, 601 First Ave., S.W., Rochester, MN 55901. Equal opportunity employer.

News Director—We're No. 3, but under new ownership and new commitment seek to be No. 1. Great opportunity for experienced news director with proven track record to be a hero. Rush resume and salary history to Bruce Fleming, WEYI-TV, Box 3265, Saginaw, MI 48605. Equal opportunity employer.

Sports Anchor/Reporter, weekend sports anchor, weekday reporting. Send resume to: Hans Krause, News Director, WRDW-TV, Drawer 1212, Augusta, GA 30903. EOE.

Photographer: KTTC television has an opening for an experienced ENG/16mm photographer. Will be shooting news, sports, commercials. Send resume to: News Director, KTTC-TV, 601 First Ave. S.W., Rochester, MN 55901. Equal Opportunity Employer.

Anchor/Reporter, mature responsible journalist with some anchor experience preferred. Anchor weekend, reporter weekdays. Send resume to: Hans Krause, News Director, WRDW-TV, Drawer 1212, Augusta, GA 30903. EOE.

Meteorologist. Help us build a weather center for one of the Sunbelt's most scenic areas. Southeast, Tennessee. Send tape, resume to Dave Daughtry, WRCB-TV, 900 Whitehall Road, Chattanooga, TN 37405. No telephone calls accepted. Equal Opportunity Employer.

Photographer/Editor, film and tape experience required. Send resume to: Hans Krause, News Director, WRDW-TV, Drawer 1212, Augusta, GA 30903. EOE.

Anchor/Producer wanted for dominant CBS affiliate in Florida market. Journalistic integrity and solid TV news background required. Active news market in state capital combines professional challenge with the pleasures of small town living. An EOE. Send tape, resume and salary requirements to Dan King, WCTV, PO Box 3048, Tallahassee, FL 32303.

We're looking for an assignment editor for WKRC-TV, Mobile ... A dominant CBS affiliate on the Gulf Coast. The assignment editor must be more than a traffic cop. The job requires the ability and experience to guide a good staff editorially, as well as getting reporters and photographers to the right places and the right time. Resume to News Director, WKRC-TV, Box 2367, Mobile, AL 36601. No phone calls, please. EOE.

Anchor—Co-Anchor early and late newscasts. Some reporting. Beautiful University city in Rocky Mountain Northwest. Resume and Tape: Len Sassenrath, News Director, KECI-TV, PO Box 5268, Missoula, MT 59806. Minorities encouraged.

East Coast medium market needs reporter/photographer (ENG). Some experience or training preferred. Reply Box J-199.

Feature Reporter. Someone with wit, personality, and the ability to travel our vast coverage area shooting stories about people who do interesting and unusual things. Upper Midwest network affiliate completely devoted to news. Equal Opportunity Employer. Box J-195.

Weekend Sports Anchor/Feature Reporter. Still looking for an experienced sports reporter who can anchor too. The emphasis is on personality and people oriented sports reporting in this upper Midwest football crazy town. An Equal Opportunity Employer. Replies to Box J-193.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

Director. Department head in charge of news production. Includes scheduling, hiring and directing a complicated and challenging newscast. Beautiful seacoast market. Minimum three years experience with operational knowledge of video equipment a must. College degree preferred. Box J-136.

Continuity Director for production department. Mature, responsible, experienced person. Contact Roger Rien, KUMV-TV, Box 1287, Williston, ND 58801. 701-875-4311. An Equal Opportunity Employer.

ENG Photographer/Editor for top rated prime time magazine in a top ten market. If you're creative, energetic, care about quality and have a tape to prove it, send your resume to Box J-157.

Promotion Manager: Duties include outside and on-air promotion, publicity writing, and public relations. Working knowledge of print media required. Promotion experience preferred. Send resume/cassette to: Operations Manager, WICD-TV, 250 Country Fair Drive, Champaign, IL 61820. E.O.E.

Operations Manager. Network affiliate in a top 80 Sunbelt market. Production experience and dedication to quality essential. Promotion experience helpful. Must be able to maximize use of people and facilities. Equal Opportunity Employer. Resume and salary history to Box J-158.

Director/Switcher, to direct live news program. Experience required. Send resume to: Charles Moody, Production Manager, WRDW-TV, Drawer 1212, Augusta, GA 30903. EOE.

Producer/Reporter: WVIT-TV has a position available for a producer/reporter in the station's Public Affairs Department. Individual will handle the station's documentary series and be involved in the production of other public affairs programming. Prior television production experience is essential. Send resumes and salary requirements to: Beth Rawles, WVIT, 1422 New Britain Avenue, West Hartford, CT 06110. We are an Equal Opportunity Employer.

TV Production Assistant II, WSRE TV: Graduation from an accredited junior college; or Graduation from high school and one year full time experience in the operation of television production equipment. ENG experience preferred. On call at all times. Physical ability to hold and carry ENG equipment. Send sample of work. Salary: \$8257.60 annually. Application deadline: November 19, 1979. Apply Personnel Department—Pensacola Junior College, 1000 College Blvd., Pensacola, FL 32504. An Equal Opportunity Institution.

Videographer/Editor Produce newscasts, features, PSAs and documentaries. Bachelors degree required with a masters preferred. Must have at least 3 years experience in ENG. Competitive salary. Send resume to: William Milbrath, University of Minnesota, 240 Coffey Hall, St. Paul, MN 55108. Applications close November 12.

Producer-Reporter for Alaska Public Television Station. Produce and moderate public affairs series and specials. Must have solid journalistic and on-camera skills. ENG experience (including hands-on editing) helpful. B.A., and two years television required (news-paper/radio considered). Salary: \$18,500-\$22,500. Closing date: November 16th, resume and references to Eric E. Wallace, Productions Manager, KAKM, 3211 Providence Dr., Anchorage AK 99504. KAKM is an EEO Employer.

TV Producer/Director—PTV station, mid-sized market, has two producer/director openings. Looking for imaginative, self-starters with five years' experience producing for broadcast, including ENG, EFP, studio and full remote. On-line time code editing experience desirable. Successful candidates will play key roles in planning and implementation of productions for regional and national as well as local air. Resume tape and sample scripts required at interview (do not send). Please send resume with salary history to Personnel, WMHT-TV, PO Box 17, Schenectady, NY 12301. Equal Opportunity Employer, M/F.

Producer Director—Currently a producer/director in a smaller market or on a production crew in a larger one? Experienced in all phases of production and can prove it? Want to work for an innovative, growing Indy U? Resumes only to: Jim Chirumbolo, WUTV, Buffalo, NY 14072—EOE/AA/M-F.

Producer/Director II. Need quality oriented pro to produce and direct studio and remote productions. Good supervisory, organizational, and conceptual skills essential. Bachelor's degree in Broadcasting/Journalism/English or related field plus two years' experience. Salary range \$13,585-19,254. Send resume to WJWJ-TV (an affiliate of S.C. ETV Network), c/o Ed Wooten, PO Box 1165, Beaufort, SC 29902. Equal Opportunity Employer.

HELP WANTED PROGRAMING PRODUCTION, OTHERS CONTINUED

New Public Television Station channel 28 at the University of Michigan Flint seeks the following: 1. Program Manager: looking for strong, innovative, experienced professional. Responsible for program development, management of program department, budget control, audience analysis and future planning. 2. Production/Operations Manager: to develop production/operations systems, train staff and supervise student employees. General administration of all production support areas, traffic and day to day station operations. 3. Promotion Director: Responsible for all on air, print and other program promotions, general station image and public relations. Publish program guide and all station press releases. 4. Art Director: Responsible for all TV graphics, photographs, set design advertising and print graphics. Management of all art department functions, budgets and staff. All positions require a college degree and public TV or related experience. The University of Michigan Flint is an equal opportunity, affirmative action employer. Applications must be received no later than November 15th 1979. Send resume to Gordon A. Lawrence, Station Manager, Channel 28, University of Michigan Flint, Flint, MI 48503 and reference purchase order number F19686.

Production Assistant with switching experience wanted for ABC station in the midwest market. Send resume. Box J-218.

Top 20 Florida ABC affiliate is seeking a fully experienced Graphic Director. Responsibilities include creation and execution of dynamic art for Promotion, Programming and News, supervision of work assignments and acquisition of art supplies. An Equal Opportunity Employer. Send resume and salary history to J-219.

SITUATION WANTED MANAGEMENT

GENERAL MANAGER with outstanding credentials! Television 24 years; Radio 13 years; Broadcasting 35 years, including MANAGEMENT 19+ years. Now 49. Thoroughly experienced all aspects: co-ownership, administration, sales, programming, film-buying, news, promotion, community-involvement, etc. In small, medium and large markets, overcame overwhelming obstacles, achieved revitalization/rapid-turnarounds; produced spectacular sales and profits, plus prestige. Very competitive! Quality leader in industry. Accustomed to full responsibility. Produces outstanding ratings, sales, profits and prestige at accelerated pace which astounds competitors and delights stockholders! Weekend-interviews. Box J-182.

SITUATIONS WANTED SALES

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.

5 years broadcast sales experience—young woman seeks sales position in top 50 TV market. Box J-165.

SITUATION WANTED ANNOUNCERS

Photogenic Vocal Technician. Major market radio staff announcer desires television staff announcing and commercial production position. Excellent references. Tape, resume and photo's upon request. Box J-180.

SITUATIONS WANTED TECHNICAL

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.

TV Chief/DE 16 years experience all phases broadcast engineering/management/operations. SBE certified. Heavy digital/ENG/EFR Prefer construction or rebuilding projects. Can save you double my admittedly high salary requirements through efficiency, dedication. Hands-on, permanent position only. Box J-171.

First Phone, 25, some TV experience; eager to learn more. Looking for TV production/technical work (camera work, switching, editing, etc.). Prefer station on central east coast. Will accept entry level position. Available immediately. Jim Lohr, 9033 Overhill Road, Ellicott City, MD 21043. 301-465-0864.

SITUATIONS WANTED NEWS

Excellent, experienced sportscaster looking for a good job. Four years experience. Strong on air and PBP 614-885-3890. College degree. Box J-120.

Reporter/Producer. BA Broadcast Journalism, Political Science. Top 15 market network affiliate internships. Experienced writing, producing, reporting, film, tape. Solid references. Seeking entry-level position, east/west coast small-medium market. Contact: Bill Kaczaraba, 7284 S.W. 93 Ave., Miami, FL 33173. 305-271-7671.

Consumer Reporter, 24, female, Masters Degree, on-air experience, bright conversational style seeks position with creative TV news team. Consumer Reporters hit the viewers pretty close to home. Carolyn O'Neil, 4 Trowbridge Place 5B, Cambridge, MA 02138. 617-864-2644.

Working as weekend sports anchor, seek fulltime sports job. 2½ years experience. e.n.g. Paul Sherry 707-584-9481.

Experienced and resourceful television news and sports reporter and photographer seeking same or either position in larger market. At a station where journalistic skills are appreciated. Human interest features well suited to magazine formats. Solid knowledge of ENG shooting-editing-packaging to go along with exceptional writing ability. Tape to prove it. Thomas J. Burke, 161 Randlett Park, Newton, MA 02165, 617-527-8729.

Consumer and/or investigative reporting. Age 30, 5 years as a "Nader's Raider". Licensed attorney. Also have substantial business/management experience. One year major market television experience. Write and edit own pieces. Seeking full-time rigorous challenge. Contact: Tom Vacar, Cleveland, Ohio. 216-791-4194 or leave message 216-721-4200. Tape available.

Jack of all trades desires first job in television. Eight years experience in major market radio. B.S. in communications. Talk show and video production experience. VHS cassette available. 216-732-8383.

E.N.G. Photographer/Editor—First Class License with two years cable experience shooting, editing and directing news and public affairs. Call or write Mark Pantridge, 8 Banks Street, Somerville, MA. 617-628-1022.

Young news photographer with 7 years experience in film and E.N.G. wants to move to better station. Also reporting experience. Am willing to relocate. Tapes and resume available. Box J-208.

Sportscaster—creative hustler with 7 years experience including top ten markets. Will provide a nice blend of hard sports and artistic features. Solid air work with experience in all phases of sports production and live spots. Location open. Box J-198.

SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

Experienced Black film director Top 30's market. Excellent managerial skills. On-air operations experience. Looking for move to larger market. Box J-151.

Will cover Olympic games Lake Placid—tape or film. International and National awards in documentary and news. Ken Resnich Films, New England/New York State. 802-247-3604.

Media-TV specialist with video and photography internship in large hospital media department wants production work. 1979 Mass Comm graduate with tape and references. Eager to learn more video in St. Louis metro area but will consider relocation. J. Booth, 417 East Third, Alton, IL 62002. 618-465-3136.

Female communications graduate with First Phone seeking entry position as production assistant or camera operator. Will relocate. R. Tyrrell, 4861 Hidden Branches Drive, Dunwoody, GA 30338. 404-393-8888.

Experienced Video Technician looking for technical directing and video tape editing position. Available January 1st. Contact: Jen Rehner, D2 Sunset Heights, Platteville, WI 53818. 608-348-7649.

Ambitious female, 25, seeks position in production, programming news. BA journalism UMICH, MA production UFla. Thesis production/programming. Versatile; 2 years solid general production experience. Directed news, interviews. Taught beginning production UFla. 1st phone/radar. 841 S. Palm Ave., Sarasota, FL 33577 till Dec. 1.

ALLIED FIELDS

HELP WANTED MANAGEMENT

Advertising Director. Minimum 5 years experience in all promotional areas of radio, T.V., and print. Vice-presidency, top salary, company car, life insurance, pension, etc., for high calibre creative ex-agency person. Call 213-792-8513 for appointment.

HELP WANTED TECHNICAL

TM Productions seeks additional maintenance engineer, extremely capable, familiar with multi-track gear. Send resume to Ken Justiss, VP/Operations, TM Productions; 1349 Regal Row; Dallas, TX 75247. No calls.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Can you make it in the big time? Writer/announcer/producer for lively Chicago Agency. Send tape, copy samples, salary needs first letter. No phone calls. Suite 800 624 South Michigan, Chicago IL 60605. EOE M/F

HELP WANTED NEWS

Ohio State University's School of Journalism is seeking persons with two or more years of experience in public affairs reporting to participate in the Kiplinger Public Affairs Reporting Program for 1980-81, while working on a master's degree, beginning Autumn 1980. For information, write or call: Chairman, Graduate Committee, School of Journalism, Columbus, OH 43210 614-422-7438.

A major National Trade Association located in Washington, D.C. has immediate need for a nationwide spokesperson to represent it on major issues. Responsibilities include: active participation in media interviews, addresses to live audiences and appearances in radio/t.v. "talk" and "call-in" programs. A minimum of 3 years experience is required in radio-tv-public speaking and press interviews and demonstrable speaking ability. Willingness to travel extensively in the U.S. Excellent fringe benefits. Salary commensurate with experience. Please reply in confidence to Box J-153.

HELP WANTED INSTRUCTION

Broadcasting: Assistant/Associate Professor of Broadcasting, M.A. in Broadcasting and experience required. Ph.D. and experience preferred. Broad background in the field is essential. Expertise or experience required in 3 of the following 4 fields: T.V. Production, Radio Production, Broadcast Journalism, Broadcast Management. Responsibilities include teaching and supervising internship program. Starting date is January, 1980. Apply by November 18, 1979 to Dean Ronald O. Champagne, Salem College, Salem, WV 26426. Affirmative Action/Equal Opportunity Employer.

Department Head—Communication and Theatre: Position requires earned doctorate or the equivalent. Prefer candidate with broadbased experience, demonstrating understanding of speech communication, theatre, broadcasting, mass communication and dance. A member of the College of Arts and Humanities, the department has 24 full-time faculty members and 540 majors. Rank and salary dependent upon qualifications and experience. Deadline for applications, January 15, 1980. Send resume and three letters of recommendation to Dr. Larry Winn, Chairman Search Committee, Room 200, Ivan Wilson Center for Fine Arts. An Affirmative Action/Equal Opportunity Employer.

HELP WANTED INSTRUCTION CONTINUED

Oral Roberts University needs Instructor or Assistant Professor to teach: Broadcast News Writing, Introduction to Mass Media Writing, and Film or TV Production. Must have MA and experience in broadcast news. Apply to Robert Primrose, O.R.U., Tulsa, OK 74171. O.R.U. is an Affirmative Action/Equal Opportunity Employer.

Growing, professionally-oriented Journalism Program seeks Assistant or Associate Professor of Journalism starting August 25, 1980, or earlier. Minimum of three years professional experience in print or electronics media and MA required, PhD preferred. Metropolitan location. Send resume to: Dr. Edward J. Pappas, Chairman, Department of Speech Communication, Theatre & Journalism, 585 Manooogian Hall, Wayne State University, Detroit, MI 48202. An Equal Opportunity Employer.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Instant Cash For TV Equipment: Urgently need transmitters, antennas, towers, cameras, VTRs, color studio equipment. Call toll free 800-241-7878. Bill Kitchen, Quality Media Corporation (in Georgia call 404-324-1271.)

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.

Wanted: 16 or 35mm film prints, TV shows, kinescopes, features, cartoons, and collectables. Write International Suite 402, 5701 Biscayne Blvd., Miami, FL 33138.

Wanted PAL or SECAM USED Color Broadcast Equipment recorders (3/4, 1, or 2 inch), Cameras, TBC's Editors, Monitors, Switchers, Terminal, Test Equipment, Lights. Will pay cash—Call: 312-236-5535 ask for Ernie Panos or write to: Panos Productions—5th Floor, 168 North Michigan Avenue, Chicago, IL 60601.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

5" Air Hella 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.

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.

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.

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.

General Electric 50 KW AM Model BT25-A Transmitter recently removed from service. Parts for sale. Contact Tal Jonz-999 North Van Ness Avenue, Fresno, CA 93728. 209-441-7600.

Allen-Ampex 1000's—2 VTR's with 3M doc. heads—solid state \$12,000. for both. 703-369-3400.

2 IVC-300A Cameras w/pan heads, tripods & dollies. 2-3M color video encoders. 2-CBS Labs mod. 8000 enhancers. 2-TSG-2000 Telemation sync generators. 2-Ball Bros. VPC-8 video switcher. Call Pres Graham 904-354-2806.

RCA TR-22 VTR's: Hi-band, CAVEC, Doc, \$16,000 ea.

Collins MW-408D Microwaves: 7 Ghz, audio channel, \$4,500 ea.

Ampex 1200A VTRs: loaded with options \$24,000 ea.

GE PE-400 Color Cameras: Pedastals, scopes, racks, like new. \$14,000 ea.

RCA TP-6 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, \$6,000 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.

Andrew Line & Connectors ready for emergency shipment anywhere by air. Broadcast Consultants Corp. 703-777-8660. Box 590, Leesburg, VA 22075.

25 Cycle Production Generator with filter, rack mount, like new \$275.00. Call Crawford Communications 609-468-2585.

1 KW AM, Gates BC-1T Early 60's On the air Current proof of perf

10 KW FM CCA model 10,000 D\$ Less than 3 yrs. on air Exciter stereo generator.

10 KW FM GEL, FMT-10A, 60's model, excellent condition with proof of perf. Exciter, stereo, SCA, many spares.

5 KW FM Collins, 830E, 9 yrs. old, spare tubes. On the air exciter, stereo, SCA. Excellent condition. For more information on our complete product line, please call M. Cooper, 215-379-6585.

Eastman 275 telecine 16mm projector, opt/mag \$4,995; Jan telecine 16mm opt/mag \$1,550; Eidaphor large screen projector \$9,995; Sony DXC 1200 color camera \$3,950; RCA TRT 1B chrome \$1,550. Free list—Wanted—Your old film equipment—Cash! ICECO, 6750 N.E. 4th Ct. Miami, FL 33138. 305-756-0699.

For Sale one used Mobley "M-M-6-6" six bay FM antenna. Good condition with brackets for 100.9 MHZ polarized H and V \$1500 KTAZ-FM, Sierra Vista. Call 602-458-4313.

Audio Carousels: 5 Sono-mag model 250-RS and 252-RS, 24 position. Now on the air and playing. Also, 2 Houston-Fearless camera pan heads. Priced right for fast sale. Contact: Director Engineering, Donrey Media Group, PO Box 550, Las Vegas, NV 89101 or phone 702-385-4241.

Tektronix 528 Waveform, demo, new warranty, \$1,395. 205-956-2200.

EMPLOYMENT SERVICES

Talk Hosts/News personalities. A new program consultancy aimed only at Talk/News stations invites airchecks from talkers and news persons in strict confidence. We anticipate having the most extensive file of talk/news personnel available. No fee. Station inquiries invited. Box D-246, 13787 SW 66th Street, Miami, FL 33183.

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... \$2,000!! 1343-B Stratford Drive, Kent, OH 44240.

HOrendous—original jokes—\$1.00—41 Manitou Trail, White Plains, NY 10603.

Guaranteed Funnier! Hundreds renewed! Freebie! Contemporary Comedy, 5804-B Twining, 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.

Prizes! Prizes! Prizes! National brands for promotions, contests, programming. No barter or trade... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

Custom, client jingles in one week. PMW, Inc. Box 947, Bryn Mawr, PA 19010. 215-525-9873.

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.

Let me voice your spots \$4.00 each. Bill Kauffman, RD 2, Box 158K, Palmyra, PA 17078.

Make Money over the Holidays, 50 Christmas, New Years Greetings, \$7.50. NWE, Box 21534, Seattle, WA.

Radio and TV Bingo. Serving over 1000 stations, oldest promotion in the industry World Wide Bingo—PO. Box 2311, Littleton, CO 80160, 303-795-3288.

INSTRUCTION

Free booklets on job assistance. 1st Class FCC. license and D.J.-Newscaster training. A.T.S. 152 W. 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 January 2 and February 12. Student rooms at the school. 61 N. Pineapple Ave., Sarasota, FL 33577, 813-955-6922.

KIIS Broadcasting Workshop in Hollywood. Announcing, Disc Jockey, News. Plus top rated account Executive program—all taught by top L.A. radio-TV teaching broadcasters. Evenings or day sessions. Kiis Broadcasting Workshop, 1220 N. Highland, Hollywood 90038 213-462-5600. "Where tomorrow's broadcasters are today"

RADIO

Help Wanted Announcers

TOP RATED MIDWEST CONTEMPORARY GIANT

Seeking personalities for immediate and future openings. Heavy on production and community involvement. Excellent pay and benefits. Outstanding facility in one of Mid-America's finest medium markets. RUSH tapes and resumes to Jim Higgs, WKMI, 1360 Melody Lane, Kalamazoo, Michigan, 49005. Equal Opportunity Employer

**Help Wanted Announcers
Continued**

**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 SKW 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.

Help Wanted Technical

Chief Engineer

for growing, group-owned AM/FM chain station. Excellent midwest location. Applicant must be a creative, take-charge individual with experience in budgets, administration, automation, STLs, DAs, and plant maintenance. Excellent compensation and benefits package. EEO employer. Send detailed resume with references to Box J-223.

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. EOE

**RADIO
CHIEF ENGINEER
WANTED!!!**

Fine salary, excellent fringe benefits, growing company, lovely area and much more!

Send resume to Gary James, W-A-R-E, 90 South Street, Ware, MA 01082 or call 413-967-6231.

**Help Wanted Programing,
Production, Others**



**HOUSTON, TX. IS THE PLACE -
KENR IS THE STATION -
AND, NOW IS THE TIME -
IF YOU ARE THE PROGRAM DIRECTOR.**

KENR is offering opportunity to the right person. Obviously, you must have the programming experience, leadership talent, research knowledge, promotional expertise, enthusiasm, and commitment to radio in the nation's fastest growing—most exciting—and competitive market. Replies in strictest confidence. Resumes & inquiries to: Robert M. Chandler, Senior V.P. & General Manager, KENR, Two Greenway Plaza East, Houston, Tx. 77046 (An Equal Opportunity Employer)



**Help Wanted Programing,
Production, Others
Continued**

**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

**OPERATIONS
MANAGER
NEW YORK CITY AREA**

WCTC needs a top flight Operations Manager for a heavy local news, sports and information MOR format—an experienced professional programmer who can train and direct talent, devise and execute community involvement projects, create interesting adult radio and keep the details under control. New facility with new equipment in NYC suburbs. Send your resume and a demo of the station you're now programming to:

Julian A. Brun
General Manager/Radio Programming
Greater Media, Inc.
197 Highway 18
East Brunswick, NJ 08540
EOE/MF



**A Greater
Media Station**

Help Wanted News

Anchor Reporter

This going East coast chain seeks a dedicated pro. The person we hire will have a minimum of 4 years experience. Superb, concise and accurate at the typewriter and probing and enterprising in the field. This is more than a job: it's a career opportunity. Resume and salary history to Box J-185.

WSAI/Cincinnati

is seeking a top notch authoritative, credible news person. Excellent pay, benefits, and opportunity available to the right person. Send tape and resume to Steve Douglas, News Director, WSAI W. 8th and Matson Place, Cincinnati, Ohio 45204. WSAI is an equal opportunity employer.

Situations Wanted Management

**BIG DOLLAR
OPPORTUNITY**
For
**RADIO STATION OWNERS
AND
GROUP PRESIDENTS**
Seeking A Proven Successful
**GENERAL
MANAGER**

- Top radio professional in management, sales, programming, and "on-air."
- Established industry performance records.
- Top producer with two of the largest and most prestigious radio stations in America.
- Thoroughly experienced and accomplished professional who has literally MADE MILLIONS for past employers...and will do the same for you.
- Seeking the challenge of dramatically increasing the earnings of a radio station in a major or middle market, preferably in a warm climate.

Box - J-216

Situations Wanted News

NEW ENGLAND MARKETS

Presently general manager of outstanding AM/FM stations. Tops in ratings and revenues. Seeking opportunity to manage and buy into station in New England. Proven track record over many years. Looking for long term commitment. References available upon request from corporate level current employer and leading rep firm executives. Box J-173.

CLARK EDWARDS

News director of the nation's highest rated news operation is ready to move up. 15 yrs. experience, excellent record, references: Clark Edwards, 2235 Elsmade, Apt. 472, Montgomery, AL. 36116, 205-281-8718.

**Situations Wanted Programing,
Production, Others**

Program/Operations Manager

A proven, skilled producer of ratings, revenue & solid professional operations. If you believe your station (s) could benefit from an infusion of proven programming talent, I'd like to meet with you. I can make good things happen-and the references to prove it. Medium and large markets only please. Call 317-846-1589.

**TELEVISION
Help Wanted Technical**

**ENGINEERING
SUPERVISOR**

WCVB-TV seeks an assertive engineering supervisor who will maintain the highest degree of technical standards as the state-of-the-art permits. Will be expected to maintain operations within FCC rules and regulations. May be responsible for recruiting, training, and supervising line personnel.

Candidates should have 5 years TV broadcast operational and maintenance experience with working knowledge of TV broadcast systems including remote pick-up and transmission as well as previous supervisory experience. An FCC first class license is required, and individual must be able to work a varied schedule.

If qualified and interested, please send resume to (no telephone calls please) Boston Broadcasters, Inc., Personnel Department, E10121s, 5 TV Place, Needham, MA 02192

An Equal Opportunity Employer M/F

TECHNICIAN

WCVB-TV seeks a permanent, full-time technician. All applicants must be capable of operating master control. Experience in other television operating areas, such as camera, video tape, computer assisted video tape editing, projection, and audio would be highly desirable.

This position requires a first class license. Specific master control experience is preferred. If qualified and interested, please send resume to Boston Broadcasters, Inc., Personnel Dept., (no telephone calls please) E1021, 5 TV Place, Needham, MA 02192.

An Equal Opportunity Employer M/F

Help Wanted Technical Continued

**TECHNICAL DIRECTOR
FOR MULTI-STATION OPERATION**

Must have thorough experience and knowledge in directional antenna systems, transmitters, microwave, audio processing, production, and installation and maintenance of equipment.

Must have complete knowledge of FCC rules and procedures.

Position requires well organized individual who can supervise others and provide close follow up on their operations. Travel is required.

Salary commensurate with experience and ability. Send full resume and references:

Storz Broadcasting Co.
Kiewit Plaza
Omaha, Nebraska 68131

An equal opportunity employer

**ENGINEERS
BROADCAST
FIELD
ENGINEERS**

RCA Service Company has several opportunities for Field Engineers with at least 3 years experience in the maintenance and repair of VHF and UHF television transmitters, television tape and/or color studio equipment. Successful candidates should have a first class FCC radio-telephone license, plus a strong digital electronics background.

Positions offer salaries commensurate with qualifications and experience, plus outstanding benefits including:

- Free medical insurance for you and your family
- Free life insurance
- Paid vacations and holidays
- Liberal retirement program

Relocation unnecessary if you are now located near good air transportation service.

For immediate consideration, send resume, in confidence, to: Mr. R. Hasson, RCA Service Company, Building 201-2, Route 38, Cherry Hill, N.J., 08358.

RCA

Equal Opportunity Employer

**ASS'T CHIEF ENGINEER
WUHF-TV, WEZO-FM, WNYR-AM**

Malrite Broadcasting is looking for an assistant chief engineer for its Rochester, N.Y. broadcast complex. Applicants for this position must possess experience in both television and radio engineering. This job is a stepping-stone to chief in our group. Starting salary: high teens. Send resume to: Jim Somich, Malrite Broadcasting Co., Cleveland Plaza, Cleveland, Ohio 44115

Chief Engineer

FCC. First Class license, major sunbelt market, extensive maintenance experience TCR 100, AMPEX VR 1200 and 2000, RCA TK27 and TK28. Send resume to John Shand, WTVR TV, 3301 West Broad Street, Richmond, Virginia 23230. EOE.

**MAINTENANCE
TECHNICIAN**

WNAC-TV Boston, a CBS affiliate and Division of RKO General Broadcasting, Inc., has an immediate opening for a TV technician with a minimum of 2 years experience with broadcast equipment, helical VTR, ENG and microwave. A strong background in electronics, video, VTR and digital as well as FCC first class license are also required.

RKO General offers a liberal benefit package and competitive starting salaries. For prompt consideration forward your resume including salary requirements to Diane Puglisi, Division Personnel Manager, RKO General Inc., RKO General Building, Government Center, Boston, MA 02114.



WNAC-TV BOSTON
A CBS AFFILIATE

**CHIEF
ENGINEER**

For number two market VHF Independent. Requires minimum 5 years Engineering Management experience. Must be strong technical administrator. Salary commensurate with qualifications. Send resume, including salary history, to:

Personnel Dept.
KHJ-TV
5515 Melrose
Hollywood, CA 90038
M/F/H/C/VET
Equal Opportunity Employer

Help Wanted Technical Continued



TAPE EDITOR

WJBK-TV PM MAGAZINE has an immediate opening for a creative tape editor who is also experienced with on-location camera and audio operations. Experience with 3/4" tape editing is a must. Previous involvement with a magazine type show gives you the inside track. Please send resume and sample of your work to:

Bill Pace
PM MAGAZINE
WJBK-TV
2 Storer Place
Southfield, MI 48075

TV Studio Technician

AT&T Long Lines seeks highly qualified candidates to contribute to a first-class corporate color teleproduction facility.

Responsible for maintenance and operation of broadcast-quality cameras plus quad and Type-C one inch video recorders. Experience with studio and field production necessary. Computer-controlled editing experience a plus. Occasional opportunities to produce/direct programs.

Openings are at both our Cincinnati, Ohio and Bedminster, N.J. locations. We provide excellent salaries and comprehensive benefits programs.

Please write in detail, outlining education, experience, salary history, geographic preference, to: Professional Employment Director, AT&T Long Lines, Dept. BM-1, Room 5A110, Bedminster, N. J. 07921.



AT&T Long Lines

An equal opportunity employer

Help Wanted News

WEATHER PERSON

Dominant Southern station needs qualified Weather/Environmental Reporter. Personable and creative, simple presentation desired. E.O.E. Send* resume and video cassette (promptly returned) to P.O. Box 4326, Carrollton Station, New Orleans, La. 70178.

Help Wanted News Continued

NEWS REPORTER

Top-rated Miami TV station needs an experienced News Reporter for general assignments. Prefer ENG experience. This position offers an excellent salary & benefits package. Send resume to:

Manager of Employer
P.O. Box 010787, Miami, Fla 33101
Equal Opportunity Employer M/F

IMMEDIATE OPENING

for experienced news reporter with leading NBC network affiliate. Applicant must be able to gather, edit and air radio and television news reports. Excellent opportunity for effective, articulate reporter. Many benefits. Successful applicant will work with professional staff using modern equipment. Send resume, salary requirements and 3/4" video tape to News Director, WSYR-AM-FM-TV, 1030 James Street, Syracuse, New York 13203. No phone calls please. An equal opportunity employer.

HIGHLY REGARDED TELEVISION STATION

in Northeast cosmopolitan city seeking mature, experienced, successful news anchor who also writes well. Modern, well-equipped news operation with professional staff. Send resume, references, video tape and salary requirements to General Manager, WSYR-TV, 1030 James Street, Syracuse, New York 13203. Equal Opportunity Employer.

Help Wanted Management

PROGRAM MANAGER

Group owned NBC affiliate seeks experienced person with top management skills. Should have knowledge of program acquisition, film selection and editing, promotion, station image enhancement and FCC regulations. If your skills are strong and you have a desire to win, please send resume to WROC-TV Rochester, 201 Humboldt Street, Rochester, N.Y., attn: Allen S. Feuer, General Manager. EOE.

BUSINESS MANAGER

Major broadcasting and TV production company in Florida seeks experienced business manager to handle all financial staff and systems. Reports directly to the president and must have strong background in accounting, purchasing, reporting, planning, small to medium computer system, and administration. Growing company with excellent salary and benefits. Send resume to J-138. EOEM/F/H.

Situations Wanted Management

Dynamic CABLE TV EXECUTIVE

15 years marketing/sales/operations experience in communications. Background includes staff and line responsibilities. System development, acquisitions. Self-starter. De-greed. Strong sales orientation. Interested in finding opportunity as key executive. Confidential resume to specific position inquiry. Box J-212.

Help Wanted Programing, Production, Others

TV Promotion Manager

Major midwest network affiliate seeks creative individual with strong credentials in on-air promotion. Major responsibilities, great opportunity for personal growth and satisfaction. Resume to Box J-191.

ALLIED FIELDS Help Wanted Programing, Production, Others

EXPERIENCED VIDEO TAPE PRODUCER

We are looking for another video tape production pro who is organized and gets a kick out of thinking fast on the spot. A person who would take pride in producing exciting retail spots. Someone who may currently be working as a Producer/Director at a commercial production facility or TV station, and is just waiting for a chance to show what they can do.

We are an \$18 million, 4-A agency, with clients across the country. Travel and client contact included. If this sounds like you, please send your reel, resume and salary requirements to Bruce Reid, Director of Broadcast Production.

Byer & Bowman Advertising Agency
66 South Sixth Street
Columbus, Ohio 43215

INSTALLATION SPECIALISTS

Station Business Systems, the nation's leading supplier of in-house mini-computer systems for broadcast traffic, accounting and billing, is now accepting applications for installation specialists.

We are interested in hearing from you if you have station experience in computerized traffic and/or accounting, seek excellent growth potential and desire a strong personal challenge.

To qualify for this position you must be a proven communicator/trainer, free to travel, understand the human and work flow relationships of a broadcast outlet and perform well during long hours under substantial pressure. Relocation may be required.

This position offers excellent benefits and compensation package, extensive travel throughout the United States and free time to use as you wish in between installations.

If accepted you will be placed in a training program with an experienced installation specialist. Interested??? Send your letter and detailed resume to:

William L. Phillips, Manager/Client Service

STATION BUSINESS SYSTEMS

 a division of
CONTROL DATA CORPORATION

600 West Putnam Avenue
Greenwich, Connecticut 06830

An Affirmative Action Employer M/F

PUBLIC NOTICE Application for Cable Television License

The Town of Chelmsford, Mass., will accept applications for a community antenna and distribution system franchise. Applications will be accepted for review until 5 PM January 2, 1980, at the address below. It should be noted that the Mass. Community Antenna Commission is seriously considering a single 60-day bid period. Accordingly, the Town of Chelmsford may possibly waive a second 60-day bid period and strongly urges all candidates to present a most attractive proposal so that our Board may act upon initial applications. Additionally, the Board of Selectmen shall reserve the right to reject all applications. Applications received will be available for public inspection during normal business hours at the same address.

Each application should be accompanied by a \$100 non-refundable filing fee, payable to the Town of Chelmsford.

F. D. Cavallari, Chairman
Cable Television Advisory Committee
Board of Selectmen
Town Hall
Chelmsford, MA 01824

Employment Service

**B
A
L**

BROADCASTER'S ACTION LINE

The Broadcasting Job you want
anywhere in the U.S.A.
1 Year Placement Search \$25.00
Call 812-889-2907

R2, Box 25-A, Lexington, Indiana 47138

Help Wanted Sales

BROADCAST PRODUCT MANAGERS UNLIMITED GROWTH OPPORTUNITY

...

with Broadcast Division of major company for ambitious Number Two qualified to be Number One. Positions offer complete sales and marketing responsibility for AM/FM transmission and audio equipment. Excellent salary and bonus plan; full benefits.

If you have broad sales engineering experience in Radio Broadcast, and are ready to assume a top managerial position, send detailed resume, including salary history, to Box J-201. Complete confidentiality assured.

ENGINEERING and technical sales OPPORTUNITIES

Are you in a dead end situation? Require more money? Desire a new location? Ready to move up? If so, we can help you. We specialize in the placement of Maintenance Engineers, Studio Supervisors, Assistant Chief Engineers, Chief Engineers and Directors' of Engineering for Television and Radio stations and all Broadcast related industries coast-to-coast. All market sizes and situations. We also place Sales/Engineering Representatives for Broadcast Manufacturers. Our professional confidential nationwide data bank has produced over \$2,000,000.00 in Salaried Positions - there is no fee for our services. For a confidential analysis of your employment possibilities phone Alan Kornish at (717) 287-9635 or send your resume' now.

key systems

NEW BRIDGE CENTER, KINGSTON, PA. 18704
(717) 287-9635

Radio Programing

Miscellaneous



LUM and ABNER
5 - 15 MINUTE
PROGRAMS WEEKLY
Program Distributors
410 South Main
Jonesboro, Arkansas 72401
Phone: 501-972-5884



NEED A GOOD PROMOTION?

Subscribe Now
Promotion Idea Newsletter
304 Union Arcade
Davenport, Iowa 52801
12 BIMONTHLY ISSUES — \$40
SAMPLE ISSUE — \$5

Wanted To Buy Stations

I want to buy
a winning AM or FM —or both—
for cash. Principals only, please.
Box J-96

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

THE HOLT CORPORATION

APPRAISALS-BROKERAGE-CONSULTATION
OVER A DECADE OF SERVICE
TO BROADCASTERS

Westgate Mall, Suite 205
Bethlehem, Pennsylvania 18017

215-865-3775

- AM/FM/TV in South Pacific Islands. \$220,000. Cash
- AM/FM in Louisiana. \$280,000. Good terms.
- Good facility near Anchorage, Alaska \$1,200,000.
- AM-FM in Kentucky. \$360,000. Terms.
- South Alaska. Includes Real Estate. \$200,000. Terms.
- Fulltimer. Large metro area. R.E. Indiana. \$2,000,000. Terms.
- FM in Western Oklahoma. \$280,000.
- Fulltimer. N.W. Coastal. \$400,000.
- 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

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

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 preferred locations; type of properties desired; minimum/maximum transaction size; and financial criteria.

Bankers Trust Company

For Sale Stations

LARSON/WALKER & COMPANY Brokers, Consultants & Appraisers

213/826-0386
Suite 214
11881 San
Vicente Blvd.
Los Angeles, CA. 90049

202/223-1883
Suite 417
1730 Rhode
Island Ave. N.W.
Washington, D.C. 20036

**SAN FRANCISCO
BAY AREA FM**
MINORITY PRINCIPALS WITH
CASH ONLY
415-254 3240

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

THE KEITH W. HORTON COMPANY, INC.

P. O. Box 948
Elmira, NY
14902
(607) 733-7138

Brokers and
Consultants
to the
Communications
Industry



901/767-7980

**MILTON Q. FORD & ASSOCIATES
MEDIA BROKERS—APPRAISERS**

"Specializing In Sunbelt Broadcast Properties"
5050 Poplar • Suite 616 • Memphis, Tn. 38157

For Sale Stations Continued

 **CHAPMAN ASSOCIATES®**
media brokerage service

STATIONS				CONTACT	
Plains Small	AM	\$350K	\$102K	Peter Stromquist	(218) 728-3003
S Small	CATV	\$675K	Terms	Bill Chapman	(404) 458-9226
MW Metro	AM	\$525K	29%	Jim Mackin	(312) 323-1545
W Metro	Profitable	\$685K	Cash	Corky Cartwright	(303) 741-1021
S Metro	Profitable	\$700K	\$203K	Bill Hammond	(214) 387-2303

To receive offerings of stations within the area of your interest, write Chapman Co., Inc. 1835 Savoy Dr., N.E., Atlanta, GA 30341

SELECT MEDIA BROKERS

SC	Daytime AM	150K	Small
FL	Fulltime AM	390K	Medium
GA	Fulltime AM	375K	Medium
PA	Daytime AM	400K	Medium
SC	Daytime AM	170K	Medium
FL	Daytime AM	330K	Medium
FL	Daytime AM	165K	Small
TX	Daytime AM	630K	Metro
	& CP Fulltime		
AL	Daytime AM	500K	Metro
FL	Daytime AM	350K	Medium
WA	Fulltime AM	265K	Small
AZ	Fulltime AM	360K	Small
VA	Daytime AM	180K	Small
GA	Daytime AM	385K	Small
NC	Daytime AM	175K	Small
SC	Daytime AM	500K	Medium
	& Fulltime FM		

912-883-4917
PO Box 5, Albany, GA 31702

MEDIA BROKERS • APPRAISERS
AT YOUR SERVICE WITH OVER 20 YEARS EXPERIENCE

RICHARD A.
SHAHEEN, INC.
435 NORTH MICHIGAN AVE. • CHICAGO 60611
312/467-0040



CLASS C FM

Illness forces sale of the No. 1 FM in fast growing western city. Box J-99

Dan Hayslett
a associates, inc.
Media Brokers
RADIO, TV, and CATV
(214) 691-2076
11311 N. Central Expressway • Dallas, Texas

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: 70¢ per word. \$10.00 weekly minimum. Situations Wanted: (personal ads) 40¢ per word. \$5.00 weekly minimum. All other classifications: 80¢ 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: \$80.00 per inch. For Sale Stations, Wanted To Buy Stations, Employment Services, Business Opportunities, and Public Notice advertising require display space. Agency Commission only on display space.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Word count: Include name and address. Name of city (Des Moines) or state (New York) counts as two words. Zip code or phone number including area code counts as one word. Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, etc. count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.

Books

- T419. **HOW TO BECOME A RADIO DISC JOCKEY** by Hal Fisher. Essentially a course in showmanship, this book teaches all the techniques needed to become a successful broadcast announcer (or disc jockey). 256 pages, illustrated \$12.95
- T403. **AM-FM BROADCAST STATION PLANNING GUIDE** by Harry A. Etkin. A comprehensive guide to planning, building, and operating a radio broadcast facility—AM, FM, or combined operation. Based on a lifetime of experience and intimate association in broadcasting. 8 1/2 x 11", illustrated. \$12.95
- T406. **BROADCAST STATION OPERATING GUIDE** by Sol Robinson. This comprehensive reference encompasses every level of broadcasting. The secret to success in broadcasting, as in any other business, is knowing what to do and how to do it. This book tells it like it is. 256 pages. \$12.95
- T426. **ORGANIZATION & OPERATION OF BROADCAST STATIONS** by Jay Hoffer. An exhaustive examination of the responsibilities and capabilities required in each job classification. 256 pages. \$14.95

BROADCASTING BOOK DIVISION

1735 DeSales St., N.W.
Washington, D.C. 20036

Payment must accompany order.

Name _____
Address _____
City _____
State _____ Zip _____

Fates & Fortunes

Media



Tomlinson
Richard E. Tomlinson, executive VP of Craftsman Graphics Corp., Charlotte, N.C., joins Outlet Broadcasting's WJAR-TV Providence, R.I., as VP-general manager. He succeeds Leonard Davey Jr., who was named to similar position with Outlet's WDBO-TV Orlando, Fla. (BROADCASTING, Sept. 10). Tomlinson worked for WBTW(TV) Charlotte as national sales manager and director of sales and marketing from 1974 to 1978.

Hugh Roche, general sales manager, WHG-TV Panama City, Fla., joins KTVE(TV) El Dorado, Ark., as VP-general manager, succeeding James Tighe, who died Oct. 3 (BROADCASTING, Oct. 8).

Sam Sherwood, general manager, WAYL-AM-FM Minneapolis, joins KHOW-AM-FM Denver in same capacity.

Roy Cooper, station manager, WIBC(AM)-WNAP(FM) Indianapolis, named general manager.

Robert Ausfeld, sales and station manager, WPTR(AM)-WFLY(FM) Albany, N.Y., named general manager.

Lemuel Schofield, assistant general manager and program manager, WRCB-TV Chattanooga, named station manager of co-owned WROC-TV Rochester, N.Y.

Larry Rosmilso, assistant general manager, WDS(AM)-WSRK(FM) Oneonta, N.Y., named general manager.

Albert Fredette, station manager, noncommercial WAMC(FM) Albany, N.Y., named general manager. **Marlo Mazza**, formerly with WFLY(FM) Troy, N.Y., as program director, joins WAMC as station manager.

A. Ross MacGregor, VP-general manager, Courier Cable Co., Minneapolis, named president.

Bertrand Christian, senior attorney in West Coast law department of CBS-TV, joins ABC-TV as associate director, contracts, West Coast.

Brigitte Bocciarelli, from business marketing division of AT&T, joins Harte-Hanks Communications, San Antonio, Tex., as manager of planning services. **Barry Box**, supervisor of employe relations with Bell Helicopter International, Fort Worth, joins Harte-Hanks as corporate employment manager. **Todd Fredricks**, general manager of World Car Care Ltd., Houston, joins Harte-Hanks as senior financial analyst. **Jerilyn Weaver**, from Washington Post Co., Washington, named manager of organizational resources with Harte-Hanks.

Margaret Test, administrator for plant and

facilities, WRC-TV Washington, named manager of purchasing.

Advertising



Hesse
William R. Hesse, executive VP of American Association of Advertising Agencies, based in Washington office, will leave association Jan. 1 to become chairman of Fahlgren & Ferriss, Cincinnati-based advertising agency. Hesse also served as president and chief executive officer of Benton & Bowles, New York, which he left in 1968 to form W.R. Hesse Associates in New York.

John Fox and **Howard Ziff**, management representatives, and **Stephen Selter**, management supervisor, McCann-Erickson, New York, elected senior VP's.

Andrew L. Stewart, VP-account supervisor, Creamer Inc., Hartford, Conn., named senior VP-general manager of Hartford office.



Pell
Richard Pell, director of client services for J. Walter Thompson/Entertainment, New York, named senior VP of company's Eastern division.

Gordon Byrd and **Samuel Patrino**, executive producers in TV production services, and **Michael O'Neal**, account supervisor, Leo Burnett Co., Chicago, elected VP's.

Homer (Jay) Holland, network supervisor on Anheuser-Busch account for D'Arcy-MacManus & Masius, St. Louis, named VP. **Tim Arnold**, senior account executive on Budweiser account, named VP-account supervisor on Michelob Light. **Rachelle Wiener**, media director, Katz & Associates, joins DM&M in St. Louis as buyer-planner. **Denis Johnson**, executive art director, Bernstein, Rein & Boasberg Advertising, Kansas City, Mo., joins DM&M, St. Louis, as art director on Budweiser account. **William Casey**, president of Butterfield, Casey & Knaus Advertising, Chicago, joins DM&M there as management supervisor.

Fred Greene, VP-account supervisor, Hoefler, Dieterich & Brown, San Francisco, named director of client services. **Kenneth Brandt**, account manager, named account supervisor.

John Zaner, from Tinker Campbell Ewald, New York, and **Gil Solnin**, from The Food Group, New York, join Ketchum MacLeod & Grove, New York, as account executives.

Gene Willhoft, media planner on Publishers Clearing House and Clairol products for Doyle, Dane, Bernbach, New York, joins Della Femina, Travisano & Partners, New York, as

media planner. He succeeds **Betty Tallor**, who becomes account executive on Chemical Bank account.

Jerome Handman, from Parkson Advertising, New York, joins Foote, Cone & Belding there as copy supervisor. **Craig Walker**, from Ogilvy & Mather, **Peter DiGrazia**, from FCB-Honig, San Francisco, and **Barbara Tamarkin** and **Pat Bilger**, both assistant art directors, all named art directors for FCB in New York.

Mary Arles, associate creative director, Jan Zwiren Agency, Chicago; **Brian Blunt**, freelance artist from Arizona; **Dick Travis**, art director, Albert J. Rosenthal, Chicago, and **Phillip Valende**, art director, Campbell-Mithun, Chicago, join Tatham-Laird & Kudner, Chicago, as art directors.

Raleigh Fitzpatrick, manager of Katz Television Continental's Los Angeles office, named divisional VP. **John DeSimone**, manager of national sales for Katz American Television's white team, and **Michael Hugger**, manager of national sales for blue team, both based in New York, named divisional VP's. **T.C. Schultz**, account executive from TeleRep, Chicago, joins sales staff of Katz American Television in New York. **Skip Vose**, general sales manager, KYUU(FM) San Francisco, joins sales staff of Katz Television there. In research department of Katz, **Allison Moore**, research analyst, American white team, named TV sales research team manager for white team. **Margaret Caputo**, sales research team manager, white team, named to same position with bronze team. Joining sales research staff are **Dara Keyes**, from Media Corp. of America, **Richard Leighton**, formerly with Monroe Mendehlson Research, and **Bob Scutari**, from Greenwich Savings Bank.

Bruce Blevins, VP-West Coast manager of The Christal Co., San Francisco, named executive VP in charge of station relations, moving to



Blevins



Froelich

company headquarters in New York. **William Froelich**, VP-general sales manager, based in New York, named executive VP in charge of sales.

Mary Downey, VP-operations, and **Mayo Smith**, VP-treasurer, Eastman Radio, New York, elected to board of directors. **Howie Rothenberg**, in New York sales office, elected VP. **Cynthia Masl**, from local sales department of WJJD(AM)-WJEZ(FM) Chicago, joins Eastman there as account executive.

Vance Harrison, VP-Midwest manager, Blair

Represented Network, New York, named sales manager, Chicago region, RKO Radio Network, New York. **JoAnne Adams**, VP-director of market development, Kaiz Agency, Los Angeles, joins RKO Radio as sales manager, Western region.

Stephen Youlios, account executive in Chicago office of CBS Radio Spot Sales, transfers to New York office.

Marcia Herman, media supervisor, Mort Keshin & Co., media planning and buying firm in Roslyn, N.Y., named account executive, H-R/Stone, New York.

Jim Gillis, formerly with Katz station representative firm in Los Angeles, has opened his own rep firm there—Gillis Broadcasting Representatives. Address is 9015 Wilshire Boulevard, Suite 212, Beverly Hills, Calif. 90211.

Richard Liszarckie, manager of advertising business affairs, NBC, New York, named director of advertising operations, advertising and creative services.



Hughes

Gordon Hughes, manager, CBS Television Stations National Sales, Los Angeles, named general sales manager, CBS-owned KNXT(TV) there.

Ronald Winders, account executive, WTOG-TV Savannah, Ga., named general sales manager.

Alvin Silbert, account executive, WBFF(TV) Baltimore, named sales manager of co-owned WPTT-TV Pittsburgh.



McGavick

Gerald McGavick, general sales manager, WCVB-TV Boston, named VP-director of sales. **Michael Volpe**, sales manager, named VP-general sales manager.

Fred Weinhaus, regional sales manager, WPAT-AM-FM Paterson, N.J., named general sales manager.

Wayne Thornton, local sales manager, KIOY(AM) Hanford, Calif., named general sales manager.

Laurence Tompkins, Eastern sales manager, NBC Spot Sales, New York, named national sales manager for NBC's WMAQ-TV Chicago. **Charles Pride**, assistant director of creative services, WLS-TV Chicago, joins WMAQ-TV as manager of advertising and promotion.

Chuck Conrad, president of Southland Cable Marketing, Palm Beach, Fla., joins WHAS-TV Louisville, Ky., as local sales manager.

Frank Iorio Jr., local sales manager, WIFL(FM) Philadelphia, named national sales manager.

Jeffrey Lyon, local sales manager, WOCB(AM)-WSOX-FM West Yarmouth, Mass., named sales manager of co-owned WDOS(AM)-WSRK-FM Oneonta, N.Y. **Jerry Lambert**, account execu-

tive, WSME-AM-FM Sanford, Me., and **Gayle Davis**, formerly with Compton Advertising and J. Walter Thompson, New York, join WDOS-WSRK as account executives.

Steven Phillips, sales representative with Van Allen Jewelry Co., joins WXYZ(AM) Detroit as retail account executive.

Jay Sondheim, local sales manager, KTVU(TV) Oakland, Calif., elected chairman of Television Bureau of Advertising's Retail Development Board for 1980, succeeding **Sherman C. Wildman**, director of marketing, CBS Owned Television Stations.

Programing



Mason

Geoff Mason, VP-European production for NBC Sports, based in Paris, named executive VP, NBC Sports, based in New York.

Richard Auerbach, director of program planning, NBC Sports, New York, named VP-program planning and development.

Barbara Meltzer, program coordinator for NBC's *Tonight* series, named senior talent coordinator for NBC Entertainment, Los Angeles. Named talent coordinators in that division: **Shan Tabor**, secretary to Jay Michelis, VP, talent relations and creative services; **Joel Parker**, in program administration, and **Bob Burris**, production coordinator, promotion department. **Joseph Walsh**, CBS attorney based in Paris, joins NBC Entertainment, Los Angeles, as VP-talent and program contracts.

Jacqueline Babbin, who has headed her own firm, Clovis Productions, since 1968 and was earlier with Talent Associates, New York, has joined ABC Entertainment, Los Angeles, as VP, novels for television and miniseries.

Richard M. Berman, VP and general counsel of Warner Cable Corp., New York, appointed senior VP and general counsel.

Judy Coppage, head of comedy development, Paramount Television, Los Angeles, named producer in charge of series development, Stonehenge Productions, Culver City, Calif.

Frank Konigsberg, of Konigsberg Co. production company, joins 20th Century-Fox Television, Beverly Hills, Calif., to develop network comedy and dramatic series.

Jim Ricks Jr., Southern regional representative, Gold Key Entertainment, named South-eastern sales manager.

Dave Scott, general manager of Century 21 Programing, Dallas, elected VP.

John Benedict, program manager, Radio Arts, Burbank, Calif., named VP-director of programing. **Ray Cline**, production engineer with Radio Arts, named production manager. **Frank Jolle**, national sales coordinator, D&K Advertising, Beverly Hills, Calif., joins Radio Arts as program consultant.

Greg Wyatt, sports reporter, KCST-TV San Diego, joins The Entertainment and Sports Programing Network, Bristol, Conn., as anchor.

Robert Lowry, former president of radio division of Frank Magid Associates, joins Bon-neville International Corp., Salt Lake City, as

director of research and program development.

Maris Milas, officer manager, O'Connor Creative Services, Universal City, Calif., named VP. **Nancy Smith-Meinke**, marketing assistant, named assistant to president.

Arthur Smith, resident counsel, Lorimar Films, Los Angeles, assumes additional duties as VP and resident counsel, Lorimar Productions' legal department.

Robert Civiello, production manager, non-commercial WLIV(TV) Garden City, N.Y., named program director.

Don Le Brecht, station manager, WDVR(FM) Philadelphia, joins WPAT-AM-FM New York as program director.

Hans Versdahl, producer-director, WTCN-TV Minneapolis, joins noncommercial WPBT(TV) Miami as production manager.

Steve Casey, program director and air personality, KKKQ(AM) Phoenix, and research director for co-owned KUPD-FM there, joins WLS(AM) Chicago as music director.

Lynn Tolliver, announcer and music director, WYON(AM) Chicago, joins WJLB(AM) Detroit as air personality.

Murray Cox, farm director for WFAA-AM-TV Dallas for 30 years, joins Texas State Agribusiness Network there in same capacity.

Elizabeth Davis, senior producer, noncommercial WNET(TV) Newark, N.J. (New York), joins media development department of Lincoln Center in New York as associate director and associate producer of *Live from Lincoln Center*.

Connie Sutton, traffic supervisor, WJLA-TV Washington, named manager of studio operations. **Margie Newman**, national sales coordinator, succeeds Sutton.

Susan Fergenson, former associate director for development-national underwriting, Public Broadcasting Service, joins noncommercial WGBY-TV Springfield, Mass., as broadcast manager, responsible for program acquisition and development, scheduling and program operations.

Joe Martelle, program director, WNIS(AM) Norfolk, Va., joins WXYZ(AM) Detroit, as assistant operations manager.

Tina Reiman, account executive, WRC(AM) Washington, named manager, program administration, for co-owned WRC-TV there.

News and Public Affairs



Turner

Ed Turner, news director, KWTU(TV) Oklahoma City, joins WDVM-TV Washington in same capacity. Turner has worked as producer of *CBS Morning News*, and earlier was corporate VP of Metromedia and news director of its WTTG(TV) Washington.

Ron Price, news director, WGEM-TV Quincy, Ill., joins WJKS-TV Jacksonville, Fla., in same capacity.

Ernest Leiser, senior producer, CBS News, New York, named VP-special events and political coverage. **Patricia Bernie**, Rome bureau

manager, CBS News, named director of European operations, public affairs broadcasts, in charge of administration, financial matters and operations for *60 Minutes* and other public affairs broadcasts produced in Europe. **David Miller**, New York-based producer of *Morning*, succeeds **Bernie Mark Harrington**, senior producer of *Morning*, named producer of *CBS Evening News with Walter Cronkite*.

John Quarderer, assistant news director and executive producer, WBAY-TV Green Bay, Wis., joins KSBW-TV Salinas, Calif., as news director.

Steve Kremer, reporter, WILX-TV Onondaga (Lansing), Mich., named news director. **Mark Greenberg**, news producer, named assistant news director. **Susan Hayes**, from 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**, from KWGN-TV Denver, and **Peter Jaroff**, formerly with KCHA(AM) Charles City, Iowa, join WILX-TV as reporters. **Rob Allen**, from 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.

Ed Martelle, reporter-anchor, WNEP-TV Scranton, Pa., joins KXAS-TV Fort Worth as general assignment reporter.

Barbara Allen, freelance correspondent for NBC Radio in New York, joins NBC's WRC-TV Washington as reporter and weekend anchor.

Steve Sanger, reporter, WTVD(TV) Durham, N.C., joins KSTP-TV St. Paul in same capacity.

Paul La Camera, assistant VP and director of community services, WCVB-TV Boston, named VP-public affairs and community services.

Tom Ackerman, NBC correspondent in Johannesburg, South Africa, joins KGW-TV Portland, Ore., as general assignment reporter.

Ron Foley, from news department of KDHL(AM) Faribault, Minn., and **Beth Bednar**, weather reporter, KAAL(TV) Austin, Minn., named co-anchors for KAAL. **Frank Kracher**, **Mary Pat Murnane** and **Paul Long**, graduates, Southern Illinois University, Carbondale, and reporters for university's noncommercial WSIU-FM-TV there, join KAAL as reporters. **Lisa Rasmussen**, graduate, Northwestern University's Medill School of Journalism, Evanston, Ill., joins KAAL as reporter.

Alan Smith, anchor, WTTG(TV) Washington, joins WMBB(TV) Panama City, Fla., as anchor and managing editor of 6 and 10 p.m. news.

Ann Simons, freelance journalist working from Singapore, Malaysia and Tanzania, joins WJBK-TV Detroit as editorial director.

Mary Braxton, editorial director, WJLA-TV Washington, assumes additional duties as director of community affairs.

Laurie Gorman, reporter-producer, KTVI(TV) St. Louis, joins WLS-TV Chicago as producer of 5 p.m. news.

Dennis Deninger, producer, WCKT(TV) Miami, named executive news producer.

Barbara Lea Groce, producer of children's programs on KOMO-TV Seattle, named manager of public affairs programing.

Robert Max Buck, senior announcer, KWEB(AM)-KRCH(FM) Rochester, Minn., named news, sports and public affairs director.

Bill Cunningham, news producer, WKBW-TV Buffalo, N.Y., joins KBTB(TV) Denver in same capacity.

Phil Kavits, news producer, KXJB-TV Valley City (Fargo), N.D., joins WGR-TV Buffalo, N.Y., as news producer and reporter.

Mark Pimentel, news director, WTNS-AM-FM Coshocton, Ohio, joins WKEF(TV) Dayton, Ohio, as producer of 6 and 11 p.m. news.

Ted Walters, in news department of WOBM(FM) Toms River, N.J., named assignment editor. **John Glase**, former news director, WHLW(AM) Lakewood, N.J., joins WOBM in regional news assignment. **Fred Sharkey IV**, former news director, WJZZ(AM) Mount Holly, N.J., joins WOBM as night news anchor. **Kevin Williams** and **Mike Botty**, both from WRZ(FM) Ship Bottom, N.J., join WOBM as sports editor and morning anchor, respectively.

Bob Johnson, news editor and reporter, KFRU(AM) Columbia, Mo., joins WIBW(AM) Topeka, Kan., as morning editor.

Thomas Beatty, general executive for Northeastern states for UPI, based in Boston, transfers to Atlanta as marketing VP of Southeastern zone of UPI.

Dennis Gale of noncommercial KESD(FM) Brookings, S.D., and **Mike Marek** of KYNT(AM) Yankton, S.D., elected president and VP, respectively, of South Dakota Associated Press Broadcasters.

Promotion and PR

Peter Goodman, press secretary to Representative Peter A. Peyser (D-N.Y.), and **Ramona Dunn**, director of education for Random House's paperback imprints, New York, appointed press representatives, information services, CBS News, New York.

Debra Shapiro, publicity and promotion coordinator for BBI Productions, named public relations manager for BBI Communications, newly formed subsidiary of Boston Broadcasters Inc. that produces and markets programs.

Farrell Meisel, promotion manager, WDSU-TV New Orleans, joins WGR-TV Buffalo, N.Y., as manager of creative services.

Jane Robbins, press relations manager for WLWT(TV) Cincinnati, named promotion manager for co-owned WXII(TV) Winston-Salem, N.C.

Mary Baggett, assistant VP, Bagley-Ward Advertising, Lakeland, Fla., joins WVFM(FM) there as public relations and promotion director.

Technology

Joseph S. Wright, chairman of executive committee and board chairman from 1968 to 1976, Zenith Radio Corp., Glenview, Ill., elected chairman and chief executive officer. **John J. Nevin**, who was chairman and director, resigned "to pursue business interests outside the electronics industry."

William Gautreau, director of materials, Switchcraft, Chicago, named director of manufacturing.

R. Roger Watson, VP-general manager of Video Magnetics, Sunnyvale, Calif., joins Ampex Corp., Redwood City, Calif., as national

sales manager of audio-video systems division.

Ronald Jones, VP, W.G. Brown Sound Equipment Corp., Syracuse, N.Y., joins Magnavox CATV Systems, Manlius, N.Y., as key account executive.

Brian Graham-Lietz, staff engineer, noncommercial WUFT(TV) Gainesville, Fla., named engineering manager.

Allied Fields



Robert Wells of Harris Enterprises stations, Garden City, Kan., former FCC commissioner, elected chairman of Broadcast Music Inc., at BMI annual meeting. He succeeds **E. R. Vadeboncoeur** of Newhouse stations, Syracuse, N.Y., who has been BMI chairman since October 1976. President Edwin M. Cramer and other BMI officers were re-elected.

Named S.I. Newhouse professors of public communication at Syracuse University, Syracuse, N.Y., for 1979-80 academic year: **Ragan Henry**, president of Broadcast Enterprises National; **Ernest Kinoy**, freelance writer for television, theater and film, whose credits include *Roots* and *Roots II*, and **Elmer Lower**, former president of ABC News and retired VP for corporate affairs for ABC.

Deaths

John H. Ballard, 86, who is credited with having commissioned first radio spot commercial in mid-1920's and first spot TV commercial in 1941 while president of Bulova Watch Co., died in nursing home in New York last Wednesday (Oct. 24). Ballard supervised advertising for company and authorized use of "B-U-L-O-V-A, Bulova Watch Time" time signal, initially on radio over WEA(AM) New York (now WNBC) and later on WNBT(TV) New York on July 1, 1941, and other stations. Bulova stopped using time-signal commercials in 1950's but resumed their use in 1978. Ballard was forced into retirement by Bulova when he reached 65, and he became chairman and chief executive officer of another watch company, Gruen Industries, New York, where he remained for 11 years. He is survived by his wife, Adele, and three children, John H. Ballard Jr., Joan Crippen and William Ballard. Ballard Sr. also was once married to Reggie Schuebel, for many years top media executive at various New York advertising agencies, who is now in retirement in Florida.

Robert Benjamin, 70, co-chairman of Orion Pictures, New York, and chairman of Corporation for Public Broadcasting, Washington, in 1975, died after short illness Oct. 22 in North Shore University hospital, Manhasset, N.Y. Benjamin worked for United Artists from 1951 to 1978 when he and several other officers of company resigned to form Orion. He was co-chairman of UA with Arthur B. Krim when resignations occurred because of dispute with Transamerica Corp., owner of UA. Survivors include his wife, Jean, one son and daughter.

John Negy, 71, retired engineer for WJLA-TV Washington, died of congestive heart failure Oct. 4 at his home in McLean, Va. He had been with WJLA-TV (formerly WMAL-TV) for 30 years. Survivors include his wife, Katherine, two sons and one daughter.

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:

- Nov 5 ⚡ The first in a continuing series of reports on **Campaign 1980**, following key broadcast developments leading up to election day.
- Nov 12 ⚡ A looking-forward report on the **prospects for television advertising**, coupled with a looking backward at the first 25 years of the Television Bureau of Advertising.
- Nov 19 ⚡ The latest official release date for **radio revenues in 1978**, as compiled by the FCC. Including market-by-market printouts of income and expense.
- 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's 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.**

Also ⚡ As yet undated special reports on "**Broadcasting: The Next 25 Years**" and "**The New Status Quo in Radio Networking**." Along with still other extra efforts just off the edge of our drawing board.

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.*

Danny Arnold: chafing at the bit of network TV

Norman Lear has been credited with taking television comedy into the modern world. Beginning with *All in the Family*, Lear, perhaps more than any other major television producer, is given credit for opening the way for topical and controversial themes.

Danny Arnold is one Hollywood producer who counts himself among Lear's admirers. That's high praise, indeed, for Arnold has become a figure of some stature himself. Ask some of Hollywood's successful young turks—Tony Thomas or Paul Witt, for example—which producers and programs they admire, and Danny Arnold and his shows invariably head their list.

Arnold's credits are impressive. His television career began in 1959 when he wrote, directed and produced a year of *The Real McCoys*—a series that has not been off the air since the end of its six-year network run in 1963 and qualifies as the first of a long string of rural comedies that proved so successful for CBS-TV in the sixties. Arnold also was one of the creators of *Bewitched* and of *The Wackiest Ship in the Army*.

He was producer and story editor of *That Girl*, and he won an Emmy in 1970 for his witty, urbane *My World and Welcome to It*.

His greatest success—creatively as well as financially—has come in the past four years with *Barney Miller*, a show that has consistently won the praise of television's fickle critics as well as the attention of the audience. Since *Barney Miller's* January 1975 debut, Arnold has also made *Fish*, a *Barney Miller* spin-off that lasted a year and a half on ABC-TV, and *A.E.S. Hudson Street*, a summer 1978 series.

Barney Miller began in 1974 as a rejected pilot for a series called *The Life and Times of Captain Barney Miller* which aired as part of an ABC comedy anthology, *Just for Laughs*. In that first incarnation, *Miller* dealt not only with the life at New York's 12th precinct police station but also with *Miller's* home life. When the show made it to ABC's regular line-up in mid-season, the roles of the wife and family had been considerably diminished. Later they were written out entirely.

The strong character comedy and crisp writing that have been the hallmarks of *Barney Miller* have had an obvious influence on a number of situation comedies that have followed it on the network: *Soap*, *Taxi* and newer shows such as *Benson* and *The Associates*. Although certain characters in each of those programs are highlighted, each show relies on the interplay



Danny Arnold (born Arnold Dan Rothman)—president, Four D Productions, Hollywood; executive producer, *Barney Miller*; b. Jan. 23, 1925, Bronx, N.Y.; U.S. Marine Corps., 1942-46; assistant, sound effects department, Columbia Studios, Hollywood, 1946; film editor, Columbia, 1946-47; stand-up comedian, 1947 actor, Warner Bros., 1948-49; actor in series of Jerry Lewis and Dean Martin films and wrote screenplay for "The Caddy," 1949-51; various positions with producer Howard Koch, 1952-56; writer, *Tennessee Ernie Ford Show*, 1956; writer, *Rosemary Clooney Show*, 1957-58; writer, *Ernie Ford Show*, 1959-60; writer, producer, CBS-TV, 1961; producer and story editor, *The Real McCoys*, 1962; produced pilot for *The Wackiest Ship in the Army*, 1963; producer, *Bewitched*, 1963-67; producer, *That Girl*, 1967-69; producer, *My World and Welcome to It*, 1970-71; writer, producer and actor in theatrical film, "The War Between Men and Women," 1971-72; producer, *Tomorrow Entertainment*, 1972-73; current position since 1974; m. Donna Carolyn Cook, Feb. 26, 1957; two sons: David, 16, and Dannel, 15.

of a resident cast. Comedic situations are as apt to involve the whole group as they are individuals.

"I produce and do shows that I like," says Arnold. "If the public likes them, then I'm fortunate—if it doesn't, then I'm unfortunate. But I don't try to produce shows for demographics, or produce shows for the particular needs of networks. I'm not interested in copying other shows. I just like to do ideas that excite and interest me. And I hope they'll interest other people."

Innovation is something Arnold cons-

tantly stresses, and for those television producers he places in his personal pantheon, originality and gutsiness are valuable traits. Among those he includes on his list of "true innovators" are Sid Caesar, Gelbart, David Wolper and Norman Lear.

And of Lear, Arnold says: "Norman is a true entrepreneur. He was courageous enough to have found an idea that excited him. Even though it was not his original idea, it was controversial enough to have created a lot of trouble for him. It took a certain amount of persistence to stay with it and to keep fighting to put it on the air. He liked it. He went through an awful lot to get it on and to keep it on. And I think that's what's important."

"Innovation is not really what makes television companies most comfortable," he believes.

And while Arnold is understandably hesitant to list those producers he does not like, some of his comments leave little doubt as to the kinds of television programs he feels contribute little to elucidating the social and ethical problems of the day. "Maybe the public doesn't want to hear the truth," he says, comparing the comedy successes of the late sixties and early seventies with those of today. "Maybe they would rather see *Mork and Mindy*; maybe they would rather see *Laverne and Shirley*. Maybe they would rather be entertained with things that are very superficial and that don't really deal with any of the problems of today. Maybe the problems seem so enormous, so impossible to overcome, that one can only get depressed thinking about them.

"I don't think the public demands a great deal of television. I think they pretty much accept what we give them. Television seems to be a habit."

Arnold—who drives a Rolls-Royce, is chauffeured to work in his Cadillac limousine, lives with his wife and two sons in a house in the Hollywood Hills above the Sunset Strip and owns a stable of thoroughbred race horses—has certainly profited from mass-audience television. But he believes that his future—and, indeed, the future of many of the leading television producers—no longer lies with the network. "Unfortunately, television is a medium that deals in absolutes. Most of the time, if you don't get the majority of the audience, there's no place for you," he says. Pay television and cable, with their ability to profit from minority audiences, are "the best possible things that could happen to this business."

Does that mean that should Danny Arnold find it financially possible to say good-bye to network television he would elect to do so?

"Absolutely," he answers.

Editorials

Short series

There was quite a flap in New York last week over the broadcast on city-owned stations and a few others of the names of nine men convicted of patronizing prostitutes. It was the introduction of what Mayor Edward Koch, with his usual knack for colorful expression, had called the "John Hour," intended to curb prostitution by embarrassment of patrons. (No, Junior, a John in this case means a prostitute's customer.)

Whether the city stations docilely followed city hall orders in announcing the names is a question for New Yorkers to consider in appraising the general credibility of broadcast operations that take their subsistence from the municipal treasury. As for other outlets, including the city's newspapers, there was the disparate response to be expected of independent and individualistic editors. Some used some or all of the names; most used none on the theory that the crime of patronizing a prostitute was of the same order as swiping a bottle of milk and beneath the average metropolitan news organ's level of interest.

The guess here is that the last has been heard of the "John Hour," which took less than a minute in full text. Koch will have to think of something else.

Selective deregulation

As with any action as decisive as the FCC's sudden deregulation of satellite receiving stations (BROADCASTING, Oct. 22), the first response verges on unrestrained enthusiasm, followed by a period of second thoughts about hidden imperfections. A good many potential beneficiaries of deregulation are now waiting to read the fine print in the FCC's order before rushing to the telephone to order dishes. It will be a while before the earth station is a standard fixture in everybody's backyard.

There is, however, little doubt that new systems of communications distribution are entering the market with unexpected rapidity. There is less doubt that the prevailing mood of government is to stand back and let them enter without the regulatory inhibitions that have obstructed innovations of the past. The result of technological development and free entry has to be a rash of competitive ventures, a salutary demonstration of the American system at work.

All this succeeds, however, only if deregulation is applied without discrimination. While the FCC is decontrolling satellite earth stations and relieving cable television of most federal rules, its regulation of television broadcasting proliferates, and its load of radio cases rises toward the ceiling despite the FCC's professions of deregulatory desire.

The FCC cannot defer to the marketplace as the arbiter for entrants while retaining its repressive grip on established services, if the marketplace is to function naturally. As long as the FCC is manipulating conditions, the marketplace will be confined to the corner of 19th and M Streets, Washington.

Politics as usual

The FCC proposes to solve the festering demands of New Jersey politicians for their very own VHF television service by giving the state six new UHF stations, for which there is no discernible demand, and forcing the commercial V's in New York and Philadelphia to open offices in New Jersey, as though Elton Rule, Gene Jankowski and Fred Silverman would be on hand each day in Nutley to answer local citizens' complaints.

The solution is no more rational than the argument that preceded its adoption (BROADCASTING, Oct. 22). Of a piece with the whole preceding was the separate statement issued by Chairman Charles D. Ferris, who some time ago, it will be recalled, suggested that an electronic curtain be dropped between New York and New Jersey so the latter could be given private VHF's.

Ferris, in his statement, noted that a staff study had concluded that if a VHF were dropped into New Jersey, "TV signals coming into New Jersey from New York and Philadelphia would be blocked, and people in other states would find their own signals weakened or destroyed." But never mind the facts. "It may be, however," added Ferris, "that the people of New Jersey will be willing to sacrifice some out-of-state signals in order to have their own VHF station. If this is the case, then the people of New Jersey should so indicate ... We want to make the correct choice."

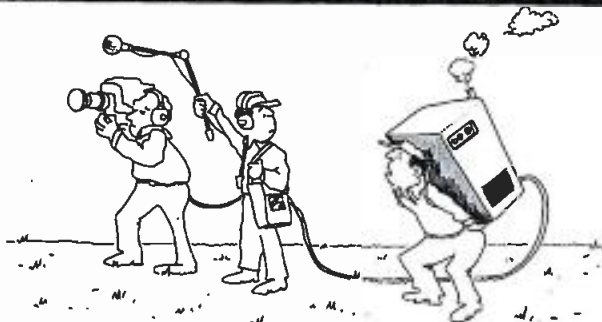
What about the people of Pennsylvania, New York, Delaware, Maryland and Connecticut, whose signals would be "weakened or destroyed?" Oh, them.

Shared responsibility

Energy and innovation in abundance are being expended in children's television, as a special report in this issue amply demonstrates. There is not as much quantity or quality as television's critics would like, of course, but could there ever be? A reasonable viewer, taking the realities of television and the needs of the entire public into account, must agree that children's television—that is, programming made principally for consumption by children—has made and is making great advances.

The fact is, of course, that much of the television fare consumed by the very young is principally intended for older viewers. There is virtually no time of the day when the audience is without a substantial representation of children. Nielsen figures indicate, for instance, that in the average minute between 8 p.m. and 11 p.m., 11,980,000 viewers—about 13% of the audience—are under 12 years of age. The figure is not much lower than the 14,850,000 under-12's viewing in the average minute on Saturday mornings, when the schedule is turned over to the very young.

Broadcasters recognize that 8 p.m. is not bedtime in most households and temper their early-evening programming to fit, just as they continue to make improvements on Saturday morning. But they cannot program their entire schedules for the 20% of the population that is under 13 years of age. Television was not intended to be a baby-sitter on Saturday morning or at any other time. Broadcasters are doing their part. Let parents start doing theirs, or stop complaining.



Drawn for BROADCASTING by Jack Schmidt

"Whose idea was it to get a portable generator?"



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Ward-Beck makes it perfectly clear!

Years of experience in engineering complex intercommunications facilities for network and other major production centres has given Ward-Beck a unique perspective on the essential features required for such demanding systems.

WBS 7000 Series Intercom Systems are the result.

Unlike other intercom units they start with the premise that communications should be completely intelligible. Therefore the sound is comparable to program quality, making it simple to identify the face behind the voice.

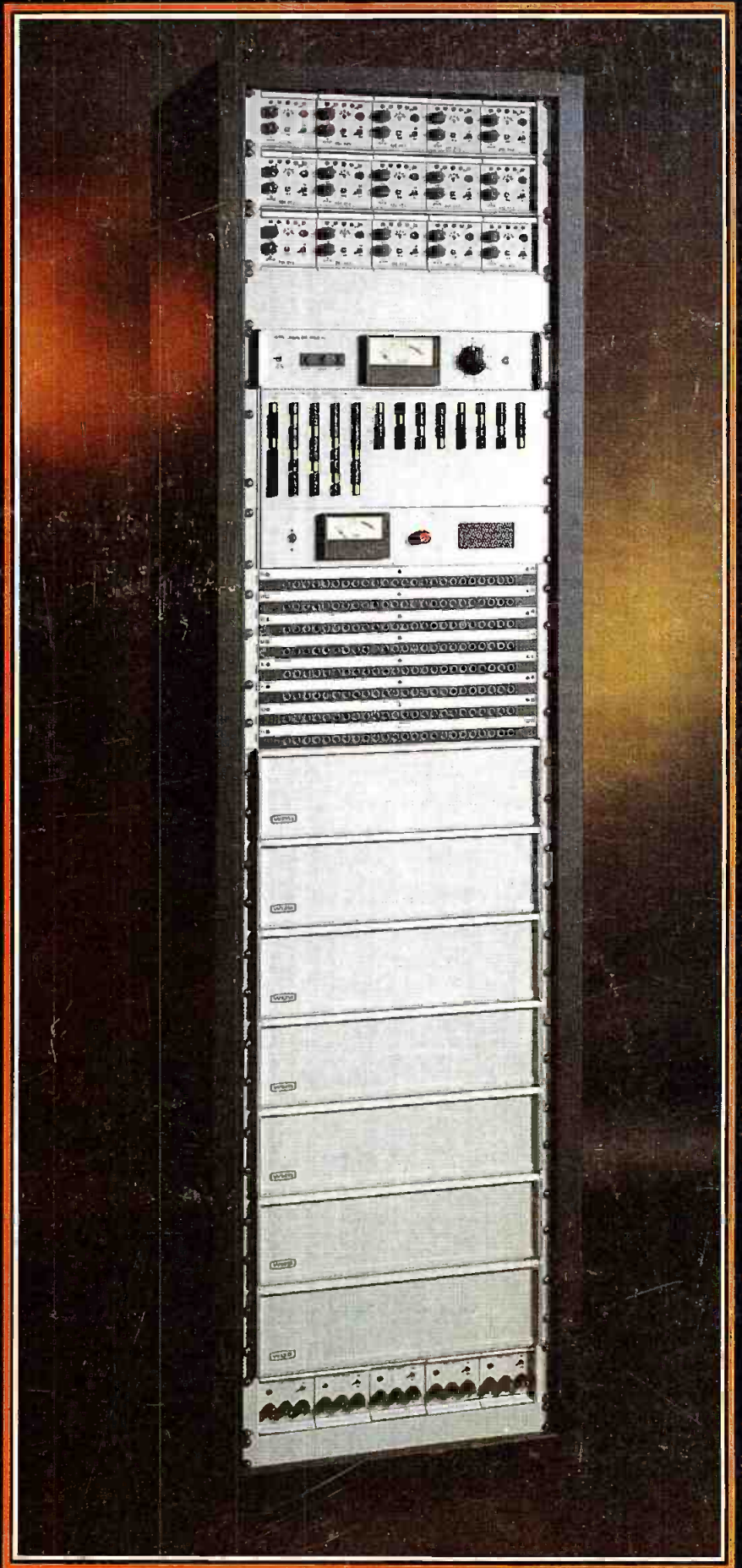
Modular design provides versatility and flexibility. Balanced circuitry ensures transient-free switching, RF immunity and minimal system crosstalk. A wide variety of crosspoint types offer selective priority, complementary/partial muting and IFB functions.

Stock models include the WBS 7012, 7024 and 7036. Larger configurations are easily assembled using basic WBS 12 x 1 components in custom designs.

The WBS 7000 Series Intercommunications Systems made perfectly clear!



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