

Oct..30 1978

An 'open entry' policy on superstations  
Going to the summit about WESH

# Broadcasting Oct 30

The newsweekly of broadcasting and allied arts

Our 48th Year 1978

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NEWSPAPER

## VIEWERS ARE SANDWICHING LARRY RASCO INTO THEIR LUNCH HOUR.



No baloney.

Larry has been one of Houston's leading newscasters for 27 years.

And now he's co-hosting our Midday Report with Cindy Martin, who brings a woman's point of view to a smorgasbord of news features.

Our viewers see human interest stories, consumer reports, interviews, live guests and neighborhood stories weekdays from noon till 12:30.

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

**2**

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Petry Television, Inc., National Representatives, NBC Affiliate

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**“Seein’ is  
believin’!”**

**A year-by-year comparison  
with "All in the Family" proves  
there's really no comparison  
at all.**

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Broadcasting  
Oct. 30, 1978

**All in the Famil**

1971/2-1977/8

**M.A.S.H.**

1972/3-1977/8

**Happy Days**

1974/5-1977/8

**Welcome Back ]**

1975/6-1977/8

**Barney Miller**

1975/6-1977/8

**Laverne & Shir**

1976/7-1977/8

	<i>5th year</i>	<i>6th year</i>	<i>7th year</i>
	31/45	23/37	25/37
	26/38	23/33	

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

Tandem Productions'  
**"All in the  
Family"**



Source: NTI September-March.  
All in the Family 1971/2-1977/8; M.A.S.H. 1972/3-1977/8;  
Happy Days 1974/5-1977/8; Welcome Back Kotter 1975/6-1977/8;  
Barney Miller 1975/6-1977/8; Laverne & Shirley 1976/7-1977/8.



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# The Week in Brief

**SUPERSTATION BREAKTHROUGH** □ The FCC's 'open entry' decision signals the start of a race to emulate WTCG(TV)'s nationwide distribution via satellite. Four firms are given right to feed the signal of WGN-TV. **PAGE 25.**

**WESH-TV RUMBLINGS GROW** □ Senate Commerce Committee Chairman Cannon promises attention to license renewal, indicating the need for re-examination of the law. **PAGE 26.** The FCC's Fogarty sees the WESH-TV upheaval as an opportunity for the commission to set tough renewal standards. **PAGE 26.** The NAB is host to a war council at which broadcaster representatives stand in favor of an all-out fight in all arenas in order to restore stability to the license-renewal process. **PAGE 27.**

**YOU LOSE AGAIN** □ D.C. Appeals Court returns another case to the FCC, this one the California PG&E fairness decisions, and in the process criticizes the agency for fuzzy thinking. **PAGE 32.**

**CLEARING THE AIRTIME** □ KTTV settles with local antimoking group over fairness doctrine complaint, gives Campaign for Clean Indoor Air free spots, interviews. **PAGE 32.**

**FINE THING** □ FCC staff gets power to penalize broadcasters twice the amount as in the past, and the commission implements new congressional authority to up maximum fine to \$20,000. **PAGE 34.**

**SECOND THOUGHTS** □ As part of a deal to have petition to deny its sale of KNTV(TV) San Jose, Calif., lifted, Gill Industries was going to pay a local cable access group over \$200,000. Now Gill says it was coerced into the concession, wants out of it. **PAGE 34.**

**NAEB IN WASHINGTON** □ The public broadcasting organization gathers the diverse elements of the medium for a convention in the capital. **PAGE 35.**

**S. F. STATIONS CLEARED** □ Citizen-group charges of racial discrimination and ex-parte contacts involving three Bay Area outlets are rejected by the FCC. **PAGE 37.**

**PRESSURE ON PERTSCHUK** □ The FTC and makers of products that are under the gun in the commission's children's ad proceeding are already clashing in the courts over the inquiry. **PAGE 40.**

**NBC TAKES ANOTHER** □ The final game of the World Series helps the TV network edge out ABC for the week Oct. 16-22; CBS lags behind both. **PAGE 42.**

**PTV AUDIENCE GROWTH** □ The Public Broadcasting Service is touting its new numbers—even if they're ratings in the 3's and 4's—because they're up from the old 1's and 2's. **PAGE 43.**

**SEND IN THE BIG ONES** □ The networks begin the second big offensive of the new season as the November sweeps get under way. **PAGE 43.**

**NEW VENTURE FOR CTW** □ Children's Television Workshop hopes to do for science what it did for math and reading basics with *Sesame Street* in a new program project set for early 1980. **PAGE 44.**

**CABLE AD GROWTH** □ although still a fraction of the advertising world, CATV commercials are providing rapidly growing revenues. **PAGE 45.**

**SNAGGED** □ The Time-ATC merger will have to wait a little longer on the FCC as the commission wants to make itself perfectly clear on antitrust implications. **PAGE 45.**

**HAPPILY MARRIED** □ SMPTE organizers smooth over differences between film and tape for annual conference this week, point up the benefits of both. **PAGE 46.**

**BENSON TO ABC** □ AP's deputy director of broadcasting takes over the network's four radio news operations with vice presidential stripes. **PAGE 49.**

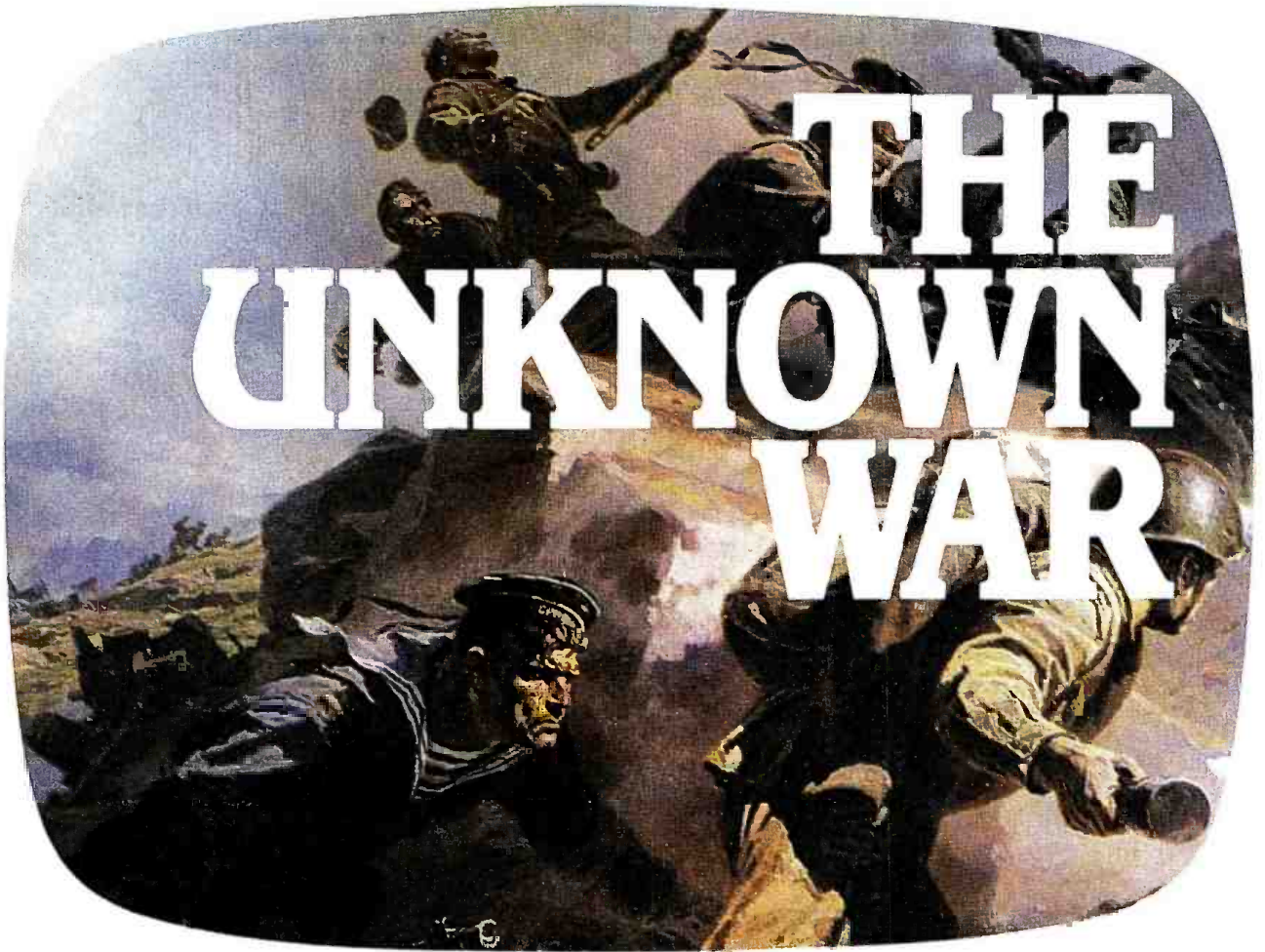
**HANGING IN** □ The major broadcast stocks seem to be holding their own in a stock market that is taking hard lumps. **PAGE 50.**

**EXPECTED GOOD WORDS** □ ABC Inc. posts record revenues, net income and per-share earnings in the third quarter and the first nine months of 1978. **PAGE 50.**

**HELPING TO BRIDGE THE GAP** □ Howard Head emphasizes there is no dividing line separating the technology of broadcasting from the business/political side of it. The managing partner of A. D. Ring & Associates speaks from nearly four decades of engineering experience. **PAGE 73.**

Index to departments	Cablecasting..... 45	Fates & Fortunes..... 52	Playlist..... 51
Broadcast Advertising... 40	Changing Hands..... 36	Finance..... 50	Profile..... 73
Broadcast Journalism... 49	Closed Circuit..... 9	For the Record..... 55	Programing..... 42
Broadcast Technology... 46	Datebook..... 14	Media..... 32	Stock Index..... 71
Business Briefly..... 10	Editorials..... 74	Monday Memo..... 22	Top of the Week..... 25





# THE UNKNOWN WAR

Twenty, one-hour dramatic and historical presentations of the war on the Eastern front between 1941-1945.

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Executive Producer  
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**ROMAN KARMEN**

Script Adaptation and Musical Coordination  
**ROD MCKUEN**  
Based upon text by  
**HARRISON E. SALISBURY**

Script Writer  
**JOHN LORD**

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Presented by

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*"... When I turned off the videotape recorder after watching the hour, I realized I had hardly moved during that period and that I had been overwhelmed by what I saw. 'The Unknown War' is documentary history at its best."*  
Bob Foster — The Times — San Mateo

*"... Burt Lancaster's narration is appropriate for this stunning documentary primarily because he is content to let the pictures tell most of the story. And the story is one of courage and human endurance. There are interviews with survivors of the unknown war — some poignant, some still angry, all human."*  
Larry Williams — The Commercial Appeal — Memphis

*"... The film can't help but be moving, often haunting. We see starving people boiling wallpaper to get the paste off of it."*  
Michael Kernan — The Washington Post

*"... But in its savage portrait of the German-Russian conflict in World War II it underscored once again the fact that there are no winners on the battlefield, only death."*  
Kay Gardella

*"... Much of the combat footage is up-close and sensational, and more than half of the cameramen who made it were killed."*  
Robert A. McLean — The Boston Globe

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# OUR SMEAR CAMPAIGN HAS SAVED 36 LIVES.

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Pre-cancerous conditions were detected in 36 of these women. Fortunately, they were detected in their early stages when treatment is successful in the vast majority of cases.

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New technology has saved countless lives. At WBTV, we feel it's our responsibility to contribute to this progress by passing along information which helps people take advantage of new life-saving discoveries.

Some people call for a return to the good old days. But at WBTV, we don't think there's ever been a better time to be alive.

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**Jefferson Pilot Broadcasting**

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



# Closed Circuit®

Insider report: behind the scene, before the fact

## Lifting import barriers

FCC may be on brink of policy decision that would go far toward freeing cable systems of rule limiting number of distant signals they may carry. Policy would be made in order disposing of petitions Washington TV stations have filed for reconsideration of decision commission issued in July to grant Arlington (Va.) Telecommunications Corp. waiver of distant signal rule to import Baltimore stations on cable system in Washington suburb. Staff is recommending, in effect, that burden of proof in case be shifted from system to stations, asking latter to prove they would be hurt economically if waiver were granted. And officials say parties that have burden of proof generally lose.

Broadcast Bureau, which had originally supported waiver request, is said to be concerned about proposed disposition of petitions for reconsideration. Officials say bureau would not object if new policy were limited to cases involving overlapping markets, like Washington-Baltimore. But recommendation is said to be written in manner that would make policy applicable to all waiver requests. And systems, bureau notes, are becoming increasingly interested in importing programming of "superstations" that satellites are making available (see page 25).

## Red light

Interruption in "sensational" run of spot-TV business was reported by some station reps last week. "It just came to a screeching halt," one said. Speculation by some was that buyers were holding off until after elections, to see whether loss of political advertising would increase inventories enough to soften prices.

## Shared burden?

Don't write off possibility that two or all three commercial TV networks may share coverage of 1984 summer Olympics at Los Angeles. Rights price will be high enough, but real backbreaker, some network sources say, is that whoever gets rights will be expected to handle coverage and distribution to countries around world—function that in other nations is handled by government TV. Los Angeles games are expected to have 22 events involving 121 countries ("Closed Circuit," Sept. 11). "It may be more than one network can do alone," network executive said last week. Precedent for idea was set during negotiations for 1980 Moscow Olympics, when ABC, CBS and NBC asked Justice

Department to sanction three-way approach.

That question became moot when NBC won rights for games in Moscow—which, incidentally, is where NBC President Fred Silverman and Chairman Jane C. Pfeiffer were early last week, talking about Olympics plans. NBC spokesman said they went not because problems had arisen, but in response to Russians' invitation to come see how plans were progressing. After stops in London, Mr. Silverman was to return to New York Saturday, Mrs. Pfeiffer Sunday or Monday.

## Professional advice

Although unable to get networks to play along, congressmen overseeing construction of TV system for televising House proceedings are finding experienced hands elsewhere. One is Bob Doyle, producer who has lent advice on camera placement and other production problems. Now on his own, Mr. Doyle was once producer in NBC Washington bureau, where he participated in earliest state-of-the-union telecasts from House floor.

Mr. Doyle was recommended to House by RCA, which is supplying House cameras and is under contract to help with total design of system. Other technical help is coming from Imero Fiorentino, New York, one of country's leading lighting experts, and David Klepper of Klepper, Marshall, King Consultants in Acoustics, White Plains, N.Y.

## Pre-post mortem

Biggest-ever broadcast buy—proposed acquisition of Cox by GE for about \$487 million (depending on price of stock at closing)—is down to short strokes with hope that formal transfer papers, including required spin-offs, will be completed in early 1979. At least nine of station properties (five FM, three TV and one AM) must be disposed of, with inquiries coming from all directions, including minority groups who would benefit by tax breaks. Nor are parties ignoring possibility of trading off surplus VHF's for desirably located UHF's.

## Uprooting

After half-century with same law firm—Washington office of Chicago-based Kirkland & Ellis—Chicago Tribune Co. is about to switch. Decision had been forecast last May when Don H. Reuben,

who had been senior partner in firm, left it after 27 years (BROADCASTING, May 15) but remained as Tribune Co.'s general counsel. But Tribune stations Washington business won't go to his firm, Reuben & Proctor, but to Schnader, Harrison, Segal & Lewis, Philadelphia firm that for years has represented RCA and NBC in antitrust and related matters.

Although details aren't yet known, one shift has been disclosed: Robert Beizer, partner in Kirkland & Ellis, Washington, is moving to Schnader firm's new Washington office on Nov. 1.

## Out of court

WPXI case, one of those cited by broadcasters and their lawyers in expressing concern about comparative renewal matters, may not get judicial review. At least, representatives of challenger, Forum Communications Inc., and Tribune Co., licensee of WPXI(TV) New York, are said to be discussing resolution of case that would avoid decision by U.S. Court of Appeals on Forum's appeal of FCC decision to renew WPXI license and deny Forum's application.

However, representatives of both sides are downplaying significance of talks; they say talks have gone on through many of nine years contest has been under way. At one time, parties reached agreement under which Forum would withdraw, but commission—apparently fearing it would invite filing of competing applications by those seeking concessions from other licenses—would not approve agreement.

## Hard liners

Recent elections of Tandem/TOY Productions' Bud Yorkin and MTM Enterprises' Grant Tinker to steering committee of Caucus for Producers, Writers and Directors in Hollywood isn't likely to cool organization's efforts to convince TV networks to, among other things, lengthen lead time for preparation of new series (BROADCASTING, Aug. 21).

Mr. Yorkin once tried to organize separate, smaller group of most powerful producers—including Mr. Tinker, Norman Lear, Garry Marshall, Lee Rich, Aaron Spelling, David Gerber and Chuck Fries—to agree to reject orders from networks unless lead time of six months was promised. Attempt fell through when major studio chiefs, fearing antitrust violations, failed to go along. Mr. Tinker hinted greater caucus activism when he told BROADCASTING last summer, "We haven't turned our guns yet."

# Business Briefly

## Radio only

**Shell Chemical** □ Agricultural chemical division places 21-week radio promotion for its Bladex corn herbicide starting in early January. Allen & Dorward, Houston, will arrange spots in 110 Midwest markets. Target: total men.

**IHOP** □ International House of Pancakes slates seven-to-eight-week radio promotion starting this week. Brooks Advertising, Oak Lawn, Ill., will place spots in about 20 markets including Milwaukee and St. Louis. Target: adults, 25-49.

**International Multifoods** □ Fast food and restaurant division readies seven-week radio buy for its Mister Donut group beginning in early November. Stevenson & Associates, Minneapolis, will set spots in at least five markets including Chicago and Houston. Target: teen-agers.

**Helzberg's** □ Jewelry store chain slates seven-week radio promotion starting in mid-November. Goodwin, Dannenbaum, Littman & Wingfield, Houston, will place spots in 18 markets including Atlanta, Phoenix and Kansas City, Mo. Target: adults, 18-49.

**Shiseido** □ Cosmetic manufacturer begins six-week radio push this week. Dentsu Advertising, New York, will arrange spots in California markets. Target: women, 15-24.

**Dofu** □ Cheese company arranges six-week radio drive starting in early November. Allscope Services, New York, will handle spots in Albany, Binghamton and Syracuse, all New York. Target: women, 25-49.

**Ozark Airlines** □ Airline schedules five-week radio flight beginning in early November. D'Arcy-MacManus & Masius, St. Louis, will prepare spots in seven markets including Atlanta. Target: men, 25-49.

## Rep appointments

- WLYH-TV Lancaster and WSBA-TV York, both Pennsylvania: Avery-Knodel Television, New York.
- WIXZ(AM) Pittsburgh and WRBD(AM)-WCKO(FM) Fort Lauderdale, Fla: Pro/Meeker Radio, New York.
- KRLY(FM) Houston: Jack Masla & Co., New York.
- Mid South Agricultural Network, Starkville, Miss.: Gert Bunchez & Associates, St. Louis.

**Ronson** □ Company highlights its jewelry line of cigarette lighters in four-week radio campaign beginning in late November. Norman, Craig & Kummel, New York, will handle spots in 46 markets. Target: total adults.

**Knudsen** □ Food products group arranges four-week radio push for its orange juice beginning in mid-November. Foote, Cone & Belding/Honig, Los Angeles, will seek spots in four southern California markets including San Diego. Target: women, 18-49.

**Panasonic** □ Division of Matsushita Electric Corp. of America plans four-week radio flight for its car stereo system starting in early November. Ted Bates, New York, will prepare spots in approximately 12 markets including Baltimore, Chicago and Los Angeles. Target: men, 18-34.

**Virginia State** □ Apple commission readies three-week radio drive starting in early November. Houck Advertising, Roanoke, Va., will buy spots in 11 markets including Miami and Nashville. Target: women, 18 and over.

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## TV only

**ERA** □ Electronic Realty Association prepares one-year TV flight beginning in January. Fromm Inc., Kansas City, Mo., will place spots in more than 160 markets during all day parts. Target: adults, 25-49.

**Holt, Rinehart & Winston** □ Book



# LAVERNE & SHIRLEY



## DOMINANCE WITH UPPER INCOME VIEWERS

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

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

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

PARAMOUNT TELEVISION



DOMESTIC SYNDICATION

publisher features its Super dictionary in two-month TV campaign beginning in early November. Jameson Advertising, New York, will buy spots in test markets during day and fringe time. Target: total women.

**Macmillan** □ Publishing group highlights its children's dictionary in two-month TV promotion starting in early November. Jameson Advertising, New York, will handle spots in 40 markets during all day parts except prime. Target: parents and grandparents.

**Midas** □ Muffler group slates seven-week TV push beginning this week. Wells, Rich, Greene, New York, will buy spots in at least 125 markets during fringe and prime time. Target: total men.

**Rush Hampton** □ Company places six-week TV flight for its air purifier beginning this week. Ellis Singer & Webb, Buffalo, N.Y., will schedule spots during early fringe and daytime. Target: total women.

**Kinney Shoes** □ Family shoe chain plans one-month TV buy starting in late November. Sawden & Bess, New York, will place spots in about 20 markets during fringe time. Target: adults, 18-34.

**Tandy** □ Company readies one-month TV push for its color tiles beginning in early November. Hart Advertising, Fort Worth, Tex., will arrange spots in about 20 markets during day time. Target: women, 25-49.

**Stanley Works** □ Vemco division features its garage door opener in four-week TV flight starting in early November. Humphrey, Browning & MacDougall,

Boston, will buy spots in 22 markets during fringe and prime time. Target: men, 25-54.

**Lowe's** □ Company highlights its kitty litter in four-week TV push beginning in late November. W.B. Doner, Southfield, Mich., will schedule spots in at least 20 markets during fringe, day and prime time. Target: total women.

**S/V Tool** □ Tool manufacturer features its Screwball ratchet screwdriver in one-month TV campaign starting in late November. Kelly, Scott, Madison, Chicago, will arrange spots in 22 markets during day and late fringe time. Target: adults, 18 and over.

**Red Cheek** □ Food products group features its Red Cheek apple juice in four-week TV buy beginning in late November. Savitt, Tobias, Balk, New York, will handle spots in New York, Philadelphia and Miami during fringe and day time. Target: women, 25-49.

**Panasonic** □ Company launches four-week TV campaign introducing its microwave oven, "The Genius," starting in mid-November. Ted Bates, New York, will arrange spots in 25 markets during day, fringe and prime time. Target: men and women, 18-49.

**Vivitar** □ Marketer of Olympus photographic products readies four-week TV drive beginning in late November. Dreyfus Agency, Los Angeles, will seek spots in about five markets during all day parts. Target: adults, 18-49.

**Pierre Cardin** □ Men's fragrances get three-to-four-week TV campaign beginning in December. SFM Media, New

York, will handle spots in about 12 markets during fringe and prime time. Target: total men and women.

**American Can Co.** □ Dixie consumer products division features its Dixie Living Ware in three-week TV flight beginning in early November. SSC&B, New York, will schedule spots in four markets during fringe time. Target: women, 25-49.

**An/Co Merchandising** □ Company arranges three-week TV buy for its Vintage cork puller beginning in mid-November. A. Eicoff & Co., Chicago, will seek spots in three markets during day, early and late fringe time. Target: total adults.

**Swingline** □ Stapler manufacturer launches three-week TV drive beginning this week. W.B. Doner, Baltimore, will select spots in eight markets during fringe, prime, late news and sports time. Target: adults, 18-49.

**Heinz** □ Food products group focuses on its 57 brand steak sauce in three-week TV buy beginning in late November. Ketchum, MacLeod & Grove, Pittsburgh, will handle spots in 55 markets during fringe time. Target: women, 18-49.

**Playtex** □ Division of Esmark plans three-week TV flight for its Control-Top pantyhose beginning in November. Ted Bates, New York, will buy spots in 27-30 markets during day and fringe time. Target: women, 25 and over.

**General Electric** □ Housewares division schedules three-week TV buy starting in late November. BBDO, New York, will place spots in about 50 markets during day and fringe time. Target: total women.

**Sunn Classic** □ Film company plans two-week TV flight beginning in early November for its film, "Bermuda Triangle." SBB Associates, Los Angeles, will pick spots in test markets only during day, fringe and prime time. Target: adults, 18-49.

## BAR reports television-network sales as of Oct. 8

ABC \$1,067,578,700 (36.4%) □ CBS \$962,543,100 (32.9%) □ NBC \$899,154,200 (30.7%)

Day parts	Total minutes week ended Oct. 8	Total dollars week ended Oct. 8	1978 total minutes	1978 total dollars year to date	1977 total dollars year to date	% change from 1977
Monday-Friday Sign-on-10 a.m.	177	\$ 1,542,000	5,887	\$ 42,288,100	\$ 36,750,300	+15.1
Monday-Friday 10 a.m.-6 p.m.	979	19,089,400	40,741	642,969,400	579,354,000	+11.0
Saturday-Sunday Sign-on-6 p.m.	285	12,693,100	12,318	323,414,600	284,947,300	+13.5
Monday-Saturday 6 p.m.-7:30 p.m.	104	5,938,000	4,097	163,978,000	143,520,700	+14.3
Sunday 6 p.m.-7:30 p.m.	20	1,647,600	846	48,998,500	40,225,700	+21.8
Monday-Sunday 7:30 p.m.-11 p.m.	432	50,010,500	16,649	1,501,313,400	1,325,753,000	+13.2
Monday-Sunday 11 p.m.-Sign-off	226	7,070,300	8,986	206,314,000	183,217,900	+12.6
<b>Total</b>	<b>2,223</b>	<b>\$97,990,900</b>	<b>89,524</b>	<b>\$2,929,276,000</b>	<b>\$2,593,768,900</b>	<b>+12.9</b>

Source: Broadcast Advertisers Reports

## Radio-TV

**Flav-O-Rich** □ Dairy products group slates four-week radio and TV promotion starting in November. D'Arcy-MacManus & Masius, Atlanta, will schedule spots in 26 TV markets and 98 radio markets. Target: adults, 25-54.

**Tinder Box** □ Smoke shop chain prepares three-week radio and TV campaign beginning in late November. RNF Media, Los Angeles, will select spots in 65 markets during all day parts. Target: adults, 25-49.





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 Telephone Sunbury on Thames 89751. Telex 896015

# Datebook

■ indicates new or revised listing

## This week

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

**Oct. 29-Nov. 3**—*Society of Motion Picture & Television Engineers* convention. Americana hotel, New York.

**Oct. 30-31**—*National Association of Broadcasters* fall conference. Brown Palace hotel, Denver.

**Nov. 1**—Broadcast Town Meeting for public, sponsored by *National Association of Broadcasters* radio and TV boards. St. Louis County Heritage and Art Center, Duluth, Minn.

**Nov. 2-3**—*Oregon Association of Broadcasters* fall conference. Janzen Beach Red Lion, Portland, Ore.

**Nov. 2-5**—*American Advertising Federation* Western region conference. Waikiki-Sheraton hotel, Honolulu.

**Nov. 3-4**—Fifth annual advertising conference of Wisconsin. Sponsored by *state ad clubs, Wisconsin Newspaper Advertising Executives Association* and *University of Wisconsin-Extension*. Wisconsin Center, Madison.

**Nov. 3-5**—Ninth annual Loyola National Radio Conference, primarily for college and high school station personnel, sponsored by *Loyola's radio stations and communications art department*. New Marriott hotel

and Loyola University of Chicago's Marquette Center, Chicago. Information: (312) 670-3129.

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

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

## Also in November

■ **Nov. 6**—*International Radio and Television Society* newsmaker luncheon honoring Frederick S. Pierce, president of ABC Television. Americana hotel, New York.

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

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

**Nov. 8**—New product marketing workshop of the *Association of National Advertisers*. Plaza hotel, New York.

■ **Nov. 8**—License renewal seminar of *Louisiana Association of Broadcasters* and *National Association of Broadcasters*. Fairmont hotel, New Orleans.

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

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

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

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

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

■ **Nov. 11**—Eastern regional convention of the *National Honorary Broadcasting Society/Alpha Epsilon Rho*. Ithaca College, Ithaca, N.Y. Information: Barbara Gaines, (607) 277-4699.

■ **Nov. 13**—*Hollywood Radio and Television Society* meeting. Speakers will include National Association of Broadcasters President Vincent Wasilewski and Representative Lionel Van Deerlin (D-Calif.). Beverly Wilshire hotel, Beverly Hills, Calif.

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

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

**Nov. 15**—Deadline for comments, on FCC's proposed extension of multiple ownership rules to public broadcasting stations. Reply comments are due Dec. 15.

**Nov. 15-18**—National convention of *Society of Professional Journalists, Sigma Delta Chi*. Hyatt House, Birmingham, Ala.

**Nov. 16**—Presentation of awards, *U.S. Television Commercials Festival*. Deadline for entries was Oct. 1. Chicago.

■ **Nov. 16**—New deadline for comments on FCC proposal to expand the ascertainment primer for broadcast-renewal applicants to require licensees to contact all significant elements and institutions in communities, even if not on primer's community leader

checklist (Docket 78-237). Replies are due Dec. 18.

**Nov. 16-18**—*Arizona Broadcasters Association* fall convention and annual meeting. Radisson Resort, Scottsdale, Ariz.

■ **Nov. 17**—*Pacific Pioneer Broadcasters* salute to Sylvester (Pat) Weaver, former president of NBC, agency executive and consultant. Sportsmen's Lodge, Studio City, Calif.

**Nov. 17-18**—Board of directors meeting, *American Women in Radio and Television*. Atlanta Hilton.

**Nov. 19-20**—Meeting, board of trustees, *Educational Foundation of American Women in Radio and Television*. Atlanta Hilton.

**Nov. 20**—*Federal Trade Commission* hearing on children's advertising. Washington.

**Nov. 22**—New deadline for comments in FCC inquiry and rulemaking involving broadcast of public service announcements (Docket 78-251). Old deadline was Oct. 23. Replies are due Dec. 22.

**Nov. 24**—Deadline for general written comments, exhibits and requests to appear at legislative hearings (Jan. 15 in San Francisco and Jan. 29 in Washington) in *Federal Trade Commission's* children's advertising inquiry.

**Nov. 26-29**—*Association of National Advertisers* annual convention. Camelback Inn, Scottsdale, Ariz.

**Nov. 26-30**—Annual conference of *North American Broadcast Section-World Association for Christian Communication*. Bahia Mar Resort, South Padre Island, Tex. Information: Rev. Ed Willingham, 600 Palms building, Detroit 48201.

**Nov. 27**—Extended deadline for filing comments in FCC's proposal to amend its rules concerning multiple ownership of AM, FM and television stations and CATV systems (Docket 78-239). Replies are due Dec. 29.

**Nov. 29-30**—Western conference of *Advertising Research Foundation*. Hyatt Regency, Los Angeles.

■ **Nov. 30-Dec. 1**—*Broadcast Financial Management Association/BCA* board of directors meeting. Dutch Inn, Lake Buena Vista, Fla.

**Nov. 30-Dec. 2**—Meeting of *UNDA-USA* and presentation of Gabriel Awards. Bahia Mar Resort, South Padre Island, Tex.

## December

**Dec. 4-5**—*National Cable Television Association* board meeting. Anaheim, Calif.

**Dec. 6-8**—Western Cable Television Show. Disneyland hotel, Anaheim, Calif.

**Dec. 8**—Deadline for entries, *Hollywood Radio and Television Society's* International Broadcasting Awards for radio and TV commercials. Information, entry forms: 1717 North Highland Avenue, Hollywood 90028; (213) 465-1183.

**Dec. 11**—Deadline for comments on FCC inquiry into role of low power television broadcasting, including television translators, in over-all national telecommunications system (Docket 78-253).

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

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

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

**Dec. 18**—Deadline for filing comments in FCC's proposed amendment of cable television rules to provide

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DENVER

Brown Palace (Oct. 30-31)

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NEW ORLEANS

Fairmont (Nov. 9-10)

NAB FALL CONFERENCE

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that systems need not provide nonduplication protection to any program of 30 minutes or less (Docket 78-233). Replies are due Jan. 17.

**Dec. 26**—Deadline for comments in FCC inquiry to consider broadening program definitions to include "community service" program category (Docket 78-335) Replies are due Jan. 25.

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

## January 1979

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

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

**Jan. 7-9**—*California Broadcasters Association* mid-winter meeting. Vincent Wasilewski, National Association of Broadcasters, will speak. Palm Springs Spa hotel, Palm Springs, Calif.

**Jan. 8**—Deadline for entries for The 1978 Media Awards for the Advancement of Economic Understanding sponsored by *Champion International Corp.*, Stamford, Conn., and administered by Amos Tuck School of Business Administration of Dartmouth College. Total of \$105,000 in 14 media categories will be awarded reporting on economics that is stimulating and understandable and which was presented during the 1978 calendar year. Information: Program administrator, Media Awards for the Advancement of Economic Understanding, Amos Tuck School of Business Administration, Dartmouth College, Hanover, N.H., 03755; (603) 646-2084.

■ **Jan. 8**—Deadline for comments on FCC inquiry for future fee program and refund of fees collected between Aug. 1, 1970, and Jan. 1, 1977, including possibility of imposing fee on all users of the spectrum—possibly on lease or auction basis (Docket 78-316).

**Jan. 8-9**—Pacific Telecommunications Conference, featuring technology of communications and economic, social and regulatory aspects of communications. Ilikai hotel, Honolulu.

**Jan. 8-9**—Regional technical conference of the *Society of Cable Television Engineers*. Emphasis will be on antennas, towers and power surges. Melbourne, Fla.

■ **Jan. 9**—*Nebraska Broadcasters Association* legislature dinner. NBA Hall of Fame presentation is also on program. National Bank of Commerce building, Lincoln, Neb.

■ **Jan. 10**—*New England Cable Television Association* winter meeting. Radisson Ferncroft hotel and Country Club, Danvers, Mass. Information: Bill Kenny, NECTA, (603) 286-4473.

**Jan. 12-13**—*Utah Broadcasters Association* convention. Hilton Inn, Salt Lake City.

**Jan. 14-19**—*National Association of Broadcasters* joint board meeting. Wailea Beach hotel, Maui, Hawaii.

**Jan. 15**—Revised date for *Federal Trade Commission* hearing on children's advertising. Former date was Nov. 6. San Francisco.

**Jan. 15**—New deadline for comments on FCC inquiry into children's television programming and advertising practices to revisit voluntary compliance by television broadcasters with guidelines in its Children's Television Report and Policy Statement, adopted 1974. (Docket 19142). Replies are due March 1.

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

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

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

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

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

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

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

■ **Jan. 27**—Deadline for entries in 11th annual *Robert F. Kennedy Journalism Awards* for outstanding coverage of the problems of the disadvantaged. Professional categories will be radio, television, print and photojournalism. Cash prizes of \$1,000 will be awarded the best in each category, with an additional \$2,000 grand prize for the most outstanding of the category winners. Entries from student print, broadcast and photojournalists will be judged separately with a three-month journalism internship in Washington to be awarded. Information: Ruth Dramstadter, executive director, 1035 30th Street, N.W., Washington 20007; (202) 338-7444.

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

## February 1979

■ **Feb. 1**—Deadline for comments in FCC inquiry to investigate ways to help consumers choose, install and operate their television sets to get best reception (Docket 78-291). Replies are due March 1.

■ **Feb. 2-3**—*University of California at Los Angeles* communications law symposium on "The Foreseeable Future of Television Networks." Speakers will include FCC Chairman Charles D. Ferris; Henry Geller, assistant secretary of Commerce for Communications and Information; Donald McGannon, president of Westinghouse Broadcasting Co.; Ed Bleier, vice president, Warner Communications; Erwin Krasnow, senior

vice president and general counsel, National Association of Broadcasters; Bruce Owen, economist, Duke University; Richard Block, broadcast consultant; and Robert Hadl, MCA Inc. Los Angeles.

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

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

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

## March 1979

**March 6**—Presentation dinner, *Hollywood Radio and Television Society's* International Broadcasting Awards for radio and television commercials. Deadline for entries is Dec. 8, 1978. Century Plaza hotel, Los Angeles.

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

■ **March 14-15**—*Broadcast Financial Management Association/BCA* board of directors meeting. Waldorf-Astoria, New York.

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

**March 21-24**—*The National Honorary Broadcasting Society, Alpha Epsilon Rho*, 37th annual convention. Sheraton hotel, Dallas.

**March 25-28**—*National Association of Broad-*

# AMERICAN RADIO IS BMI TERRITORY

55,000 writers and publishers license  
their music through BMI,  
and provide radio with  
most of the music it uses.



What the world expects from the  
world's largest music licensing organization.

**Small Size!  
Small Price!  
Superb Stereo**



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

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

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

For more information on the 4S50, call or write your local Spotmaster® distributor, or contact:



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QUINCY, IL 62301 • PHONE: (217) 224-9600

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**Broadcasting**

The newswEEKly of broadcasting and allied arts

Name \_\_\_\_\_

Company \_\_\_\_\_

Business Address

Home Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

Type of Business \_\_\_\_\_

Title/Position \_\_\_\_\_

Are you in cable TV operations  Yes  No

Signature (required) \_\_\_\_\_

3 years \$90  2 years \$65  1 year \$35

(Canadian and international subscribers add \$12/year)

1978 Cable Sourcebook \$20.00

(Ill payment with order: \$15.00)

1978 Yearbook \$37.50

(Ill payment with order: \$32.50)

Payment enclosed  Bill me

Across the Dial \$3

(Price includes postage and handling. Prepaid orders only.)

**For Address Changes Place Most  
Recent Label Here.**

1735 DeSales Street, N.W., Washington, D.C. 20036

casters annual convention. Dallas.

**April 1979**

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

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

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

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

**April 7**—Great Lakes Radio Conference of *Central Michigan University chapter of Alpha Epsilon Rho* for high school and college students interested in radio careers. Central Michigan University, Mount Pleasant, Mich. Information: (517) 774-3851.

**April 8-10**—Annual convention of *Illinois-Indiana Cable TV Association*. Hilton Downtown, Indianapolis.

**April 11-13**—*Washington State Association of Broadcasters* spring meeting. Thunderbird Motor Inn, Wenatchee, Wash.

**April 13-14**—*Texas Associated Press Broadcasters Association* annual convention. Sheraton, Abilene, Tex.

**April 20-26**—*MIP-TV's* 15th annual international marketplace for producers and distributors of TV programming. Cannes, France.

**April 22-23**—Broadcasting Day of *University of Florida* and *Florida Association of Broadcasters*. Gainesville.

**May 1979**

**May 2**—*National Radio Broadcasters Association* radio sales day. Hyatt House (airport), Los Angeles.

**May 7-10**—*Southern Educational Communications Association* conference. Lexington, Ky.

**May 8**—*National Radio Broadcasters Association* radio sales day. Hyatt House (airport), Seattle.

**May 10**—*National Radio Broadcasters Association* radio sales day. Sheraton Airport Inn, Atlanta.

**May 16**—*National Radio Broadcasters Association* radio sales day. Americana, New York.

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

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

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

**June 1979**

**June 3-6**—*Electronics Industries Association/Consumer Electronics Group* 1979 international summer Consumer Electronics Show. Chicago.

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

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

**June 7-9**—*Alabama Broadcasters Association* spring convention. The Casin, Pensacola Beach, Fla.

**Major Meetings**

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

**Oct. 29-Nov. 3**—*Society of Motion Picture & Television Engineers* 120th technical conference and equipment exhibit. Americana hotel, New York.

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

**Nov. 15-18**—National convention of *Society of Professional Journalists, Sigma Delta Chi*. Hyatt House, Birmingham, Ala.

**Nov. 26-29**—*Association of National Advertisers* annual convention. Camelback Inn, Scottsdale, Ariz.

**Jan. 14-19, 1979**—*National Association of Broadcasters* joint board meeting. Wailea Beach hotel, Maui, Hawaii.

**Feb. 4-7, 1979**—*Association of Independent Television Stations* annual convention. Shoreham hotel, Washington.

**March 9-14, 1979**—*National Association of Television Program Executives* conference. MGM Grand hotel, Las Vegas Future conferences: Feb. 15-20, 1980, Hilton, San Francisco; Feb. 13-18, 1981, New Orleans.

**March 25-28, 1979**—*National Association of Broadcasters* annual convention. Dallas. Future conventions: New Orleans, March 30-April 2, 1980; Las Vegas, April 12-15, 1981; Dallas, April 4-7, 1982; Las Vegas, April 10-13, 1983; Atlanta, March 18-21, 1984; Las Vegas, April 7-10, 1985; Kansas City, Mo., April 13-16, 1986; Atlanta, April 5-8, 1987.

**April 20-26, 1979**—*MIP-TV's* 15th annual international marketplace for producers and distributors of TV programming. Cannes, France.

**May 18-19, 1979**—*American Association of Advertising Agencies* annual meeting. Greenbrier, White Sulphur Springs, W. Va.

**May 20-23, 1979**—*National Cable Television*

*Association* annual convention. Las Vegas. Future conventions: Dallas, April 13-16, 1980; 1981 site to be selected; Washington, April 3-6, 1982 (tentative).

**May 27-June 1, 1979**—*Montreux International Television Symposium and Technical Exhibit*. Montreux, Switzerland.

**June 5-9, 1979**—*American Women in Radio and Television* 28th annual convention. Atlanta Hilton.

**June 6-9, 1979**—*Broadcast Promotion Association* 24th annual seminar. Nashville. Future seminars: June 1980, Montréal; June 1981, New York; 1982, San Francisco.

**June 7-9, 1979**—*Associated Press Broadcasters* convention. New Orleans Hilton. New Orleans.

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

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

**Sept. 9-12 1979**—*National Association of Broadcasters* radio programming conference. Stouffer's Riverfront Tower, St. Louis.

**Sept. 16-19, 1979**—*Broadcasting Financial Management Association* 19th annual conference. Waldorf-Astoria, New York. 1980 convention will be Sept. 14-17 at Town and Country Hotel, San Diego.

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

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



**Another big one from Barris!**

The new, exciting,  
provocative game show...

# THREE'S A CROWD

... a sure-fire rating winner

**JUST SOLD**

TO ALL FIVE CBS O & O'S  
ONCE-A-WEEK PRIME ACCESS  
DEFINITE GO! STARTING FALL '79

Also available for five-a-week stripping  
Prime access or fringe... or both!

**Produced by Chuck Barris Productions**

Distributed by



**Firestone**

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Get the jump on  
your competition  
... order now!







# DOUBLE EXPOSURE.

Our new tall tower, now just one year old, is a new symbol of WSFA-TV's commitment to quality and service.

First, it means that we're now able to reach a larger audience in a broader signal area with our programs: news and community events for the information of our viewers, and entertainment programs for their enjoyment.

Second, our community groups and civic organizations now have access to tens of thousands more viewers with their messages on issues which enrich and enhance the quality of life of our citizens.

Our tower: a new standard of public service and expanded exposure, delivering proven programs to a larger audience, and a larger audience for our community and clients.

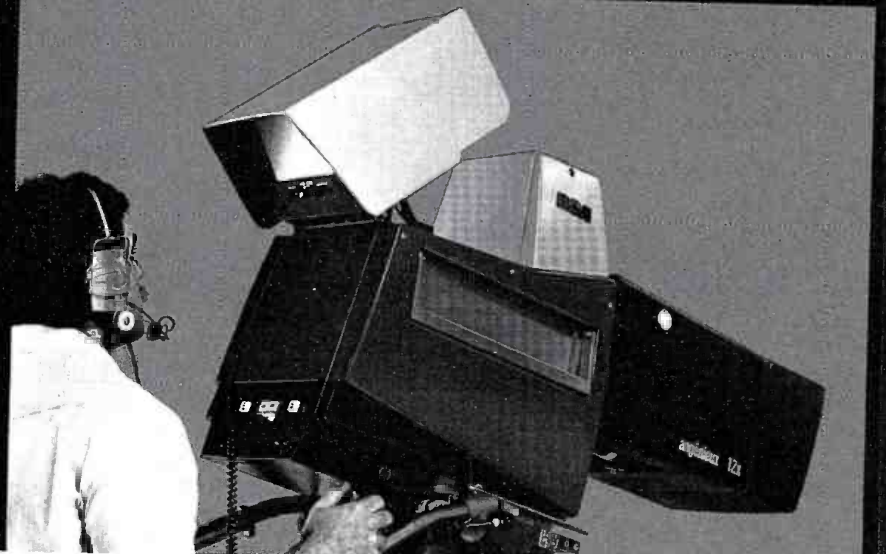
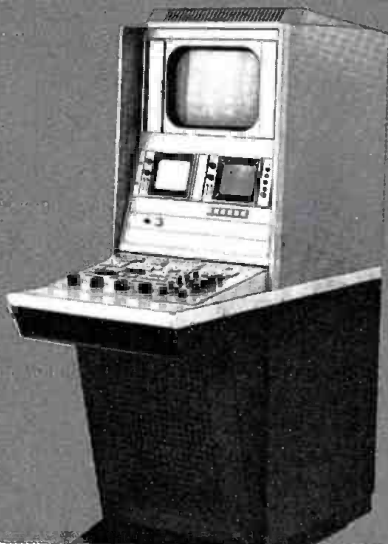
**WSFA-TV 12 / Montgomery**

Cosmos Broadcasting Corporation.  
An NBC affiliate, represented by PGW.



*Setup control unit.*

*Automatic setup delivers consistent picture quality.*





# RCA introduces the "tomorrow" camera— the fully automatic TK-47, for today's ultimate in video freedom.

Here is a dramatic breakthrough from RCA: the completely new, fully automatic TK-47 studio camera.

The TK-47 offers completely automatic programmed microprocessor-controlled setup of all camera functions. And all at the touch of a single button.

State-of-the-art design technology is used throughout. Extensive use of LSI's, digital memory circuits and other sophisticated components provide new standards of stability, reliability and superior performance. Outstanding picture performance is yours with the touch of the "Auto" button. You get fast, accurate setup.

Your video operators can forget about tweaking and concentrate on artistic creativity and picture

composition. That's because numerous camera operating functions are automated, too—iris, white balance, black balance, pulse advance, cable equalization, plus many more.

The TK-47 is also operable in a semi-automated mode. It functions as an electronic instruction book to permit programmed step-by-step setup controlled by four knobs.

Either way—with the touch of a button or with semi-automated setup—the TK-47 gives you the ultimate video freedom in a studio camera.

Contact your RCA Representative, or write us. RCA Broadcast Systems, Bldg. 2-2, Camden, NJ 08102.

*See the TK-47 in action at the SMPTE Conference, Americana Hotel, New York. October 30th thru November 2.*

## The new video freedom.

# RCA

*"The family of RCA video freedom cameras"*

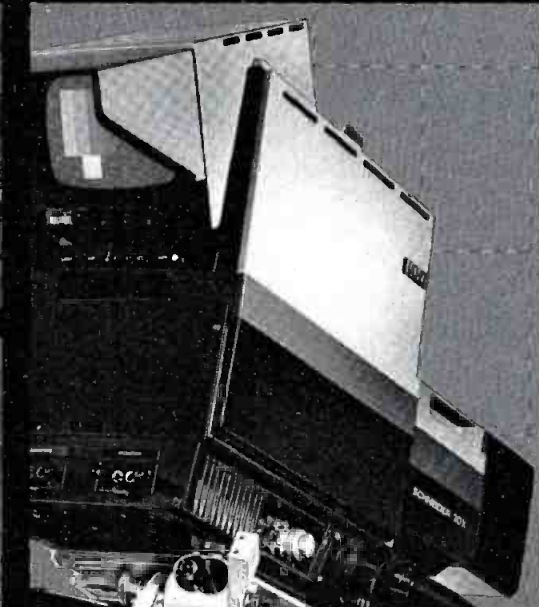
TK-760: The convertible camera.



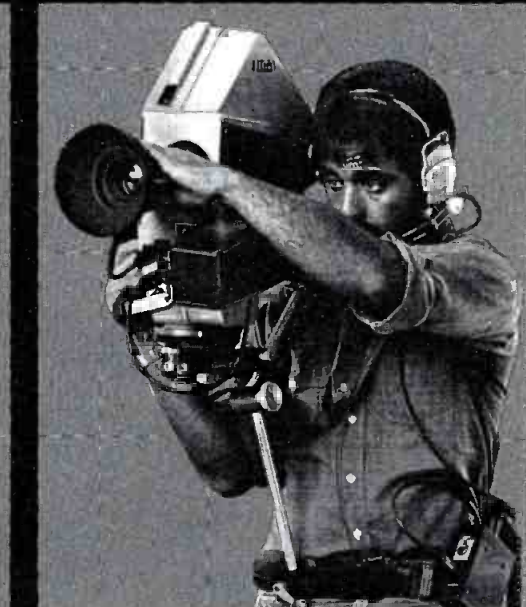
TK-76: The ENG camera.



TK-46: The studio standard.



TKP-46: The system camera.



# Monday Memo<sup>®</sup>

A broadcast advertising commentary from Karl G. Fleischmann, manager, marketing communications information systems group, Xerox.

## The benefits of a heavenly spot

Use of a personality to promote a product is not new, but the creation of a personality from a product has not been seen since the days of Philip Morris's Johnny, the little bellhop, or the RCA Victor dog. Xerox Corp. has now created a personality in this tradition with its rotund little monk, Brother Dominic, performer of "miracles."

The first miracle in a long series tagged "The Brother Dom Phenom" began with the creation of a Xerox television commercial in a New York City church in April 1975.

It was here that the "It's a Miracle" spot was filmed. It featured a small monk (Jack Eagle) turning in a hand-illustrated manuscript to his abbot, who then asks the monk to produce an additional 500 sets. With the help of a friend and a Xerox 9200 duplicator, the monk delivers them quickly to the abbot, who proclaims the feat a miracle.

Actual conception of the commercial was almost a miracle. For weeks, the creative team at our advertising agency, Needham, Harper & Steers, had been mulling various ways to present the unique features of the 9200 in the entertaining and tasteful manner that have become hallmarks of all Xerox TV spots. We wanted the commercial to spotlight the machine's ability to produce a multiplicity of sets, in record time, of a single "book," or set of documents.

We seriously considered featuring a racetrack bookmaker using the machine to duplicate for his customers hundreds of sets of his "book"—tout sheets, or whatever documents a bookie uses in his profession. When that was rejected (poor taste), it was back to the drawing board.

Then at about 2 o'clock one morning a few weeks later, the creative director of the agency, Lois Korey, was awakened from her sleep by the insistent ringing of her bedside telephone. She recognized the near-hysterical voice of Allan Kay, her associate creative director. He shouted, "Lois, I've got it—a monk!" She thought for a moment and answered, "Terrific. I'll see you in the morning."

The following morning Allan Kay explained his concept of the monk using the machine. The agency account team bought the idea immediately. We were equally enthusiastic.

Then the agency producer, Syd Rangell, moved in. A casting call brought forth about 30 would-be monks. The moment Jack Eagle appeared, Ms. Rangell sent the others on their way. "He was perfect," she said. "Believable, wonderful and loveable so that people would respond to him. We



Karl G. Fleischmann, manager, marketing communications for the information systems group of Xerox Corp., Rochester, N.Y., is responsible for the administration of advertising, sales promotion, publicity and field promotion of products marketed by the group. Before accepting his present responsibilities in 1975, he was manager, advertising/sales promotion and prior to that was manager, advertising coordination and review, corporate staff. Before joining Xerox in 1967, Mr. Fleischmann held various advertising positions with the Eastman Kodak Co. and Champion Products, Inc.

all fell in love with his face and that fat little body."

To make the commercial as authentic as possible, the agency arranged to film the interiors in the crypt of a church on Manhattan's Upper West Side. The exteriors (a street scene) were filmed on Fifth Avenue, outside the General Motors building.

When Xerox management first viewed the completed commercial, they gave it a standing ovation. Such accolades continued through 26 TV industry awards, including Clios and Andy best-of-show trophies.

The commercial was first aired during the Wimbledon Tennis broadcasts in June 1975, and in the World Series and other sports events that year. Audiences reacted enthusiastically to the little monk.

The Xerox commercial has indeed converted a relatively obscure comedian into a personality. Jack Eagle is a former big band trumpet player, known as a stand-up comedian throughout the Catskill resort area.

In May 1976, he made his first live, public appearance as Brother Dominic at the In-Plant Printing Management show in Dallas. He signed Brother Dominic posters produced for the show and proved an excellent traffic-builder.

The product news and special events

section of Xerox marketing communications decided to test the monk's publicity value. An interview arranged with the *Dallas Times-Herald* resulted in a large feature story, which contained the only mention in print of the show.

A week later, Brother Dominic was brought to Rochester, N.Y., where he visited Xerox offices and manufacturing plants to meet the people who manufacture and sell Xerox equipment. He was awarded the key to the city in a city hall ceremony. This resulted in a feature in the *Rochester Times-Union*, as well as three TV news interviews.

With this experience behind us, the marketing communications people devised a plan to include Brother Dominic invitations for direct mail support of sales seminars/trade shows and visits to branch offices.

Since the program began in October 1975, Brother Dominic has appeared in 70 cities. Some locations have had him return several times. Besides the sales seminars and trade shows, he has participated in demoramas (demonstrations of several Xerox machines on an appointment basis), has visited both customers and prospects and has even handed out prizes at sales recognition meetings and sports events.

Point-of-sales displays have been created for use by quick printing shops featuring the monk in cutouts, and in print ads where the customer logo can be inserted.

In addition to the excellent promotion inherent in the Brother Dominic campaign, the icing on the cake—publicity—is equally impressive. More than 100 feature stories have appeared in publications with a combined circulation of more than 2.2 billion. A dozen local TV talk shows have been arranged and in each one the Xerox 9200 and Jack Eagle were well covered.

Has the Brother Dominic campaign increased sales? In its earnings report for the fourth quarter of 1977, the company said, "Business activity involving the Xerox 9200 family of duplicators was the best for any quarter since the high-speed product line was introduced in 1974."

These results came as no shock to marketing personnel. They saw it as a just another in a long line of miracles.

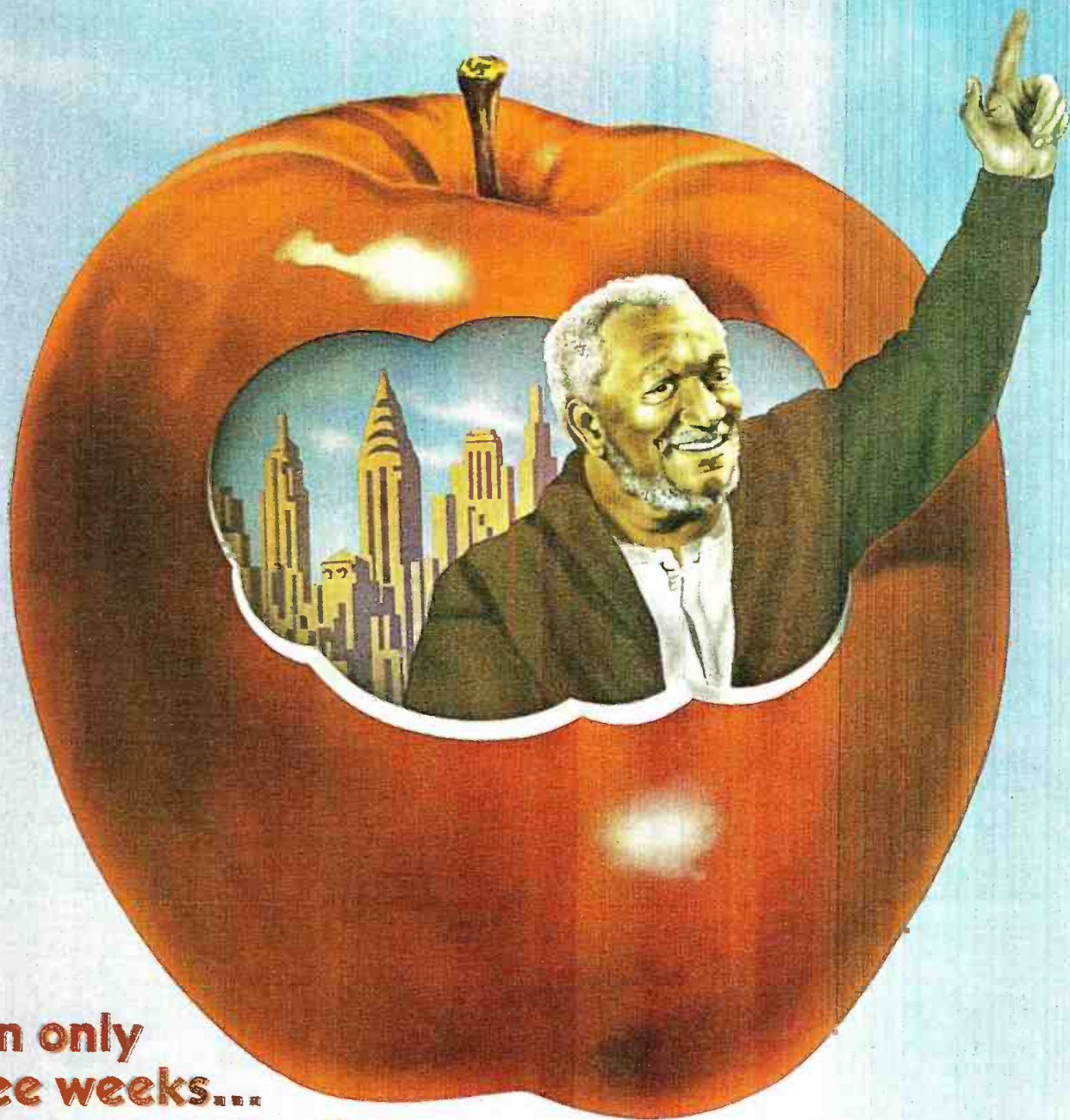
In 1977, a sequel commercial was produced for the Xerox 9400. Although sequels are traditionally less successful than originals, the new spot has been singled out for special accolades by trade publications.

What began as a single miracle television commercial has evolved into a whole chain of minor miracles in one of the most complete advertising-sales promotion campaigns ever. And—the Brother Dom Phenom goes on.



**Sanford & Son**

**TAKES A BIG BITE  
OUT OF  
THE BIG APPLE!**



**In only  
three weeks...**

**Sanford & Son** took WPIX  
from 6<sup>th</sup> in its time period to 1<sup>st</sup>!  
**AND doubled the previous rating & share.**

SOURCE: ARBITRON NEW YORK OVERNIGHT

A **TANDEM** Production • Distributed by P\*!\*T\*S Films  
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**“Over the last four books with TM, our average share 18-34<sup>1</sup> is the highest in New Orleans.”**

**—Larry Getz, V.P./Gen. Mgr.,  
WQUE-FM, New Orleans**



Larry Getz,  
V.P./Gen. Manager  
WQUE-FM

Larry Getz doesn't worry about the next survey period. He knows TM's Stereo Rock will help him maintain his shares from book to book. After all, WQUE is the only FM in New Orleans that's been in the top three overall<sup>2</sup> for the last three books.

How do you manage a profitable radio station? Larry Getz lays it on the line: “Advertisers know we'll deliver a consistent

audience. It's one of the strongest selling points you can make.”

TM's Stereo Rock can help you get a large, loyal audience because the music is always there. Stereo Rock gives your listeners what they want to hear—the hits, the recent hits and the oldies—in exactly the right mix.

**“We don't have to worry about the idiosyncrasies of jocks”**

Larry Getz understands that even the best staff programmer is often at the mercy of on-air personalities. When a DJ departs from your playlist, your station's consistency is destroyed. To be sure your programming is on target around the clock, day after day, you need a controlled-mix format like TM's consistently interesting Stereo Rock.

That doesn't mean you have to have an automated station to enjoy the consistency of TM's Stereo Rock. Larry uses the format with live announcers during the morning hours,

then he switches to fully automated programming for later dayparts.

**“TM can meet the competition in any market”**

Larry feels that TM's Stereo Rock would work in almost any market. He's absolutely right, as proven by the consistent success of other stations using TM's Stereo Rock. In the Apr/May '78 book, 83% of all Stereo Rock stations were in the top 3 overall, in their markets, in the target audience of Adults 18-34. (Mon.-Sun. 6-12, Metro/TSA.) An incredible 47% were the #1 stations in this key demographic.

If you've been on the “up book, down book” roller coaster, call TM Programming and find out how Stereo Rock can put consistency into your ratings success.

Call collect. Call right now. The number is (214) 634-8511. Ask for Ron Nickell.

**Stereo  
Rock**

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

<sup>1</sup>Average of shares in Oct/Nov '76, Apr/May '77, Oct/Nov '77 and Apr/May '78 ARBs, 6-12 Mon.-Sun., Metro.

<sup>2</sup>Total persons 12+ in Apr/May '77, Oct/Nov '77 and Apr/May '78 ARBs, 6-12, Mon.-Sun., Metro.



## Top of the Week

### Superstation breakthrough

**FCC 'open entry' decision signals start of race to follow up WTCG in countrywide distribution via satellite; commission allows four firms right to feed signal of WGN-TV; others wait in line for approvals on other outlets**

The FCC moved last week to enhance the competitive environment of satellite-distributed TV superstations by endorsing an "open entry" policy for the resale carriers that feed local stations to cable television systems. The commission's action is expected to open the way for other major independent television stations to join WTCG(TV) Atlanta, the pioneer satellite station, in the push for cable markets well beyond the traditional areas in which the stations are viewed.

The day after the commission's action, which granted four carriers permission to begin feeding WGN-TV Chicago, Turner Communications, owner of the Atlanta superstation, announced that it would revise its advertising rates so that, for the first time, they will reflect WTCG's national cable audience.

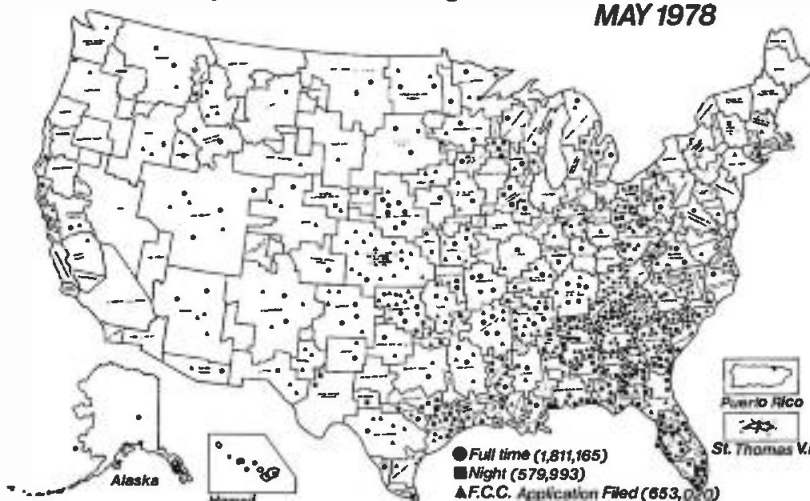
In light of last week's development, it is expected that the FCC will soon act on the applications now before it to begin relays of five other independent stations.

Four companies, United Video Inc., Southern Satellite Systems Inc., American Microwave & Communications and Midwestern Relay Company, were granted authority to operate domestic satellite channels carrying the signal of WGN-TV to various locations throughout the contiguous 48 states.

The FCC staff had recommended that the commission grant all four applications because, it said, such an action would lead to increased diversity of service to the public. According to Philip L. Verveer, chief of the Cable Television Bureau, the commission's action also will open up the competition among the carriers.

The staff had noted that the applications raised a number of policy questions—among them: Is a comparative hearing required to select which carrier should relay the station? Should only one applicant be approved? Should satellite service be authorized in areas already served by terrestrial microwave? (Commission policy

**Cable Systems Receiving WTCG-TV Atlanta MAY 1978**



**One man's universe.** As of May of this year, Ted Turner's WTCG(TV) Atlanta, the only broadcast television station now being distributed by satellite, was carried by cable systems across the country with over 2.3 million subscribers, according to Turner Communications' figures. The superstation's greatest concentrations of subscribers are in the South and Southwest with lesser penetrations in the Northeast and West.

has been to grant only one terrestrial service in the same geographical area.)

The FCC's action last Wednesday answered those questions directly, and left their ultimate resolution to the marketplace. The decision said, according to Mr. Verveer, that the FCC is "not going to have any kind of economic exclusivity hearing" on the issue of carrying WGN-TV. One problem the carriers must still work out, however, is how they can share transponder space on the RCA Satcom satellite (see also "In Sync," page 48).

Last week's decision means the staff may now act on five other applications for authority to use Satcom to relay television programs. Satellite Communication Systems Inc., a joint venture of Holiday Inns and of Southern Satellite, has applied for permission to carry the signal of KTVU(TV) Oakland-San Francisco, and Southern Satellite itself has applied to carry KTTV(TV) Los Angeles and WPIX(TV) New York. Eastern Microwave Inc. has applied for WOR-TV New York (with a switch-over to WCBS-TV's all-night local programming there during WOR-TV's off-hours) and WSBK-TV Boston. United Video also has asked to relay WOR-TV and WSBK-TV.

At last week's commission meeting, Chairman Charles D. Ferris expressed hope that the staff could act on the pending applications in a month.

The superstations themselves will receive no direct compensation from the ca-

ble systems carrying them. Southern Satellite charges systems 10 cents per subscriber per month to carry WTCG and is expected to have comparable rates for the other stations it hopes to relay.

The era of the superstation began in December 1976 when WTCG began going out to cable systems via Satcom and Southern Satellite. Almost two full years ahead of the pack, the station's owner, Ted Turner, who has acquired a reputation as an innovative and intensely competitive—if unorthodox—broadcaster, is not likely to let his considerable lead diminish or be whittled away by the newcomers to the satellite.

In New York last Thursday, appearing before a select group of major advertisers at the New York Yacht Club, Mr. Turner said of the WGN-TV development: "Hallelujah, I'm looking for them." He said he would no longer be "segregated" from the broadcasting community.

The purpose of last week's meeting, however, was to introduce the superstation concept to large national advertisers such as General Foods and Johnson & Johnson. "This is going to be a wired nation in the next 10 years," Mr. Turner said.

According to Don Andersson, who heads cable relations for Turner Communications in Atlanta, WTCG will introduce a new rate card on Jan. 1, 1979, reflecting the station's cable penetration of two million subscribers in September and the 2.5

million expected by the end of the year. Numbers such as those have already attracted the attention of some national advertisers—Miller beer, Toyota, Block Drug and Panasonic.

Mr. Turner said that the superstation will be able to substantially undercut the networks' time costs. He claimed that WTCG's cost-per-thousand is two-thirds the networks' and that the station delivers an audience with twice the per-capita income. With the proliferation of satellite signals, he expects total network audience shares to drop to 50% in the next five to 10 years.

(According to a New York advertising source, network prime-time C-P-M's are running at about \$4 this year. Tom Ashley, head of Turner's New York office, said that for 1979, WTCG's rates will be in the \$2.65-\$4 range.)

In Chicago, WGN-TV officials were, in the words of Daniel T. Pecaro, president, "very honored we were selected" by the carriers for distribution. They were not, however, ready to go far beyond that in discussing how the new distribution is going to affect the station.

Emphasizing that the station had yet to see an official announcement of the commission's action, a company spokesman said WGN-TV will "continue to serve our Chicagoland communities" and would make no statements about its satellite plans until it can "sit down and look" at the commission's order.

Speculation of late that the spread of superstations could lead to a new fourth network was not really endorsed by either WTCG or WGN-TV officials.

## Cannon promises Senate attention to license renewal

**WESH, whatever the outcome, says Commerce chairman, indicates need for re-examination of the law**

In a week filled with the WESH case, word came from a key member of Congress that the Senate plans to act to clear up the comparative renewal process for broadcast licensees. Senator Howard Cannon (D-Nev.), chairman of the Senate Commerce Committee, told the National Association of Broadcasters San Francisco meeting that even if the Washington appeals court's WESH decision is reversed in court, it serves as a stimulus for Congress to act "on a broadly as well as narrowly focused scale in fashioning national communications policy."

Senator Cannon said that the 96th Congress, which begins next Jan. 15, will "take a fresh look" at the comparative renewal problem "with a view toward giving good broadcast performance appropriate weight among other considerations."

The senator said: "There ought to be

some clear assurance that meritorious broadcasting meeting a high standard of performance will be recognized by the commission. You deserve to know beforehand what performance is expected of you in exchange for the grant of your license." But, he added, there should be a balance between the industry's interest in license stability and the public's interest in the "best practicable service."

The Senate will also consider lengthening the term of broadcast licenses beyond the present three years, Senator Cannon said, a move he personally favors.

In his prepared remarks, Senator Cannon fully backed his Communications Subcommittee chairman, Ernest Hollings (D-S.C.) on the latter's announced "renovation" of the Communications Act. Senator Cannon said he favors renovation over rewrite and praised Senator Hollings for the "careful and deliberate" way he has approached the project.

Senator Cannon noted Senator Hollings's endorsement of a broadcast license fee and said it is an idea he, too, wants to explore. And he approved of Senator Hollings's plan to legislate a separate regulatory mandate for cable television. Cable should be allowed to compete with broadcasting, he said, but not in instances where the result is deterioration of over-the-air broadcast service.

Senator Cannon also offered encouragement to the FCC, which is currently considering experimental radio deregulation in major markets. The action is a tribute to the competition and program diversity in radio, the senator said, adding that it is also evidence of the flexibility of the 1934 Communications Act to change with a changing environment.

Representative Lionel Van Deerlin (D-Calif.), another speaker at the NAB meeting, rebutted NAB Chairman Donald Thurston's charge (BROADCASTING, Oct. 23) that the House Communications Subcommittee chairman is trying to "seduce radio with false promise in order to do his will on TV." First, there is no false promise, the congressman said; his bill would definitely do away with three-year renewal terms for radio, as well as ascertainment, logging exercises and the fairness doctrine. And second, his own influence on television is far outstripped by changing technology, he said. He predicted that TV program choice will expand beyond what is now supplied by three commercial networks, one independent and one public broadcasting station in most urban markets—whether or not there is a rewrite. The congressman rejected the idea of splitting the radio provisions from the rewrite, as Mr. Thurston suggested.

In other comments, the congressman applauded the FCC's search for ways to deregulate radio, but he said it doesn't lessen the need for his rewrite. There are things in the law, such as Section 315, the fairness doctrine and comparative hearings in some circumstances that the commission can't change, but that Congress can, he said.

## Fogarty sees WESH as chance to set tough renewal standards

**He says FCC should open inquiry to determine 'objective' criteria of licensee performance**

Saying that license renewal policy should be established by the FCC and not the courts, FCC Commissioner Joseph Fogarty called last week for a commission inquiry to establish license renewal standards by which to measure broadcasters' past performance in comparative renewal cases.

In an address to the National Association of Broadcasters fall conference in San Francisco Friday, Commissioner Fogarty said the current "crisis" in the industry brought on by the Washington appeals court's decision overturning the renewal of WESH-TV Daytona Beach, Fla., is the commission's fault. The court's decision in the WESH case was right, he said: "The FCC simply failed to articulate a reasoned rationale for its decision in favor of the incumbent and so effectively denied the competing applicant the full comparative hearing required by law."

Mr. Fogarty doesn't suggest that the comparative renewal process should be changed to cut down on the number of license challenges, as the industry might want. Rather, what is needed, he said, is a clearer set of standards to measure a broadcaster's past performance. Past court decisions have held that broadcasters should be entitled to the "expectancy" of renewal or a "plus of major significance" for a good performance record, he said.

Mr. Fogarty said he agrees that the commission should have "the discretion to prefer a bird in the hand—the good broadcaster—to two in the bush—those who would promise anything." And he urged that an inquiry be opened to solicit suggestions of "objective" standards.

Among criteria that might be used, he said, are those posed by the panel in the WESH case: (1) elimination of loud and excessive advertising; (2) delivery of quality programs; (3) how much of its profits the incumbent licensee has reinvested in service to the public; (4) diversification of ownership of mass media; (5) independence from government influence.

He also added these to the list: (1) the amount of time devoted to news, public affairs, children's programs and local programming that is "responsive to ascertained community problems, needs and interests;" (2) the amount of time devoted to programs directed to racial and cultural minorities; (3) the amount of time devoted to covering "controversial issues of public importance;" editorial programming and public service announcements.

The commission is understood to be





**The summit.** At top: NAB's Washington headquarters, the scene of a summit gathering of 63 of the industry's top owners and representatives last week, to consider their future under the Washington appeals court's WESH-TV decision. Bottom left: Lee Loevinger, Washington attorney who often represents NAB; Vincent Wasilewski, NAB president; Walter May, NAB radio board chairman, and Erwin Krasnow, NAB senior vice presi-

dent and general counsel. Bottom right: Daniel Pecaro, WGN Continental Broadcasting Co.; Bruce Johnson (second row), Starr Broadcasting; Russell Eagan, Washington attorney who represents WGN Continental; Donald Thurston, NAB joint board chairman. Against the back wall: Shaun Sheehan, NAB vice president for public affairs, and John Summers, NAB executive vice president and general manager.

preparing an inquiry aimed at developing a firm comparative renewal policy. Officials say members of the public and the industry will be given an opportunity to offer their comments before a policy is adopted (BROADCASTING, Oct. 23).

## War council on WESH

**NAB is host to meeting at which broadcaster representatives stand in favor of all-out fight at court and in Congress to restore stability to license process**

Representatives of 39 broadcast owners, holding among them a total of 231 radio stations and 144 television stations, reached one clear consensus during a summit meeting at the National Association of Broadcasters headquarters in Washington last Tuesday: They've got to fight the recent appeals court decision overturning

the renewal of WESH-TV Daytona Beach, Fla., "on all fronts."

NAB President Vincent Wasilewski said afterward that the group of 63 broadcast group owners, networks, attorneys, NAB executive committee members and staff seemed divided on chances of winning a court reversal of the WESH decision. But there was a consensus in favor of seeking legislation to correct the crisis of license instability they feel the court created by its ruling.

Asked about chances of winning such legislation, Chairman Donald Thurston said that depends on what happens in the courts and at the FCC between now and January, when Congress returns. "If it is apparent that people are going to jump on the bandwagon" to wrestle licenses away from incumbents in upcoming renewal filings, he said, "chances for legislation would be better."

Mr. Wasilewski said no votes were taken at the closed meeting, where various legislative options were discussed. He and Mr. Thurston said further consideration will be given to strategies such as seeking sepa-

rate renewal legislation similar to the bill that almost got through Congress in 1974; seeking an amendment to the House Communications Subcommittee's rewrite of the Communications Act and seeking a renewal provision in the Senate Communications Subcommittee's "renovation" of the act, which is yet to be drafted. Mr. Thurston said he hopes the NAB board will vote on a strategy at its meeting in Maui, Hawaii, Jan. 14-19.

Aside from group owners and networks, two other associations participated in the summit, the National Radio Broadcasters Association and the American Newspaper Publishers Association. Allen Neuharth, president and chairman of ANPA, and president and chief executive of Gannett, told the broadcasters that ANPA has plans to file a friend-of-court brief on behalf of WESH-TV and also wants to cooperate with NAB in future actions.

Cowles Communications, which is at the heart of the current controversy as licensee of WESH-TV, had four representatives at the summit, including its chairman, Marvin Whatmore.

## Knoxville UHF abandons fight for VHF drop-in

**Long-standing applicant decides to stick with devil it knows, says move of Multimedia V there tilts market balance in way that makes drop-in less attractive than existing U; could affect political urgency behind issue**

The owners of a UHF station in Knoxville, Tenn., after more than a decade of trying, have abandoned their efforts to get a VHF drop-in and have asked the FCC not to assign a new VHF in the city.

It is not yet clear just what effect the filing by South Central Broadcasting Corp., licensee of ch. 26 WTVK(TV) Knoxville, will have on the over-all status of VHF drop-ins in Knoxville and three other areas designated in a current FCC rulemaking. The push for a Knoxville VHF was propelled in large part by the interest of that state's Republican Senator Howard Baker, who is the minority leader.

South Central, which has sought a VHF in Knoxville since the 1960's, filed supplemental comments with the FCC last week saying "the balance has now been tipped" toward keeping another VHF out of Knoxville "on any basis" and toward "a renewed and strengthened commitment to foster the development of the present and

prospective UHF television structure in Knoxville."

The balance tipped when the transmitter site deemed best and most feasible for the channel 8 drop-in was termed inadequate by the VHF which has already been operating from it for about 10 years. WBIR-TV, the CBS affiliate owned by Multimedia Inc., asked the FCC on Oct. 6 to allow it to move its transmitter from House Mountain, a point 16 miles north-east of the city (and the proposed drop-in site), to a point almost in the city and virtually contiguous to the present sites of ABC-affiliated WTVK and WATE-TV (the other VHF, affiliated with NBC and owned by Nationwide Communications Inc.).

Multimedia said the House Mountain sight was inadequate due to ghosting and interference. Also, it said the population had grown to the west, away from the House Mountain site, and that the move would enable it to reach more viewers.

WTVK took a look at the situation and decided that if a fully operational (or full-spaced) VHF didn't want the House Mountain site, then a drop-in, short-spaced VHF, which would have to alter its operations somewhat to avoid interference, surely wouldn't prosper there. So, South Central determined it would be better off with a full-fledged UHF where it is, than with a less than full-fledged VHF 16 miles away.

John D. Engelbrecht, president of WTVK, said he hadn't determined just how much better off the UHF would be, but that there is "no mysticism to this process."

Prospects for UHF stations have changed in the 10 years WTVK has been seeking channel 8, he said, and it was a matter of looking at things as they were and as they are.

In a petition for rulemaking filed in 1974, South Central renewed its quest for channel 8, asking the commission to assign the channel to Knoxville, to modify its license to specify operation on channel 8 and not to assign channel 8 at all unless the WTVK license was so modified. If approved as requested, that would have eliminated any comparative hearing and given the channel to South Central.

South Central's turnaround in this latest filing may or may not affect the situation in Knoxville or the three other drop-in sites at Salt Lake City, Johnstown-Altoona, Pa., and Charleston-Huntington, W. Va.

South Central is an individual petitioner in a much larger proceeding, FCC's rulemaking on drop-ins. While some opponents might desire it, the proceeding—even Knoxville's involvement in it—will not stop because South Central pulled out. The commission is scheduled to rule on the matter in mid-December, and channel 8 could still be assigned to Knoxville.

ABC has been peripherally involved in the Knoxville case. At one point its comments suggested the drop-in would be advisable, but in the rulemaking, the network took the opposite position. Confusing that whole matter was WKPT-TV Kingsport, Tenn.; another ABC affiliate, also a UHF (channel 19) in a market with two commercial VHF's, and 80 miles

## InBrief

FCC Chairman **Charles D. Ferris** told nation's public broadcasters yesterday (Sunday) he feels benefits of public broadcasting "are so significant" that he **is convinced their call for financing of \$1 billion annually**—from variety of sources—**is warranted**. Chairman, who keynoted annual convention of National Association of Educational Broadcasters in Washington (see page 35), also said there is something in public broadcasting for commercial broadcasters: without alternative of public broadcasting, "which insures that listener needs for informational and cultural programing are met," he said, it would be far more difficult to propose, even as experiment, **deregulation of radio**.

Western Communications Inc.'s **loss of license for KORK-TV Las Vegas has been affirmed** by U.S. Court of Appeals in Washington. But court **sent back** for further consideration FCC's companion denial of competing application of Las Vegas Valley Broadcasting Co. Commission had denied KORK-TV renewal or ground station had "clipped" NBC programs and inserted local advertising. Court called practice "manifestly fraudulent." But court questioned FCC's holding that Las Vegas Valley was not financially sound.

National Association of Broadcasters has joined other U.S. groups in asking **withdrawal of draft declaration on news media from agenda of UNESCO meeting** that began last week in Paris (BROADCASTING, Oct. 23). But Amadou Mahtar M'Bow, Senegalese director general of agency, said declaration "has brought out passionate viewpoints, due sometimes, it seems, to an **erroneous interpretation or deliberate distortion** of its objectives." Saying that declaration will sanction government supervision of press, news agencies in U.S. and industrialized West have sought to have it withdrawn from meeting agenda. Mr. M'Bow is seeking informal "consensus" on draft rather than vote of delegates,

but U.S. officials say that is not likely to come about.

FCC's proposed guidelines for refunding broadcast fees **wouldn't return any of money small radio stations paid as annual fees**, fact that National Association of Broadcasters pointed out with displeasure last week. Commission verified that stations paying minimum \$349 in annual fees (for FCC hearing and other costs) would get none of that back. NAB's executive VP, John Summers, called proposal "unconscionable," especially when considering that commission returned "every cent" to cable operators.

**CBS-TV has canceled T.A.T. Communications' *In the Beginning***, new prime time series averaging low-20's shares at 8:30-9 p.m. NY Wednesday. Network plans to try *People* and *Good Times* in that time period on Nov. 1 and 8, respectively, and has Bugs Bunny special there Nov. 15. Replacement for *In the Beginning* has not been announced, but likely candidates, not necessarily to go in same time period, are *Miss Winslow and Son*, *Co-ed Fever*, *Billy Liar* and *Flatbush*.

**WOAL(FM) Cleveland**, first station to face loss of license on question of whether its nonentertainment programing was responsive to community's needs, has been granted **one-year renewal** in summary decision by Administrative Law Judge David I. Kraushaar. Renewal came to commission's attention because station had proposed less than 6% non-entertainment programing. In unusual personal note, Judge Kraushaar expressed criticism of FCC policy, said programing guidelines **dampen "robust" expression** of news and views by diverse sources that commission presumably applauds.

Transfer of two of 12 station involved in **proposed merger of Starr Broadcasting Group into Shamrock Broadcasting Inc.** is subject of petition to deny. Community Coalition for Media Charge is opposing transfer of licenses of KABE-AM-FM San Francisco, claiming Starr has failed to keep commitment made in 1971 agreement to increase num-



northeast of Knoxville. WKPT-TV was opposed to the drop-in on the grounds that an ABC-affiliated VHF 80 miles away would do it no good.

If this story is to have a happy ending for the two UHF channels (and ABC), it may involve use of channel 8 as a translator for WTVK and WKPT-TV (licensed to Holston Valley Broadcasting Corp.). That would give the two UHF's 1,000-watt translator stations at both Knoxville and Kingsport

and each station could use channel 8 as a supplemental service in its community without interference to the other.

Holston Valley, in fact, proposed such a system in its original comments. Since then, however, the FCC has initiated an inquiry into the role of low power television, including translators, a proceeding which could have a bearing on this situation and add another bit of confusion to Knoxville's drop-in picture. ■

## Rumor mills do overtime on CBS

**Speculation spreads that third-place network, which denies it all, is about to make executive changes**

The normal problems of being in third place in the prime-time TV ratings have been compounded for CBS officials by another difficulty that often bedevils third-place networks: incessant speculation that high-level changes in the executive command are imminent. Those rumors were denied all up and down the CBS line last week.

One report that reached print was that CBS Chairman William S. Paley hoped to hire Frederick S. Pierce, president of ABC Television, for some unspecified but obviously high-level job and was prepared to pay a small fortune for the privilege. CBS sources said Mr. Paley denied any plan to

approach Mr. Pierce, and ABC sources said Mr. Pierce denied he'd been approached.

If that report needed further discouragement, it was noted that the latest ABC proxy statement showed Mr. Pierce with a contract that, as of now, still has two years and eight months to run, to June 30, 1981. Remembering that ABC kept Fred Silverman from the NBC presidency for almost five months by holding him to his ABC contract, observers did not doubt that, if the occasion arose, ABC would try no less hard to hold Mr. Pierce to his. Others questioned whether, in view of his obvious prospects at ABC, Mr. Pierce would be interested in a CBS job at all.

Other names entered in the rumor rolls included Lee Rich of Lorimar Productions, Grant Tinker of MTM, Frank Price of Columbia Pictures Productions, con-

sultant Michael Dann (former CBS-TV program head) and Irwin Segelstein, now Mr. Silverman's right-hand man as NBC executive vice president, broadcasting. Observers tended to discount at least Mr. Rich and Mr. Tinker on the simple ground that they would have to give up lucrative production companies of their own—and probably wouldn't want the hassles of a network program job anyway.

CBS officials went further: they denied all the rumors. Gene F. Jankowski, president of the CBS/Broadcast Group, said flatly that CBS Entertainment President Robert Daly is secure and that no changes will be made in the Entertainment division without Mr. Daly's approval. Mr. Daly said he's given no thought to making changes in the executive line-up, has talked to no one about coming in. "We're all working our tails off to fix things," Mr. Daly said.

Mr. Jankowski and Mr. Daly both said they were confident ratings will improve. CBS-TV habitually starts seasons slowly, they said, and in fact is now about where it was a year ago, when it still emerged a clear second for the season. "If NBC hadn't had the World Series last Tuesday," Mr. Jankowski said, "we'd have been in second place for the week."

Last season, CBS began to get rolling in December and January, and expects to do it again—if not earlier. It's made some schedule changes already and expects to make more—probably, Mr. Daly said, around mid-November, effective in January. "Mid-November" coincides with the next meeting of CBS officials with their

ber of blacks at stations and pay blacks "fair wages." CCMC also says **allegations now being investigated by Securities and Exchange Commission** that Starr violated federal law in purchase of drive-in theaters raise "serious character qualification" issues. CCMC petition also cites Walt Disney, late father of Roy Disney, who heads Shamrock, saying he was "known as right wing and anti-black," and adds that commission should make sure that philosophy would not be evident in operation of KABL-AM-FM.

**Radio Moscow** has instituted new 24-hour English-language world service in direct competition with short-wave Voice of America and BBC. New service, with heavy emphasis on news and current affairs, has been made possible, in part, by introduction of about **24 new 500 kw transmitters**, which sources in U.S. say are more powerful than any this country uses. Soviets are not stringently bound by international treaties dividing broadcast spectrum, and international broadcasters here and in Great Britain are said to be concerned about possible interference problems. In next year's World Administrative Radio Conference **U.S. is expected to push for broadening of broadcast spectrum** to include frequencies now used by Soviets for short-wave, and new service is being seen in some circles as Soviet attempt to establish signal dominance there before WARC.

**Revisions in ABC-TV and NBC-TV Saturday morning schedules**, effective Nov. 4: ABC expanded *Challenge of Superfriends* from one hour to 90 minutes and deleted *Scooby Do, Where Are You?* NBC canceled *Baggy Pants and Nitwits*, reworked *Krofft Superstar Variety Hour* into *Bay City Rollers*, added *Daffy Duck Show* and *Galaxy Goof-Ups* (formerly segment of *Yogi's Space Race*) and expanded one-hour *Godzilla* to 90 minutes. ABC's new line-up: *Scooby's All-Stars*, 8-9:30; *Challenge of the Superfriends*, 9:30-11; *Fangface*, 11-11:30; *All New Pink Panther*, 11:30-12 noon; *ABC Weekend Specials*, 12 noon-12:30; *American Bandstand*, 12:30-1:30. NBC's new line-up: *Galaxy Goof-Ups*, 8-8:30;

*The Fantastic Four*, 8:30-9; *Godzilla Super 90*, 9-10:30; *Daffy Duck Show*, 10:30-11; *Yogi's Space Race*, 11-12 noon; *Fabulous Funnies*, 12 noon-12:30 *Bay City Rollers*, 12:30-1 p.m. **Season-to-date ratings**, in common-time competition, were 7.8, for CBS, 6.2 for ABC and 4.3 for NBC; CBS spokesman said last week no schedule changes were expected.

**Recortec Corp.** announced modified version of Sony VO-2860 U-matic video cassette recorder which Recortec says gives high-band performance equal to one-inch and quadraphonic recorders at price of \$14,500. Unit is to be shown first time at SMPTE conference in New York this week (also see page 46).

**Jamie Keilner**, VP, first run syndication and development, Viacom Enterprises, named president, new **Filmways** television syndication division.

**Lionel Monagas**, for past five years chief of FCC's industry EEO unit, has been named to new post of special assistant to chief of Broadcast Bureau with responsibility for developing and coordinating policy in areas of equal employment and minority ownership as they affect broadcasting industry.

**Ruth Reel**, veteran FCC staff member, has joined National Telecommunications and Information Administration's general counsel's office, **specializing in broadcast matters**. Mrs. Reel's service with commission included tours with litigation division, Cable Television Bureau and Common Carrier Bureau.

After 30 years with FCC, **David S. Landis**, chief of broadcast facilities division, **will retire** Nov. 3. Mr. Landis is identified with several proceedings, including FM stereo and multiplex subscription services in early 1960's, restructuring of presunrise broadcasting by daytime-only AM stations in late 1960's and settlement of clear channel cases in 1970's.

affiliates advisory board, to whom they probably want to break the news first.

"We have a lot of good stuff for mid-season—more than we'll need," Mr. Jankowski said, citing among prospects on tap several comedies including *Dukes of Hazzard*, *Flatbush*, *Co-Ed Fever*, *Billy Liar* and *Bad News Bears*, plus *White Shadow*, a drama with comedy overtones. *Rock-N-Rollers*, a 1950's musical-comedy hour that will run as a special on Nov. 20, is also seen as series potential if the special performs well.

Although they wouldn't say, *American Girls*, now in hiatus, may be one casualty—unless it does well in a new episode scheduled Nov. 10. Despite disappointing ratings, they say they have confidence in *WKRP in Cincinnati* and *People*, which will be moved around a bit to improve sampling. *WKRP* gets a one-time shot following *M\*A\*S\*H* in November. They say they still have faith in *Paper Chase* and intend to stay with it at least 13 weeks. "We're getting more mail about *Paper Chase* than on anything else," Mr. Jankowski reported.

Mr. Jankowski said things are going well in other dayparts, and getting better. Sales, he said, are strong too. "Things are not nearly as bad as some of the headlines indicate," he asserted. "We're very bullish." *People*, he said in alluding to the rumors, "ought to separate fact from fantasy." Mr. Daly went directly to the point: All the rumors do, he said, is "make it harder for us to do our work."

## Markey: forward, wherever, with the rewrite

**Communications Subcommittee member tells NBACA that the job will be done, though he can't predict the result; Washburn urges careful thinking before any regulatory change; others plead cause of public affairs**

Although he sees no House Communications Subcommittee consensus on a course for the Communications Act rewrite, subcommittee member Edward Markey (D-Mass.) says the rewrite "will not go away and will definitely continue through the next Congress." He told the fourth annual National Broadcast Association for Community Affairs convention in Boston last Friday that if the subcommittee's chairman, Lionel Van Deerlin (D-Calif.), doesn't reintroduce the "public interest, convenience and necessity" operating standard, he will (the chairman has said he intends to).

He told the three-day session, which drew 160 broadcasters from across the country, that the spectrum fee schedule released by the subcommittee staff was "totally unrealistic" but that a license fee will be contained in the text of the 1979



Markey

bill. "We should consider—and I stress 'consider'—the payment of reasonable fees by all users of the spectrum," he said.

The congressman said there is "no doubt" that commercial radio is over-regulated. But while he said he backed immediate relief from "mountains of forms," he favored some continuing controls over equal employment opportunity requirements, "plugola," "payola" and sponsor identification.

He said he would continue to push for legislation forcing the networks to allow local TV affiliates to pre-screen prime time entertainment programs at least 30 days in advance and pledged to work—"perhaps through longer license renewals"—for FCC regulations rewarding conscientious broadcasters.

Congressman Markey agreed with FCC Commissioner Abbott Washburn, who had addressed the convention the previous night, that the fairness doctrine should be maintained.

Commissioner Washburn said only one broadcaster has complained to him that the doctrine violates his First Amendment rights.

While Congressman Markey believes the FCC should give some recognition to stations that program public service announcements during prime time and drive time, Commissioner Washburn wants to hear more broadcaster comment on the issue, on which the commission is currently gathering information.

Mr. Washburn, in his speech, urged the broadcasters, "Please don't compel us to make decisions without the benefit of your views." He voiced what he called "tentative, subject-to-change" coolness toward the proposed experiment in easing radio regulations in large markets (BROADCASTING, Oct. 23).

Mr. Washburn isn't in favor of completely abandoning ascertainment—which, he said had boosted "healthy" citizen input and produced programming more responsive to community needs.

However, he thinks the FCC "could support a limited experiment" to reduce

radio ascertainment burdens and let licensees establish their own procedures to show the commission they are meeting their obligations.

Mr. Washburn said broadcasters' comments also are welcome as the FCC considers whether to add a "community service" category and expand the definition of public affairs programming. He said he has "reservations" about that possibility.

Other NBACA speakers addressed themselves more directly to the issue of public affairs. Among them:

■ Pluria Marshall, chairman of the National Black Media Coalition, warned that station public affairs departments might be eliminated if the Communications Act were rewritten as proposed. He said several times that broadcasters "own" the FCC, which he said won't do anything that the broadcasters don't want it to do. Mr. Marshall repeated his opposition to the proposed rewrite on the grounds that it would decrease minority access to radio and TV.

■ Westinghouse Broadcasting Corp. Chairman Donald McGannon urged a "total station commitment to do whatever it takes to bring issues to community attention." He said a message, "no matter how heavy," can be delivered entertainingly, and he added that he agreed with FCC Chairman Charles Ferris's recent comments that broadcasters have shown too little interest in airing First Amendment issues.

And reiterating his support of the fairness doctrine, Mr. McGannon said broadcasters have a moral and personal, as well as legal, obligation "to leave the audience one cubit higher than you found them."

He did not feel, however, that the obligation could be fulfilled by longer network newscasts. Those, he said, would give the public only a "longer series of news headlines." Rather, he said, stations should turn to prime-time news analysis, in-depth reports and commentary.

Nothing is wrong with so-called talking heads programs, Mr. McGannon insisted. "The real question is who is the head that's doing the talking?"

■ Fred W. Friendly, the former president of CBS News, told an opening night dinner that the industry should open up its decision making processes to public scrutiny. Unless television "de-mystifies itself," he said, the public and Washington regulators will do the job for the medium.

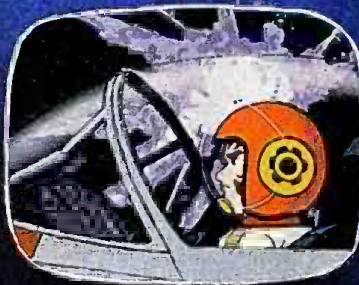
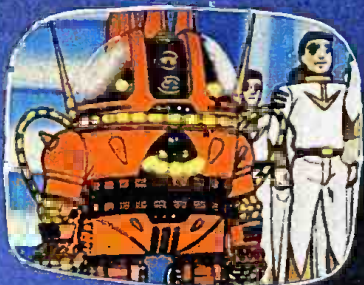
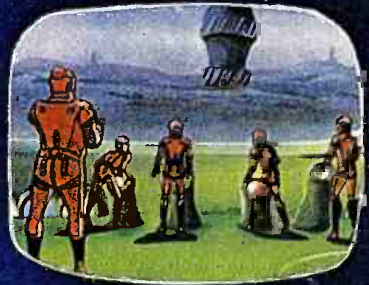
Broadcasters have both the challenge and the chance to explain how news and public affairs decisions are made, said the Ford Foundation adviser and Columbia Journalism School professor.

■ Peggy Charren, president of Action for Children's Television, discussed her pet subject and repeated her oft-stated belief that the industry should restore the concept of sustained children's programming. "The broadcasters can afford it, and the audience needs it—particularly the audience of children," said the woman who has led a decade-long fight to eliminate children's advertising.



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## D.C. court throws yet another case back to the FCC

**This time it's for second look at fairness case involving California stations and PG&E nuclear-power spots; Tamm is critical of agency's reasoning**

The U.S. Court of Appeals in Washington, which has handed a string of defeats to the FCC on a series of recent appeals, has reversed the commission again, this time in a fairness doctrine case. And this time, the court seemed to have the criticism it has received in mind as it explained its reason for reversing the commission—that the FCC had failed to articulate adequately the reasons for its decision.

At issue was an appeal by environmental groups in California of a commission decision that four radio stations had discharged their fairness doctrine obligations in connection with a controversial issue involving the proposed construction of nuclear power plants (BROADCASTING, May 24, 1976).

Actually, the commission had found that eight other stations had violated the doctrine. In all cases, commercials of the Pacific Gas & Electric Co. promoting the construction of the plants were the cause of the groups' concern.

The three-judge panel, in an opinion written by Judge Edward A. Tamm, sent the case back to the commission for "clarification" because it had not "adequately distinguished" the four stations that were found to have satisfied their fairness obligations—KATY(AM) San Luis Obispo, KJOY(AM) Stockton, KPAY(AM) Chico and KVON(AM) Napa—from the eight the commission said were in violation—KFOG(FM) San Francisco, KFRE(AM) Fresno, KFVY(AM) Arroyo Grande, KMBY(AM) Monterey, KRED(AM) Eureka, KROY(AM) Sacramento, KSMA(AM) Santa Maria and KSRO(AM) Santa Rosa.

The court analyzed the performance of all 12 stations on the basis of criteria the commission said it had used—total time devoted to each side, the frequency of program presentation, placement of programming in drive time, and the diligence with which stations sought out antinuclear spokesmen. And although the stations the commission said had met their fairness obligations were found to have done better than the others in terms of the ratio of time spent on the anti- as compared with the pro- side, the same cannot be said of each of the four on the basis of the other criteria. In some cases, the stations cleared of the unfairness charge appeared not to have done as well as some of the stations said to have violated the fairness doctrine.

Accordingly, Judge Tamm wrote, "We cannot affirm a commission order that does not clearly and explicitly articulate

the standards which govern the behavior both of licensees that have violated the fairness doctrine and those that have not." The court directed the commission to clarify the reasons for its determination that KPAY, KATY and KVON did not violate the fairness doctrine.

And the commission could change its mind about its conclusions. The court said the commission will have the chance "to reconsider its factual judgment."

The decision came less than two weeks after FCC Commissioner Tyrone Brown, in a speech to the Federal Communications Bar Association, had criticized the court for assuming the role of a "super FCC," attempting to impose its policies on the commission. And he said the commission had invited such action by failing to apply its policies in a consistent manner (BROADCASTING, Oct. 16).

Judge Tamm, appearing to respond to such remarks, said, "Although our judicial duties demand great deference to agency expertise, we cannot defer, indeed we cannot even engage in meaningful review, unless we are told *which* factual distinctions separate arguably similarly situated licensees, and *why* those distinctions are important. As this court has repeatedly emphasized, 'the failure of an administrative agency to articulate the reasons for a particular decision makes meaningful review of that decision impossible.'"

## KTTV concedes to nonsmokers, but sounds off for fairness reform

**L.A. station denies it was 'cavalier and nonresponsive' to organization's demands, urges FCC to re-evaluate basis for accepting such complaints**

Metromedia Inc.'s KTTV(TV) Los Angeles and an anti-indoor smoking organization have reached a settlement of a fairness doctrine complaint that the organization—Campaign for Clean Indoor Air—had filed with the FCC.

But although Metromedia, in a letter to the commission, described the settlement as "amiable," it made a point of not conceding the "validity" of the complaint, and called the agreement "a pragmatic triumph of expediency over principle." It also "implored" the commission to "act to curb future abuses of the fairness doctrine."

The complaint was a manifestation of the intense controversy surrounding a referendum issue—to be voted on in California on Nov. 7—that, if approved, would require separate smoking and non-smoking areas in public buildings and places of employment in the state.

The tobacco industry, mindful of the nationwide interest California attracted when voters approved the tax-cutting Proposi-

tion 13, is spending heavily on an advertising campaign to defeat Proposition-Five, the antismoking proposal. The industry has spent \$3 million on the campaign—\$89,000 of it with KTTV.

CCIA's complaint was that KTTV was "cavalier and nonresponsive" when it was asked to provide free spots to answer the industry's arguments. The station, according to CCIA, said it had time available for sale prior to the election, and offered to send a rate card.

Under the settlement, of which KTTV advised the commission last week, the station will broadcast 20 30-second CCIA announcements, 10 of them in prime time. KTTV also said it will honor an earlier offer to broadcast 15- and 10-minute interviews with CCIA representatives during regularly scheduled programs on Oct. 23 and Nov. 1.

That said, Metromedia, in the letter signed by its attorneys, Thomas Dougherty and Preston R. Padden, served to rebut CCIA's characterization of the station's attitude as "cavalier and nonresponsive." The letter said that although CCIA acknowledged KTTV's offer of taping "extended interviews" with the organization's representatives, it did not mention KTTV's "prime-time news coverage of a debate over Proposition Five" or that the station broadcast "more than 100 non-smoking announcements" since July 1.

The letter also noted that CCIA did not claim it was completely without funds to buy broadcast time. Rather, CCIA said it did "not have sufficient funds with which to purchase the same amount of advertising [as purchased by the opponents of Proposition 5] to present opposing views." Therefore, the letter added, it was neither "cavalier" nor "nonresponsive" of KTTV to offer CCIA two free interview program segments and a schedule of paid announcements.

In describing the settlement as a victory for pragmatism and urging the commission to take steps to curb "future abuses of the fairness doctrine," Metromedia indicated its feelings in the matter. It suggested that the commission adopt a fairness evaluation standard enunciated by the U.S. Court of Appeals in Washington and require complainants to make a prima facie showing that the public has been left uninformed on the subject at issue.

"At the very least," Metromedia's attorneys said, "the commission should establish a policy of accepting evidence of extensive publicity on an issue as an affirmative defense by the broadcast licensee to any fairness complaint."

## Street in straits

Applications by Street Broadcasting Corp. for renewal of licenses for its WIZR-AM-FM Johnstown, N.Y., have been designated for hearing by the FCC.

In setting the applications for hearing, the FCC said issues to be considered are whether Street violated FCC rules regarding fraudulent billing practices and to what extent principals of the licensee might



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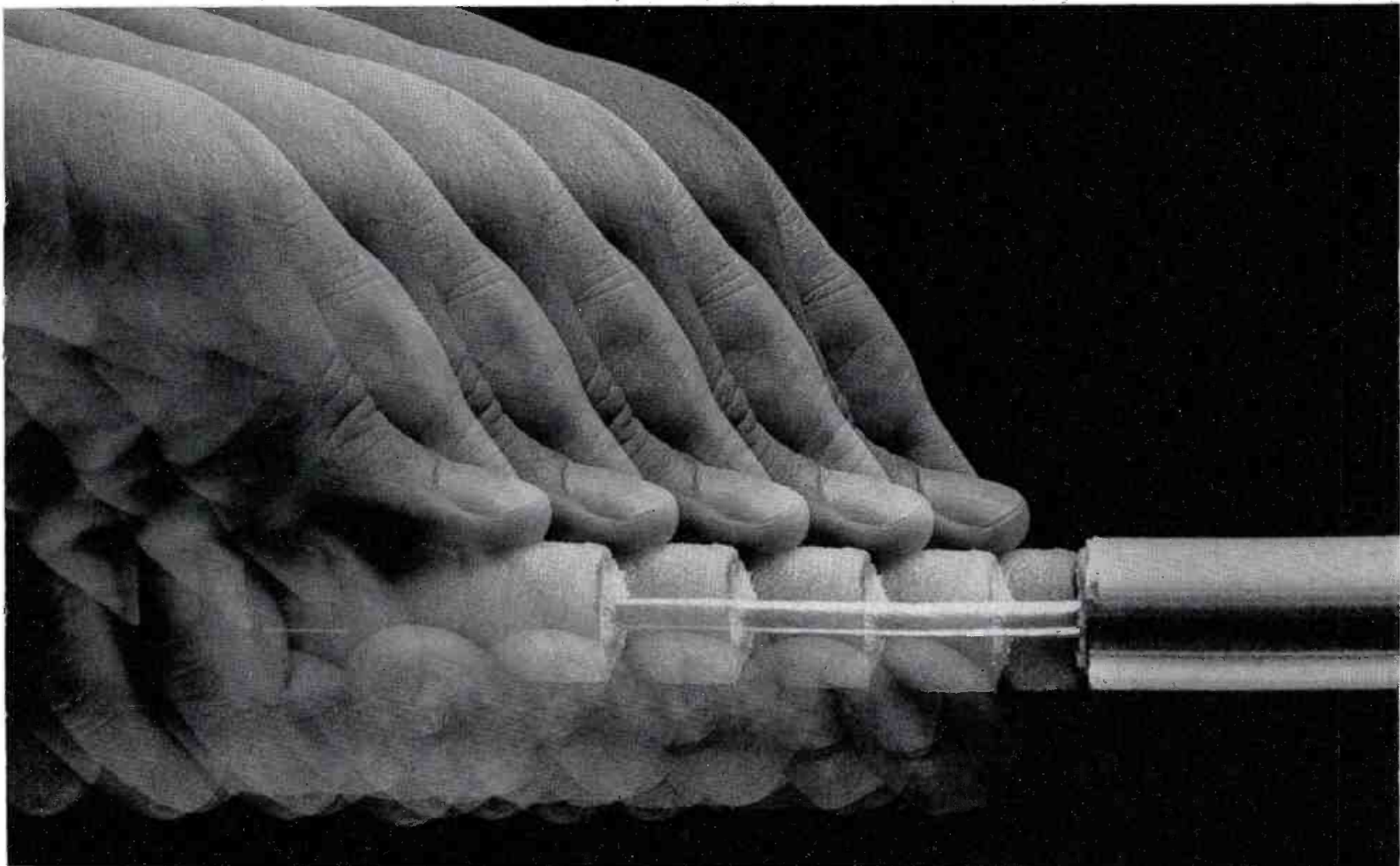
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have participated in those practices.

Other issues involve Street's preparation and issuance of ABC Information Network station discrepancy affidavits in connection with programing; whether Street misrepresented facts to the commission regarding fraudulent billing practices, and whether the company possesses the requisite qualifications to remain a licensee.

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## FCC raises limit on routine fines

**Staff can now levy up to \$4,000 without the need to consult beforehand with commission**

With the FCC now authorized to fine broadcasters twice as much as in the past, the staff has been given double the authority it had to impose fines without bringing the matter to the commission.

The new maximum fine Congress has authorized the FCC to impose, for violation of commission rules or policies of the Communications Act, is \$20,000. The commission implemented the new authority by the adoption of rules earlier this month (BROADCASTING, Oct. 23). And the staff, which had been free to impose fines of up to \$2,000, last week was delegated the authority to impose fines of up to \$4,000.

The commission acted during a review of the delegations of authority it has given the staff.

At the same time, the commission authorized the Cable Television Bureau to impose forfeitures of up to \$4,000 on cable system operators. Cable systems, for the first time, are subject to fines—with a \$20,000 maximum. As is true of other staff actions, staff-imposed forfeitures can be appealed to the commission.

As for commission-imposed forfeitures, the new law provides for alternative procedures. The commission may issue a notice of apparent liability and impose a fine without a hearing, as it does now. In that case, if the forfeiture is not paid, the government would seek collection in federal district court. Or the commission could offer an opportunity for hearing before an administrative law judge, whose order providing for a fine could be subject to judicial review.

The commissioners did not take advantage of the meeting to discuss in detail any of the delegations given the Broadcast Bureau. That bureau, and several others, are authorized to act on any matter except certain categories of items. And the staff delegations to grant license renewals except in cases where broadcasters propose less than certain minimums of nonentertainment programing have become controversial, as the staff in recent weeks has brought to the commission's attention several such renewal applicants.

Indeed, a staff item involving four FM renewals sparked a commission decision

two weeks ago to direct the staff to draft a set of options as to how the commission might experiment with the removal of certain regulations and processing guidelines (BROADCASTING, Oct. 23).

The delegation policy is aimed at restricting to the staff generally routine matters whose disposition would be governed by existing policy, thus allowing the commissioners more time for consideration of substantive matters. The Broadcast Bureau alone reports taking some 21,000 actions under delegated authority in fiscal 1978, which ended Sept. 30.

The Cable Television Bureau, whose delegation authority is more limited—the delegations are specific—was given somewhat broader authority last week, in addition to the forfeiture delegation.

For instance, the staff may now act on any petition for special relief from the non-duplication rules, unless the petition involves a novel question. Previously, only the commission could grant such special relief. ("With 12 years of history, we don't have to burden the commission with all nonduplication issues," said Jerold Jacobs, deputy chief of the Cable Television Bureau.)

In addition, the bureau is not now deterred by objections from acting on requests for special temporary authority. And in matters involving applications in the cable television relay service (CARS), the staff may act on applications that do not raise novel questions. Previously, an objection would require the staff to bring the matter to the commission's attention.

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## Gill changes mind about concession to San Jose group

**KNTV tells court it was pressured in settlement by petition to deny that would have stopped sale to Landmark Communications**

Last May, Gill Industries Inc. reached an agreement with a local citizen group that paved the way for the sale of Gill's KNTV(TV) San Jose, Calif., to Landmark Communications for \$25 million (BROADCASTING, May 22). Gill has now gone into a state court seeking to nullify that agreement, under which the company is committed to pay \$202,000 to a second local group that operates a cable television access studio in San Jose.

Gill, in the suit filed in California superior court in Santa Clara county, alleges that the settlement was obtained "as a result of the coercion and duress of defendants and for an illegal and unlawful purpose." Accordingly, Gill said, the court should declare that the agreement has "no force or effect, and is void and unenforceable."

The agreement, which Gill Industries' owner, Allen Gilliland, said was proposed by Philip Jacklin, on behalf of his Com-

mittee for Open Media, and the Community Media Center, was a factor in the withdrawal of a petition to deny KNTV's renewal application that had been filed by COM. CMC is a nonprofit organization that is San Jose's designated agent for operating the access channel on the Gill Cable system, a Gill Industries subsidiary that operates in the city.

One allegation in the petition to deny—which effectively blocked approval of the proposed sale—was that Gill Cable, which had donated equipment to the access studio CMC operates, had removed the equipment and records that were not Gill Cable's "exclusive property." Under the agreement, Gill is to pay CMC \$90,000 for the purchase of new equipment for the television production center, \$10,000 for legal services, and \$102,000, spread over 48 months.

The filing of the suit marks the second time in less than a month questions have been raised in a public forum concerning the actions of Mr. Jacklin, long active in the citizen movement in California, in connection with a petition to deny renewal. Earlier in the month, the commission, in designating the renewal of KJAZ(FM) Alameda, Calif., for hearing, as the result of a petition filed by Mr. Jacklin's COM, designated an issue as to whether the petitioner had abused the commission's processes (BROADCASTING, Oct. 23). The issue stemmed from COM's offer to withdraw the petition in return for an agreement by the owner, Patrick Henry, to sell the station to a nonprofit group for \$1 million.

COM's counsel, Charles Firestone, who teaches law at the University of California at Los Angeles, said COM's concern—besides obtaining "reforms" at the station through a separate agreement that was negotiated with KNTV—was to see that CMC was "made whole."

He also denied charges of "duress." Indeed, he said the lesson to be drawn from the controversies surrounding the KJAZ and KNTV negotiations is that the commission should abandon its policy of refusing to approve or disapprove the agreements citizen groups reach with stations. The policy, he said, leaves open the "possibility of abuse." So the commission should examine agreements "to determine if they are in the public interest."

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## Chance for another look at CPB nominees

**Four went up before adjournment; now they must be resubmitted and there's fight about who's to get one of full four-year terms**

With congressional adjournment, the four nominees for the board of the Corporation for Public Broadcasting have been sent back to the President, who must renominate them in the next Congress.

This procedural requirement doesn't upset some senators who were displeased



at the short-term nomination of ITT attorney Howard White to fill the unexpired one-and-a-half-year term of former Chairman W. Allen Wallis. Mr. White, a black, was expected to be named to a full term, and there have been some indications that the Senate will be reluctant to hold hearings on any nominees until Mr. White gets a full term.

The three others nominated in the last session of Congress were Geoffrey Cowan, attorney and lecturer at the UCLA communications department; Paul S. Friedlander, a Seattle attorney, and Kathleen Nolan, an actress and president of the Screen Actors Guild.

The board has functioned this year with six and seven members whose terms had expired, or (in Mr. Wallis's case) who had resigned. And the present squabble over Mr. White doesn't give CPB staffers a positive indication that the board will quickly reach full strength.

If the Cowan, Friedlander and Nolan nominations stand, as expected, only four other board positions will be available for Mr. White to fill. And two of those are short terms—those of Mr. Wallis, one and a half years, and Virginia B. Duncan, about three years. The two other available positions are those of Michael A. Gammino, who some expect to be reappointed, and Louis P. Terrazas, who must expect will be replaced with another Latino.

Another stumbling block in this whole process apparently is Senator Daniel P. Moynihan (D-N.Y.), reportedly seeking a full-term spot for the brother of Representative James H. Scheuer (D-N.Y.).

## NAEB gathers many worlds of public broadcasting

**Big sessions include one with regulators and legislators, but there are more than 140 smaller workshops to attend**

The National Association of Educational Broadcasters annual convention is under way this week at the Sheraton Park hotel in Washington.

Representatives from all facets of educational broadcasting are meeting in various public and private sessions through Thursday. The convention, which was to begin Saturday with an NAEB executive committee meeting, features a "Video Fair," with more than 40 distributors, producers and others offering programs, series and (as in the case of many independent producers) samples of their work in exhibit areas set up as mini-theaters.

A major session on Monday is NAEB's second annual "Speak-Out," where various industry leaders speak out on current broadcast issues. Among the participants is Dr. Frederick Breitenfeld Jr., who has recently been critical of Public Television Service's method of choosing programs offered to member stations. He was particularly critical of a documentary on members of a neo-Nazi party in California,

called "California Reich" (BROADCASTING, Oct. 16).

A panel interview with legislators and regulators whose actions and opinions affect public telecommunications is scheduled at the Wednesday luncheon. Participants include Harry M. (Chip) Shooshan, chief counsel of the House Subcommittee on Communications; FCC Commissioner Tyrone Brown; the Commerce Department's Henry Geller, assistant secretary for communication and information, and Mary Jo Manning, counsel to the Senate Subcommittee on Communications.

A panel at the closing session Thursday brings together representatives of groups that are in the process of plotting the future of public broadcasting. Participants will be Edward Elson, chairman of National Public Radio; Lillie Herndon, chairman of the Corporation for Public Broadcasting and Hartford N. Gunn Jr., vice chairman of PBS. Also, the new chairman of NAEB's board and a commissioner from the Carnegie Commission on the Future of Public Broadcasting will take part in the panel, which will have Cortland Anderson, acting president of CPB, as chairman.

Besides the larger general sessions, NAEB has scheduled some 140 smaller ones on such topics as FCC issues (FM table of assignments, underwriting, public broadcasting eligibility and multiple ownership), minorities in telecommunications, implications of satellites for television programers and updates on various CPB issues and studies.



**Taking it to the people.** Belle O'Brien, chief of the FCC's Consumer Assistance Office (l), and Susan Greene, head of the commission's task force on children's television programming and advertising, have been on the road, conducting workshops aimed at informing members of the public on how to participate in FCC proceedings. The first of the series was in Chicago, on Oct. 18; the second was in Los Angeles (where this picture was taken), on Oct. 21, and the third, in San Francisco, on Wednesday (Nov. 1). The next is scheduled for Atlanta on Nov. 6. The workshops have been attracting about 60 members of the public, including representatives of neighborhood associations, teacher organizations, parent-teacher groups, state and local governments and the National Association for the Advancement of Colored People. The workshops focused on the pending children's television inquiry as a model for teaching the basics of commission rulemaking proceedings.

## Gambling issue stirs fairness fight in Fla.

**Pro-casino group charges WCKT with violations of doctrine and personal attack rules, says it's monitoring other stations**

The political battle now under way in Florida over whether the voters should legalize casino gambling in the state has generated one fairness doctrine complaint and could generate more before residents decide the issue in a referendum on Nov. 7.

Let's Help Florida, a committee working for approval of Proposition Nine, which would legalize casino gambling, filed its petition with the FCC against WCKT(TV) Miami. The committee alleges not only that the station has presented an unbalanced coverage of the issue, favoring opponents' arguments, but also that it has violated the personal attack rule by presenting "emotionally charged, abrasive and verbally violent editorials" aimed at the committee without offering its members an opportunity to respond.

The committee, which maintains that passage of Proposition Nine will provide economic benefits for the state, has complained of unfair treatment on the part of newspapers as well as broadcast stations throughout the state—it notes that some media-related companies or individuals,

including Wometco Enterprises, have contributed to the campaign of a committee opposed to Proposition Nine—and is monitoring the coverage that 29 other television stations are giving the issue. The results of the monitoring and the manner in which the commission handles the complaint against WCKT will determine whether additional complaints are filed, according to a committee spokesman.

In its complaint, the committee maintains that WCKT "has completely abandoned its obligation to present contrasting views on [the] issue, opting instead for the 'advocacy of omission' through 'news coverage' which focuses on negative stories with regard to the issue, to the point where positive stories are singular in their absence from WCKT coverage."

The committee acknowledged that the station has invited it to provide a spokesperson to appear on a one-hour program on Oct. 29 to discuss Proposition Nine with a representative of opponents of casino gambling.

And WCKT, in its formal response to the commission, said it has actually devoted more time to the gambling side than to the anti. It said that the amount of time to both sides had been fairly even until several weeks ago, when the committee's charges of unfair treatment by the media led the station to conduct two interviews—totalling about 17 minutes—with a spokesman for the committee.

## Changing Hands

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

### Proposed

■ **KKTT(AM) Los Angeles-KUTE(FM) Glendale, Calif.:** Sold by Tracy Broadcasting Corp. to Inner City Broadcasting Corp. for \$4.5 million ("In Brief," Oct. 23). Seller, owned by Richard B. Stevens, also owns KUPL-AM-FM Portland, Ore. Buyer, which two weeks ago bought KRE-AM-FM Berkeley, Calif., and WBRB-FM Mount Clemens (Detroit), Mich. ("Changing Hands," Oct. 23), owns WLIB(AM)-WBLB(FM) New York. Inner City is principally owned by Percy E. Sutton, board chairman and former borough president of Manhattan. KKTT is on 1230 khz with 1 kw daytime and 250 w night. KUTE is on 101.9 mhz with 640 w and antenna 2,860 feet above average terrain.

■ **KYSS-AM-FM Missoula, Mont.:** Sold by Garden City Broadcasting Inc. to Garden City Broadcasting Corp. for \$828,000. Seller is owned by Mr. and Mrs. Chester M. Murphy and James Goodrich, who have no other broadcast interests. Buyer is subsidiary of Communications Investment Corp., owned by George C. Hatch

and his wife, Wilda. CIC owns Intermountain Network; KGEM(AM)-KJOT(FM) Boise, Idaho; KGHL(AM)-KBMS(FM) Billings, Mont.; KALL-AM-FM Salt Lake City, and is principal in KUTV(TV) there and bought KVEL-AM-FM Vernal, Utah (BROADCASTING, Aug. 21). The Hatches are part owners of Telecommunications Inc. which owns microwave and CATV systems throughout the country. KYSS is 5 kw daytimer on 930 khz. KYSS-FM is on 94.9 mhz with 30 kw and antenna 2,490 feet above average terrain.

■ **KRCO(AM) Prineville, Ore.:** Sold by Radio Central Oregon to High Lakes Broadcasting Co. for \$409,000. Seller is owned by Collin R. Matheny and his wife, Rita, who have no other broadcast interests. Buyer is owned by John S. Kendall, general sales manager at KXAS-TV Dallas-Fort Worth, who has no other broadcast interests. KRCO is 1 kw daytimer on 690 khz.

■ **KTOQ(AM) Rapid City, S.D.:** Sold by Midland Broadcasting Co. to Tom-Tom Communications for \$400,000. Seller is owned by Stephen Hughes, president (47.5%); his parents, V.H. Hughes (24%) and Evelyn Hughes (23.5%), and Peter G. Sieler (5%). The Hughes family also owns KOLL(FM) Gillette, Wyo. Mr. Sieler owns 5% of KYUS-TV Miles City, Mont. Buyer is principally owned by Thomas J. Brokaw, host of NBC's *Today* program, who has no other broadcast interests. KTOQ is on 1340 khz with 1 kw daytime and 250 w night.

■ **WMVB-AM-FM Millville, N.J.:** Sold by Garden State Broadcasting Corp. to Sel-Thom Communications Inc. for \$400,000. Seller is principally owned by Fairleigh S. Dickinson Jr., principal owner of WKIP(AM) Poughkeepsie, N.Y. Buyer is owned by James B. Thompson, account executive at KYW-TV Philadelphia and principal in trophy and awards store in Willow Grove, Pa.; he has no other broadcast interests. WMVB is 1 kw daytimer on 1440 khz. WMVB-FM is on 97.3 mhz with 5.2 kw and antenna 195 feet above average terrain.

■ **WTWA(AM) Thomson, Ga.:** Sold by Hickory Hill Broadcasting Co. to Bethany Broadcasting Co. for approximately \$250,000. Seller is owned by Gene D. Harden, who has no other broadcast interests. Buyer is principally owned by Walter J. Brown, principal in WTHO-AM-FM Thomson and WSPA-AM-FM-TV Spartanburg, S.C. Mr. Brown founded WTWA in 1948, later sold station. He will turn back license of WTHO(AM) to FCC upon reacquisition of WTWA. WTWA is on 1240 khz with 1 kw daytime and 250 w night. WTHO is 1 kw daytimer (500 w critical hours) on 1530 khz.



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■ WUNA(AM) Aguadilla, P.R.: Sold by Noroeste Broadcasting Corp. to Israel Roldan Gonzales for \$225,000. Seller is equally owned by Lucas Muniz and his cousin, Radames Muniz. Lucas Muniz owns WLUZ(AM) Bayamon, P.R. Radames Muniz has no other broadcast interests. Buyer is lawyer in Aguadilla with sand and gravel interests, no other broadcast interests. WUNA is on 1340 khz with 250 w full time.

■ Other station sales proposed last week included: WJBI-FM Clarksdale, Miss.; WCIB(FM) Falmouth, Mass.; WRIE(AM) Erie, Pa., and KEVA(AM) Evanston, Wyo. (see "For the Record," page 55).

### Approved

■ KYTV(TV) Springfield, Mo.: Sold by Springfield Television Inc. to TV 3 Inc. for \$20 million plus \$582,500 for agreement not to compete. Seller is principally owned by Lester L. Cox and Don C. Daily. Buyer is subsidiary of Harte-Hanks Communications Inc., publicly traded group owner into which Southern Communications merged (BROADCASTING, June 26). Harte-Hanks Southern Communications owns three AM's, three FM's and three other TV's as well as 26 daily newspapers and 54 nondaily publications in 33 markets. Robert G. Marbut is president and chief executive. KYTV is NBC affiliate on channel 3 with 100 kw visual, 20 kw aural and antenna 2,040 feet above average terrain.

■ WIYD-FM Palatka, Fla.: Sold by Hall Broadcasting Co. to Sis Radio Inc. for \$288,000. Seller is owned by Georgie F. Hall, who also owns WWPF(AM) Palatka. Buyer is owned by Stanley N. Kaplan (23.2%) and his wife, Harriet (56.9%). Remaining shares are held by 24 others. Kaplans own WAYS(AM)-WROQ(FM) Charlotte, N.C., and WAPE(FM) Jacksonville, Fla. WIYD-FM is on 99.9 mhz with 100 kw and antenna 180 feet above average terrain.

■ WGCD(AM) Chester, S.C.: Sold by Dispatch Broadcasting Co. to Noelle Broadcasting Inc. for \$225,000 plus \$36,300 agreement not to compete. Seller is principally owned by Joe S. Sink, president, and holds minority interest in WBYB(AM) Benson, N.C. Buyer is principally owned by R. Donnie Goodale, general manager of WJRI(AM) Lenoir, N.C., who has no other broadcast interests. WGCD is on 1490 khz with 1 kw daytime and 250w night.

■ KAPY(AM) Port Angeles, Wash.: Sold by Port Angeles Radio Inc. to Strait Corp. for \$225,000. Seller is owned by Charles H. Herring Jr. and his wife, Mary Helen, who have no other broadcast interests. Buyer is principally owned by Thomas P. Newcomb Jr., sales manager of KYSS-AM-FM Missoula, Mont., and Douglas Nelson, Sears, Roebuck executive in Seattle. KAPY is 1 kw daytimer on 1290 khz.

■ WPGR(AM) (construction permit) Port Gibson, Miss.: Sold by South-West Mississippi Broadcasting Co. to Joseph Hollingsworth for \$200,000. Seller is

owned by Robert Sanders and Rodger Ownby. Mr. Sanders is president of non-commercial wVLS(FM) and Mr. Ownby is general manager at WJXN(AM), both Jackson, Miss. Mr. Hollingsworth is former operations manager at WRBC(AM) Jackson, Miss., and has no other broadcast interests. WPGR is 250 w daytimer on 1170 khz.

■ Other station sales approved last week included: WSLV(AM) Ardmore, Tenn. (see "For the Record," page 56).

## San Francisco stations survive petitions to deny

**Discrimination charges are dropped by FCC which also turns down allegation of illegal ex parte contacts by Gabbert**

The Community Coalition for Media Change, a San Francisco-area citizen group, struck out on petitions to the FCC to deny the license renewals of three San Francisco stations.

The commission rejected the complaints and renewed the licenses of KPIX(TV) and KIOI(FM), while deferring action on KIQI(AM), which is under common ownership with the FM, because of engineering problems that must be resolved.

CCMC had claimed the stations dis-

criminated against blacks in their employment practices. But the commission said that an over-all look at employment at Westinghouse Broadcasting Co.'s KPIX would not support an inference of discrimination. And it said that the employment statistics at KIQI-KIOI showed that both stations not only approached full parity in their employment of minorities but substantially exceeded the commission's statistical processing standards in the upper four job categories.

CCMC had also complained that the stations did not broadcast programs that dealt with minority problems. But the commission said that the stations had responded to problems of minority communities, including blacks.

And in response to a complaint that a specific minority-oriented program broadcast by KPIX was not produced by a black, the commission said there was no requirement that minority-oriented programming be directed or produced by minority personnel. In any case, it added, Westinghouse had stated that the program had featured and been co-produced by a black woman since it started in 1972.

Nor did CCMC fare any better with an allegation that James Gabbert, president and general manager of KIOI-KIQI, had engaged in "illegal ex parte contacts," in connection with the purchase of KIQI, in 1974. The commission, which had rejected the ex parte charge in 1974, when CCMC had opposed the transfer, said the coalition

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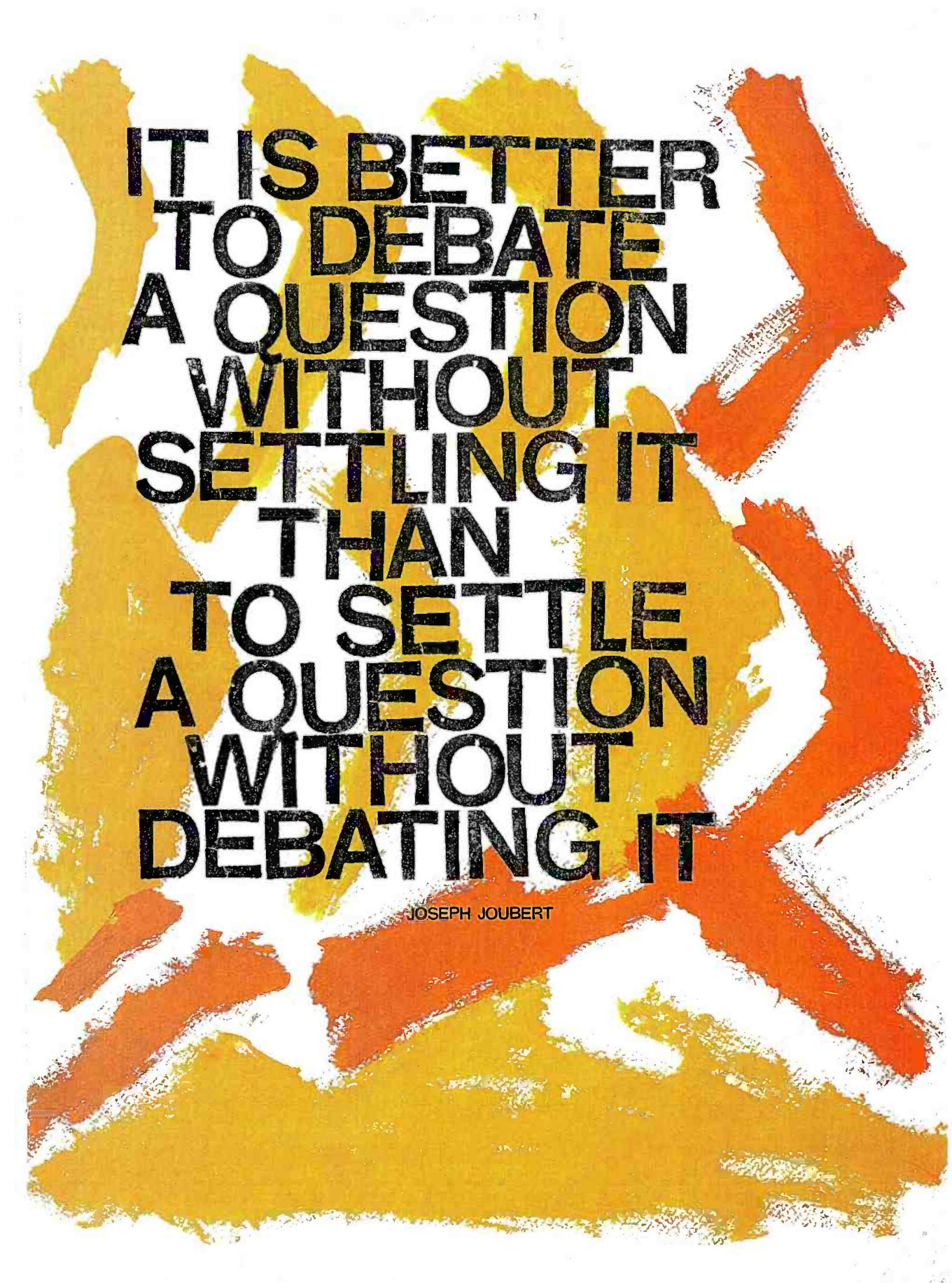
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had made no effort to substantiate the ex parte allegation in connection with the renewals. Such "irresponsible charges," the commission said, raised no question of ex parte contacts in the current proceeding.

The commission actions on the petitions were adopted by 7-to-0 votes.

## Media Briefs

**Steve Gentry remembered.** ABC Inc. has established \$40,000 endowed scholarship fund in memory of Stephen Gentry for University of Southern California cinema-television students. Mr. Gentry, 37, was vice president, programs, West Coast, ABC Entertainment, at time of his death in airplane crash last May.

**Talk on fees.** FCC staff members will hold public meeting 1:30 p.m., Nov. 1, in General Services Administration auditorium, Washington, to discuss design of commission's proposed fee refund program, seek recommendations for changes and answer questions. Comments on over-\$20 fee refund program due by Nov. 8. FCC said there will be no discussion at public meeting regarding future fee schedule or refund of fees \$20 or less.

**Dismissed.** U.S. Court of Appeals granted summary dismissal of citizen group's appeal of FCC renewal, in 1975, of Newhouse Broadcasting Corp.'s WSYR-TV Syracuse, N.Y. Syracuse Coalition for the Free Flow of Information in the Broadcast Media had petitioned commission to deny renewal on grounds of discrimination in employment and Newhouse's continued ownership of television station in city where it owns AM and FM stations, cable system and two major daily newspapers.

**Bribes alleged.** Two top Warner Communications executives—Jay Emmett, member of three-man office of president, and Solomon Weiss, assistant treasurer—have been accused in court documents of accepting \$50,000 cash bribe to influence corporation to buy stock in Westchester Premier theater, Tarrytown, N.Y., five years ago. Assistant U.S. attorney also is said to contend that at least partial payback to now defunct Westchester theater came from Warner treasury. Federal investigation alleging organized crime involvement in Westchester theater is under way. Warner audit committee of outside directors is conducting its own investigation. Messrs. Emmett and Weiss have not been indicted. They deny charges and company is said to support them.

**BMI brass.** E.R. Vadeboncoeur of Newhouse Broadcasting Corp. was re-elected chairman of Broadcast Music Inc. along with BMI President Edward M. Cramer and other officers at board meeting last week. Wilson Wearn of Multimedia Inc., a major BMI stockholder, was elected to board to succeed late Rex G. Howell of XYZ Television, Grand Junction, Colo. Merrill Lindsay of Illinois Broadcasting Co. was named chairman of executive committee.

## Broadcast Advertising

### FTC entangled in courtroom

**Commission doing battle with industry groups over rulemaking in children's TV ads; hearing set on Pertschuk disqualification**

Washington U.S. District Court Judge Gerhard A. Gesell has set for hearing today (Oct. 30) the case in which five advertising and industry groups are seeking the disqualification of Federal Trade Commission Chairman Michael Pertschuk from the children's advertising proceeding.

And in a separate but related action, the FTC has asked the same court for summary dismissal of the consolidated filings of five advertising and industry groups challenging various procedural aspects of the commission's children's rulemaking proceeding.

Plaintiffs in the disqualification proceeding are the American Advertising Federation, American Association of Advertising Agencies, Association of National Advertisers, Toy Manufacturers of America and as intervenor, Kellogg Co. Essentially, this group contends Mr. Pertschuk is biased and has prejudged key issues in the proceeding (BROADCASTING, Oct. 23).

While FTC attorneys are fighting off these industry attacks, the rulemaking proceeding continues. Deadline for comments is Nov. 24. Following that, the commission is scheduled to conduct hearings in San Francisco Jan. 15 and Washington Jan. 29. After the hearings, parties may submit more material for the record during a rebuttal period.

Next step will be a staff report to the commission that will include the staff's analysis of the record and recommendations of final action. Forty-five days after that comes the report of the presiding of-

ficer, Morton Needleman, which essentially indicates where he disagrees with the staff. After another 60-day comment period on the two reports, interested parties go before the commission for oral presentations. This step is not part of the rules procedure, but is done on a discretionary basis. It is then up to the commission to decide what, if any, action should be taken.

Meanwhile, several industry and advertising groups, including some involved in the disqualification proceeding, have filed other actions challenging FTC rulemaking procedures. In September, these were consolidated. Plaintiffs are Chocolate Manufacturers Association of the United States of America Inc., Grocery Manufacturers of America, Kellogg, AAAA (joined by J. Walter Thompson Co., Young & Rubicam, Ted Bates, Leo Burnett and Dancer Fitzgerald Sample) and ANA.

### Baby beer brouhaha

**Anheuser-Busch pulls TV spots for its new Chelsea low-alcohol beverage after community protests**

Anheuser-Busch Inc., St. Louis, has halted its test market spot television advertising campaign for its Chelsea beverage after community groups complained that the commercials might lead children to drink beer.

In its advertising, Chelsea was heralded as a "not-so-soft" drink though Anheuser-Busch contends it contains 0.5% alcohol and consists of a blend of lemon, ginger and apple favorings in a malt-flavored base. The opposition was spearheaded by the Virginia Nurses Association, which threatened a boycott of the product. Barbara Bolton, executive director of the association, said nurses fear that Chelsea might "condition" children to drink beer and other alcoholic beverages when they became older. The association



**TV sells itself.** WMAO-TV Chicago, an NBC O&O, has kicked off a \$200,000 promotional campaign, "Where is the best place to look for Chicago?" According to Gene Davis, manager for advertising and promotion, the station "virtually has a whole new look," that has been carried over from the promotional spots to the opening graphics of its news shows. He said, however, that WMAO-TV "has not strayed that far away from our basic logo" in part because the parent company insists that its stations maintain their identification with the network. On Oct. 22 the station began the campaign with a series of 30-second spots featuring its news personnel in well-known Chicago locales. Jim Ruddle, anchor, and Lynn Scott, reporter (left photo), are shown at the filming of one of the spots at the Clark Street Cafe, a restaurant on the city's north side. At the filming of another spot, Carol Marin, weekend anchor, is shown at the Cook county jail. The promotional campaign, which is expected to run through February, includes print ads as well as broadcast and features an original song, "Chicago," by Michael Randall.





noted that Chelsea is packaged like a beer and looks, pours and foams in the same manner.

Other community groups in Virginia and a parent-teacher association in Sacramento, Calif., also voiced concern over the product.

The campaign began about two months ago in five test markets—Richmond, Va., Sacramento, Springfield, Mass., New Orleans and Peoria, Ill. A spokesman for Anheuser-Busch declined to give the cost of the advertising but said it was overwhelmingly in TV, though there was some newspaper support.

The company issued a two-paragraph statement on Oct. 21 saying it was suspending all test marketing and promotion of Chelsea, even though the company believes the drink fulfills "a real need" in the adult beverage market. Anheuser-Busch said it was "studying the possibility of overcoming certain well-intentioned objections" to the concept of the product.

"We've yanked the television advertising because that seemed to be the focal point of the criticism," the Anheuser-Busch spokesman said. "People seem to feel it piqued the curiosity of kids with the 'not-so-soft drink' theme."

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## DOE spends bundle on TV for energy ads

### \$1.5 million test campaign in six cities designed to alert public to need to conserve

The Department of Energy is winding up the first phase of a new pilot "market research demonstration" in six cities across the country that in large part is relying on paid television advertising to educate the public on energy conservation. The \$1.5-million "Project Payback" is an attempt by DOE to acquaint the public with the concept of "life cycle" pricing of electrical appliances and home energy-saving products, according to Carol Norris, an Office of Buildings and Community Systems program manager.

Three 30-second television commercials have been playing in five cities since Sept. 25. An initial five-week run of the spots in Syracuse, N.Y., Atlanta, Minneapolis-St. Paul, Denver and Portland, Ore., will be followed up by 400 personal interviews with viewers to determine the educational impact of the advertising. Through the winter, DOE will be offering public service announcements. Beginning March 12, 1979, another seven-week run of the paid ads will take place in the same cities plus Houston. Evans & Bartholomew, Denver, is the agency handling the campaign.

Of the \$1.5 million budgeted for the project, about \$1.1 million is slated for production and media buys. About \$600,000 of that is being spent on television time buys while another \$160,000 is going to buy space in regional and local editions of *Time*, *Newsweek*, *U.S. News*

and *World Report* and other magazines.

Stations running the ads include: WTVH, WIXT and WSYR-TV in Syracuse; WXIA-TV, WAGA-TV, WSB-TV and WTCG in Atlanta; KSTP-TV, WCCO-TV, KMSP-TV and WTCN-TV in Minneapolis-St. Paul; KBTV, KMGH-TV and KOA-TV in Denver, and KATU, KOIN-TV, KPTV and KGW-TV Portland. The stations to be included in the Houston run this spring have not yet been selected.

Ms. Norris called the project a "pilot effort on the part of the Department of Energy to show people the cash-flow situation" in buying energy consuming products. "Most of the retail advertising has not brought up energy saving," she said, and DOE hopes that its program will point the way for retailers and manufacturers to start stressing energy conservation in their advertising. DOE hopes to see the "retailers start switching their advertising," she said. If the retailers do take up the banner, DOE expects to withdraw from the advertising marketplace.

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## CBS plans multimedia push for radio

In an effort to position radio as a primary advertising medium, CBS Radio Spot Sales has launched a national campaign, embracing a film presentation, a 32-page booklet and a continuous direct-mail program directed to advertisers and agencies.

More than 400 advertiser and agency

executives viewed the film during October in Los Angeles, Chicago and New York and a fourth presentation is scheduled for Detroit in early November.

The film, titled "Sound of Success," and the other materials stress that spot radio offers clients mass numbers, audience selectivity, market and schedule flexibility and creative potential. It makes use of the voices of a number of agency executives.

Following the presentations in the four cities, the film will be used by the 19 station clients of CBS Radio Spot Sales.

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## Advertisers cited for black consciousness

The World Institute of Black Communications awarded 37 awards, 20 in television and radio, for "communications excellence to black audiences (CEBA)."

The World Institute, founded by the National Black Network, cited these advertisers and agencies in the radio category: Avon Products and Uniworld Inc.; Anheuser-Busch and D'Arcy-MacManus & Masius; Delta Airlines and Burke Dowing Adams; General Electric and Young & Rubicam; Anheuser-Busch and D'Arcy-MacManus & Masius; A&P and Lockhart & Pettus; GE and BBDO; Anheuser-Busch and D'Arcy-MacManus & Masius; United Negro College Fund and Young &

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CEBA winners in television were Polaroid and Doyle Dane Bernbach; General Foods and Young & Rubicam; Pepsi-Cola and BBDO; McDonald's and Burrell Advertising; United States Army and N W Ayer; Ford Motor and Kenyon & Eckhardt; National Health Council and Norman, Craig & Kummel; Coca-Cola and Burrell Advertising; United Negro College Fund and Young & Rubicam; Revlon and Revlon Retail Promotion and WNBC-TV New York and Sharon Sopher.

## All-time crowd for TVB

Record registration of more than 500 has been received for the 29th annual meeting of the Television Bureau of Advertising to be held in Chicago on November 13-15.

A highlight of the meeting will be the results of phase one of an industry-supported feasibility study on the possibility of setting up a third television audience measurement service. The study, which is being conducted by Booz, Allen & Hamilton, consists of three phases. The first, focusing on the needs of users of rating services, has been completed and a final report is being prepared for presentation at the annual meeting.

Other topics to be explored at the gathering are sales training, co-op advertising, retail development and sales compensation.



**Eleventh-hour try.** The Republican Congressional Campaign Committee began a national television advertising blitz last week aimed at convincing voters to elect GOP members to the Congress on Nov. 7. It is the first time the party has turned to national ads to influence local congressional races. The 21 30-second spots purchased on ABC and CBS cost about \$800,000, according to a committee spokesman, and are airing from Oct. 23 to Nov. 5 during prime time, early morning talk shows, weekend sports events and late movies. NBC was not purchased because the times the GOP wanted were not available. The four spots feature an on-camera actor as spokesman at various Washington scenes. Three of them accuse the Democrats of feeding inflation with big spending and of not controlling bureaucracy and the other accuses the Democrat-dominated Congress of not wanting to reveal the truth about South Korean influence-buying.

## Programming

# World Series puts NBC over the top

**It captures week's ratings with 19.8, ABC is second and CBS last but showing improvement on Sunday**

If NBC-TV couldn't get seven games out of the World Series, then at least the sixth and final game couldn't have come on a better night than it did for the network—Tuesday.

As expected, the game's 35.9 rating and 54 share made it the most-watched program of the week, holding ABC-TV back just enough on its strongest night to give NBC the weekly win for Oct. 16-22 by a nose. The week's average ratings: 19.8 for NBC, 19.7 for ABC and 17.8 for CBS-TV.

Strengths and weaknesses in the schedules of all three networks remained consistent, except on Sunday, where CBS's reworked line-up showed significant improvements in the performances of *All in the Family* and *Alice*.

Coming off *60 Minutes*' 42-share lead-in, *Family* pulled a 39 share in its new time period, 8-8:30 p.m. NYT, while *Alice* followed with a 37 at 8:30-9 p.m.—much better than either show had been faring behind the ill-fated *Mary*. The two comedies beat ABC's *Battlestar Galactica*, which came in with a 32 share off a 22-share lead-in from *The Hardy Boys Mysteries*.

NBC opened its evening with a 28-share *Walt Disney*, then followed with a 10th anniversary *Hee Haw* special instead of *Centennial* at 8-10 p.m. That pulled a relatively weak 28 share, leaving *Lifeline* with a 20 share at 10-11 p.m., 14 points off its World Series and Bob Hope-boosted performance the previous week. CBS had a highly promoted made-for-TV movie at 9-11 p.m., "Like Mom, Like Me," which pulled a 39 share; ABC's "Walking Tall: The Final Chapter," had a 33.

On Monday, NBC's *Little House on the Prairie* wound up as the second most-watched show of the week, behind the series game, with a 44-share special at 8-9:30 p.m. CBS's new lead-off shows for the night, *WKRP in Cincinnati* and *People*, continued to falter with 24 and 26 shares, respectively. The rest of CBS's night picked up with *M\*A\*S\*H*'s 32 share and 26's for both *One Day at a Time* and *Lou Grant*.

CBS also continued to have lead-off troubles on Wednesday, when *The Jeffersons* came in with a 28 share and *In the Beginning* a 22. NBC managed just a 27 share with its three-hour airing of "Little Big Man," which still beat out CBS's "McLintock," by a share point. ABC walloped both the other networks by pulling a 36 share with *Eight is Enough*, a 43 with *Charlie's Angels* and a 39 with *Vega\$*.

On Thursday, ABC tried out *Operation Petticoat* behind *Mork and Mindy* at 8:30-9 p.m.; it pulled a 34 share, eight

points off *Mork's* lead-in and considerably less than *What's Happening* has been delivering in the time period. NBC tried *Dick Clark's Live Wednesday* at 8-9 p.m., pulling a 20 share to *The Waltons*' 32 on CBS. *Hawaii Five-O* again dropped dramatically from the *The Waltons*, this time to a 28 share, but *Barnaby Jones* again bounced back to easily win the 10-11 p.m. time period with a 39.

That helped CBS stay a little more than one rating point away from ABC in the nightly averages, as the latter's *Barney Miller*, *Soap* and *Family* came in with shares of 36, 32, and 30, respectively. NBC had a comeback performance from *Quincy* at 9-10 p.m., when it pulled a 29 share coming off *Dick Clark*, but *Sword of Justice* plummeted to a 22.

NBC experimented with *Project UFO* at 8-9 p.m. on Friday—normally it airs in that time period Thursday—but its 18 share lost the time period to ABC's 34-share *Donny and Marie* and CBS's 32-share *Wonder Woman*. *UFO* left *Rockford Files* with a 28 share, but *The Eddie Capra Mysteries* continued to build at 10-11 p.m., reaching a 32 share, a new high. CBS's *The Incredible Hulk* came in with a steady 33 share at 9-10 p.m., but *Flying High* dropped to a 27 at 10-11 p.m. ABC's movie, "More Than Friends," had a 30 at 9-11 p.m.

All three networks still had problems on Saturday. ABC's *Welcome Back, Kotter* had its first seasonal showing at 8-8:30 p.m. with a 28 share. Behind it, *Carter Country* had a 27. CBS's *Rhoda* and *Good Times* remained weak with 27 and 24 shares at 8-9 p.m., helping bestow a time-period-winning 39 share on NBC's *CHiPs*.

The 9-10 p.m. time period was taken by an NBC special, part two of *Rescue From Gilligan's Island*, which had a 40 share. That gave NBC the nightly win despite

**NATPE a la MIP.** With 181 suite requests already in, more than 200 expected eventually and only 145 suites presently reserved for the March 9-14 convention at the MGM Grand hotel in Las Vegas, National Association of Television Program Executives conference organizers are negotiating for more space and are likely to encourage smaller exhibitors to consider taking large rooms in order to remain on-site. All this is expected to provide fodder to those preaching a conversion to the booth-by-booth, convention-hall style used at the Marche International des Programmes de Television (MIP-TV) in Cannes, France. Among the topics of discussion at a NATPE board meeting in Las Vegas this Thursday and Friday (Nov. 1-2) is to be a plan for a MIP-style experiment, with about a half-dozen companies setting up shop side-by-side in collapsible, soundproof and air-conditioned modules. If the test works, and the membership approves, there's the possibility of switching over in 1980 to accommodate NATPE's growing numbers.



*Sword of Justice's* 26 share at 10-11 p.m., its second shaky performance of the week. The now-canceled *American Girls* came in with a 17 share for CBS at 9-10 p.m., but *Dallas*, now moved to Sunday night, rebounded to a 30 at 10-11 p.m. *Love Boat* and *Fantasy Island* came in with shares of 34 and 36 for ABC.

## Nice numbers for PBS

**Ratings for public television, while not threatening the big three show a marked rise over last year**

After years of wishing the ratings would just go away, public television is suddenly looking forward to more of them. Overnight ratings for October in four major markets for public television programs are significantly higher than in many of the same time slots last year.

Those figures, however, do not come close to those at the commercial networks. Possibly Public Broadcasting Service's highest ranking show, *The Duchess of Duke Street* (which began 15 episodes Oct. 22), came in with less than a 10 share in its best market, San Francisco.

PBS's excitement comes from past experience. It is used to dealing with numbers much closer to one and two. Last year, in the 8 p.m., Oct. 1 time slot, the PBS show got a 1.4 rating and a 2.1 share in San Francisco. This year, a documentary on opium brought in a 3.0/4.6 there. Other numbers appear to be consistent with that.

A *Masterpiece Theater* presentation, "The Mayor of Casterbridge," just about doubled its ratings in New York, from 1.0/2.0 to 2.6/3.9. It also got 2.9/4.4 ratings in Chicago and San Francisco. A movie on weightlifting, "Pumping Iron," was up five times over the same time slot last year in Los Angeles, to 4.0/6.1. New York was 3.7/5.2 and Chicago, 3.0/4.1.

This, as PBS Director of Communications Research Dale Rhodes said, is just a preliminary indication of ratings. PBS will have a much better idea of how October went when more complete statistics come out in November. Also, national ratings are still two weeks away.

Why the jump in public television ratings? PBS loves to answer that one. Quality programing and increased promotion, it says. Public television, Mr. Rhodes said, "is tired of hiding its light under a bushel basket." And this fall's promotional budget of some \$2 million is the largest ever for public television.

One reason viewers are getting more exposure to public television is *TV Guide*—in both advertising and coverage. This is significant, especially in New York City, where the *Guide's* circulation has increased some 200,000 since the newspaper strike. There was a time, Mr. Rhodes said, that public broadcasting was treated "as sort of a foreign country" in *TV Guide*.

One program that didn't fare so well

with a lot of publicity was the controversial documentary about California Nazis, "California Reich," which got a 2.2/3.2 in Los Angeles and a 2.4/3.8 in San Francisco. Although PBS might consider these numbers "disappointing," they were still at least two times higher than ratings in the same time slots last year. Chicago will not broadcast the documentary and New York may later.

There are various ways to interpret ratings and these are merely the preliminaries. The whole story on fall ratings hasn't been told yet, but PBS is pleased with the beginning.

**Set for spring.** Arbitron Radio has announced that after consultation with Radio Advertising Bureau's GOALS committee, April 19-May 16 has been set for its spring 1979 survey, as endorsed earlier by the Arbitron Radio Advisory Council (BROADCASTING, Sept. 11). These dates avoid the Easter holiday, when daytime listening by teen-agers tends to increase.

## Networks bring out big guns for Nov. sweeps

**Miniseries, movies and specials are slotted for ratings periods**

The November sweeps start this week, and the three commercial television networks have loaded their prime-time schedules with miniseries, big-name movies and specials, and, not coincidentally, preempting many of their weaker regular series in the process.

Nielsen will be measuring Nov. 1-28, Arbitron Nov. 2-29. While all three networks had as of last week blank and tentative spaces in their line-ups, especially during the latter part of the month, what they did have scheduled showed only two or three evenings with regular competition in the sweep's first 20 days, at least.

Here's a look at most of the highlights:

**Miniseries.** Each network has a highly touted, big-name miniseries to unleash.

For ABC-TV, it's *Pearl*, a six-hour "romantic drama set against the background of the attack on Pearl Harbor," to air Nov. 16, 17 and 19. CBS has *The Word*, based on Irving Wallace's best-seller about a public relations executive "caught in a deadly intrigue surrounding the publication of a controversial document that appears to be a long-lost eyewitness account of the life of Christ." The eight-hour adaptation is to air Nov. 12-15. CBS also will air a four-hour version of Harold Robbins's "The Pirate," an account of "compelling human passions set against a backdrop of Arab-Israeli intrigue," set for Nov. 21-22.

NBC-TV has set eight-and-a-half hour's worth of *Stories From the Bible* on Nov. 19-22. (On Nov. 18, CBS has scheduled a three-hour theatrical version of the same book.) NBC also is to air two "chapters" of *Centennial* during the month, both on Saturday—Nov. 4 and 11—to avoid heavy competition from the other networks on its regularly scheduled night, Sunday.

**Movies.** Blockbusters abound in both the theatrical and made-for-TV categories. Of the former, ABC's TV premiere of "The Sting" on Nov. 5 probably is the most spectacular, as evidenced by the fact that neither CBS nor NBC has scheduled anything particularly glamorous against it. CBS plans to debut its new Saturday night movie slot with "The Poseidon Adventure" on Nov. 4, and besides the previously mentioned "The Bible," has scheduled "Gator" with Burt Reynolds on Nov. 1 and "Billy Jack" with Tom Laughlin on Nov. 28.

NBC has "Return to Macon County" with Nick Nolte on Nov. 8 and "Ode to Billy Joe" on Nov. 12, but will rely most heavily on made-for-TV films. They include "Thou Shalt Not Commit Adultery" on Nov. 1; "The Time Machine" on Nov. 5; "Rainbow," the story of Judy Garland, on Nov. 6; "Betrayal," with Rip Torn and Lesley Ann Warren as a psychiatrist and the patient he lures into a sexual relationship "under the guise of therapy," on Nov. 13; "Lady of the House," starring Dyan Cannon as famed San Francisco madam Sally Stanford, on Nov. 14; "Bud and Lou," starring Buddy Hackett and Harvey Korman as Abbott and Costello,

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on Nov. 15; "Return Engagement" with Elizabeth Taylor on Nov. 17; "Thief of Baghdad" with Peter Ustinov on Nov. 23, and "Fire in the Sky," a three-hour disaster epic with Richard Crenna on Nov. 26.

CBS's made-for-TV entries include "First You Cry," starring Mary Tyler Moore as a woman with breast cancer, to air Nov. 8, while ABC plans "How to Pick Up Girls!" with Desi Arnaz Jr. on Nov. 3 and "A Question of Love," about a child custody case involving a lesbian mother, on Nov. 26.

**Specials.** They'll be sprinkled everywhere, beginning with CBS's *Cinderella at the Palace*, with Gene Kelly as host on Nov. 2. CBS also plans animated specials with Bugs Bunny and Charlie Brown on Nov. 15, *Hollywood's Diamond Jubilee* on Nov. 11 and a "Star Wars" holiday special on Nov. 17. ABC has a *Family Feud* special on Nov. 6, a three-hour boxing triple-header on Nov. 10 featuring Larry Holmes and Alfredo Evangelista fighting for the World Boxing Council heavyweight title, a Pat Boone family special and Sunday night pro football game on Nov. 12 and a *Battle of the Network* stars on Nov. 18. NBC will weigh in with a musical version of *Li'l Abner* on Nov. 9, a Mickey Mouse 50th birthday celebration on Nov. 19, a Frankie Avalon-Annette Funicello musical on Nov. 21 and a Steve Martin special Nov. 22.

## CTW sets out to win children to science

**It announces development of new children's show it hopes will do for science what 'Sesame Street' did for reading; \$9.6 million budget for 65 shows**

An as yet untitled educational television series on science and technology aimed at the nation's 14 million 8-to-12-year-olds is scheduled to premiere on public broadcasting stations early in 1980.

Children's Television Workshop, creator of *Sesame Street* and *The Electric*

*Company*, is hoping the Public Broadcasting Service will schedule the program (ideally, midmorning and 6:30 p.m.) to enable it to attract classroom and after-school audiences.

The project (65 half-hour programs) is budgeted at \$9.65 million, and negotiations are still in progress between CTW and the Corporation for Public Broadcasting for \$700,000. The major funder is the National Science Foundation, which is supplying grants totaling \$3.5 million, and the only corporate funder is United Technologies Corp., providing \$2 million. Also, the U.S. Office of Education has budgeted \$1.7 million and may have another \$500,000 in fiscal year 1980. Another \$1.2 million will come from CTW's self-support funds. CTW expects \$750,000 (including the \$700,000 from CPB) from public broadcasting sources.

CTW president Joan Ganz Cooney said the workshop staff has been developing the series for more than a year. The target audience is the 8-to-12-year age range "because researchers have told us it is a critical age at which children's attitudes toward science are influenced—too often, negatively," Mrs. Cooney said.

Playing directly on that curiosity, the magazine-style program will have weekly themes—often opposites or extremes (hot and cold, light and dark, powerful and weak, growth and decay)—which will be developed during the first four days. The final program each week will be a review of the first four.

Samuel Gibbon, executive producer of *Electric Company*, said the series will touch on all major fields of science and technology, but will not be organized by disciplines such as biology, physics or civil engineering. It will be a "highly selective sampling of all the disciplines," he said.

CTW's other two productions rely on repetition—an effective method of teaching such things as the alphabet—and animation. In this one (a name has yet to be chosen from among 200 or so possibilities), however, producers will show a great deal of material, with as much as possible from "the real world," although some animation will be used.

CTW and other research indicates that by seventh grade (8 to 12 years old are

fourth to seventh grade ages), when most students begin science courses in schools, many already dislike science—especially girls and minorities. In one study of children in the sixth grade 25% of boys said they would consider careers in science and engineering, but only 3% of the girls were interested.

The probable format of the show will be a live cast of three regular members who will be the bridge between format categories and several regular departments. It may have a mystery adventure serial, drama, live action film, music, comedy and special electronic and film effects.

Preliminary program development is almost complete. Dr. Keith Mielke, research director for the series, said more than 6,000 children have participated in its development, and many more will see test shows to give producers some idea of where to proceed. Production of five test shows is scheduled for the next few months, followed by evaluation and then full scale production in April.

### Program Briefs

**Foxx fix.** ABC Inc. has agreed to drop \$5-million-plus breach of contract suit against comedian Redd Foxx (BROADCASTING, Sept. 4) provided Mr. Foxx produces and delivers TV series pilot that ABC claims it is owed. ABC added that Rev. Jesse Jackson, head of Operation PUSH, was involved in meeting between ABC representative and Mr. Foxx.

**Live and growing.** Season premiere of NBC-TV's *Saturday Night Live* on Oct. 7, featuring rock group Rolling Stones, was show's highest-rated premiere ever. It had 12.5 rating, compared to premiere outings of 10.3 in 1977, 9.1 in 1976 and 6.7 in 1975.

**Juice for TV.** Orenthal Productions has been formed as TV production division of O. J. Simpson Enterprises, Los Angeles. First projects will be for NBC, following Mr. Simpson's signing five-year agreement with that network. Appointed executive in charge of production was Daniel S. Mark, former vice president of business affairs, West Coast, for International Creative Management.

**Nontaxable.** Internal Revenue Service has ruled that income received by tax-exempt colleges and universities from sale of broadcast rights to football and basketball games is not taxable. Question of such taxability arose during regional IRS office audit of Southern Methodist University, Texas Christian University, Kansas University and Cotton Bowl Athletic Association (BROADCASTING, June 20, 1977). IRS has now advised that broadcasting of sports events contributes to universities' tax-exempt purpose.

**Six join NBC Radio.** Six new affiliates of NBC Radio Network: WADA(AM) Shelby, N.C.; WNPC(AM) Newport, Tenn.; WCLG(AM) Morgantown, W.Va.; KTIP(AM) Porterfield, Calif., and WTSA-AM-FM Brattleboro, Vt.

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## Cable ad volume: gaining fast but still modest

**NCTA survey finds a tripling in two years as programming sources for cable proliferate**

Advertising, although a small contributor to cable television income, has increased threefold on cable in the past two years, according to a survey by the National Cable Television Association.

The association estimated that advertising revenues for the whole industry will reach \$8.5 million this year, three times the amount NCTA estimated from a similar survey taken two years ago.

In comparison with broadcasting's advertising revenues, which totalled \$7.2 billion in 1976, cable's advertising income is small indeed. In fact, compared to cable's gross revenues, expected to be about \$1.5 billion this year, it is small. Of the 923 cable systems responding to NCTA's survey (3,800 systems received questionnaires), three-quarters reported that they made less than \$10,000 a year from advertising. And only 2% earn more than \$100,000 from advertising.

But NCTA indicated advertising on cable is a growing trend that the association attributes to the development of new programming made expressly for cable.

NCTA reported that of the 744 survey respondents that produce their own local programs, 46% take advertising, mostly from local businesses but at times from regional and national advertisers.

Commenting on the survey's findings, NCTA President Robert L. Schmidt said, "Both local and national advertisers are able to buy time for a fraction of the

hundreds or thousands of dollars they would pay at broadcast outlets. Moreover, merchants and local service firms buy cable TV spots knowing that their messages reach homes in a specific cable viewing community—with none of the expensive spillover which makes broadcast commercials too costly and wasteful for many small local companies."

The NCTA survey found that the vast majority of cable systems, 85%, get less than 5% of their revenues from advertising. For another 6% of the systems responding to the questionnaire, advertising sales account for 5%-20% of their revenues, and for a small minority, 8%, advertising accounted for more than 20% of annual revenues.

NCTA said the figure of \$8.5 million is, if anything, an underestimate of the expected industrywide advertising revenues. About two-thirds of it was attributed to the systems that answered the survey—which, although representing only about a quarter of the total systems in the industry, include the larger ones, NCTA said. It guessed that the rest of the systems would take in about \$3 million in advertising this year, an estimate one spokesman said is "probably rather conservative."

The spokesman said that \$1.5 million in advertising comes from the top 2% of the systems that reported making more than \$100,000 from commercials. There are five of them: Mission Cable TV, San Diego (Cox Communications), the nation's biggest system; Manhattan Cable Television, New York (Time, Inc.); Potomac Valley Television, Cumberland, Md.; UA-Columbia Cablevision of New Jersey, Wayne, N.J. (UA-Columbia Cablevision), and Gulf Coast Television, Naples, Fla. (Palmer Broadcasting Co.).

The NCTA survey also revealed that cable systems are doing more audience measurement than in the past, surveying their subscribers about viewing habits, program preferences and demographics. One-quarter of the respondents reported doing

some research, which they used in program decisions, advertising sales presentations and marketing strategies.

NCTA said last week that more data about the cable industry will be released in spurts in the near future. Other questions included in the survey concerned such subjects as news and public affairs programming on cable, access programming, sports, educational programming, political uses of cable and local origination.

## Time-ATC merger held up at FCC

**Ferris wants further exploration of antitrust implications before expected approval is given deal**

The FCC last week deferred action on applications involved in the proposed merger of American Television & Communications Corp. into a Time Inc. subsidiary, Time Television & Communications Inc. Technically at issue in the case is the transfer of some licenses for common carrier microwave stations. But Chairman Charles D. Ferris expressed concern about the antitrust implications of the proposed merger.

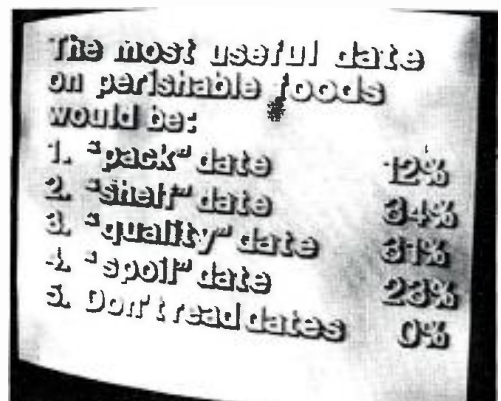
The deferral further clouds the merger issue, since both parties had hoped to consummate the agreement by Oct. 31. After then, either may pull out of the agreement. It is unclear when the FCC will take up this matter again (there were indications it might be Nov. 2). Time said it is willing to extend the Oct. 31 deadline. ATC is expected to meet Oct. 30 to consider its course. The FCC staff is said to be trying to complete work on the item and submit it to the commission as soon as possible.

The merger, which would be effected by the exchange of 1.55 shares of Time stock for each outstanding share of ATC, is



**Cable consumers.** About 3,000 viewers in Columbus, Ohio, watched or participated in a federal Food and Drug Administration hearing through Warner Cable's two-way Qube cable system Oct. 17. FDA Commissioner Dr. Donald Kennedy (left, above), appeared on the program with Qube's consumer expert, Jon Steinberg who put more than a dozen questions to the audience about a pending FDA proceeding on food labeling. Viewers' responses, made by pressing buttons on their home consoles and tabulated instantly during the program by Qube's com-

puter, indicated among other things that they want more nutritional information on food packages and are willing to pay an additional 7 cents to 15 cents per \$20 grocery order to get it. The hearing was the fifth in a series of six the FDA is holding in cities across the country. Qube officials, pleased with the results of this and an earlier TV meeting about a local planning commission proposal (BROADCASTING July 17), are now talking about future two-way meetings, with congressmen and, if possible, members of the Carter administration.



valued at almost \$140 million (BROADCASTING, Jan. 2). And it would place under one corporate roof the dominant supplier of pay cable programming—Time's Home Box Office—and the nation's second largest cable television system operation. And that is what appeared to concern Chairman Ferris last week.

The staff had recommended approval of the transfer applications involved. One question involved ATC's carriage of HBO programming after the merger, since the commission is considering a proposed rule that would prohibit a common carrier from transmitting programs of an affiliated company. However, Time Inc. has said it would convert the microwave facilities involved—which account for only 1.3% of ATC's total revenues—into a private carrier, if the rule is adopted.

But, Chairman Ferris said, "the larger question is not the rulemaking but the fact that you'll have the number-one programmer merge with the number-two cable system. What are the antitrust implications?"

The Common Carrier Bureau chief, Larry Darby, said the bureau had been in touch with the Justice Department's Antitrust Division, and was told a requirement that the merged company get rid of the common carrier microwave facilities would eliminate any antitrust problem.

And Philip Verveer, the Cable Television Bureau chief, who had formerly worked in the Antitrust Division, said ATC's number of subscribers—708,000, or 5% of the total number of cable subscribers of 14 million—is large enough to "raise a question." But he said the cable industry is not yet concentrated, the barriers to entry for program suppliers are low, and the commission has rules to guard against companies taking "advantage of their size." He thought the commission would be meeting its obligations in approving the merger.

But Chairman Ferris wanted the commission's views stated in the order it adopts on the merger. "This is an essential ingredient," he said. "It has to be developed." He asked that the draft order be reworked and brought back to the commission for consideration.

### Cable Briefs

**Debt decrease.** Communications Properties Inc., cable TV multiple system operator, has obtained \$12.7 million loan and restructured existing \$30,360,000 long-term debt. New loan will be used to retire CPI's total outstanding debt. Lenders involved include John Hancock, Aetna, Connecticut Mutual, Teachers and Home Life insurance companies.

**Zooming in.** Home Box Office, Time Inc.'s pay-programming subsidiary, scheduled Oct. 18 *Upclose* hour, described as service's "first behind the scenes documentary" and featuring John Travolta, Olivia Newton-John, Woody Allen and Diane Keaton. David Scheehan (KNXT(TV) Los Angeles, NBC-TV's *America Alive*) is host.

## Broadcast Technology

# Film and tape: peaceful co-existence at SMPTE

**Organizers cite common ground for two media at conference this week; late add to agenda: the television blanking problem**

Perhaps nowhere is the controversy over the benefits of video tape versus film production more focused than within the membership of the Society of Motion Picture and Television Engineers, and the organizers of the society's conference in New York this week have again chosen the marriage between the two technologies as their central theme.

Last year the key word was "interface"—defined by SMPTE officials as the complementary integration of both film and tape techniques in the producer's bag of tricks (BROADCASTING, Oct. 24, 1977). This year it's "imagery," which, according to John Zeman, the conference's program chairman and a district sales manager for Eastman Kodak's motion picture and audio-visual markets, was chosen to represent the profession of all the society's members, whatever medium they use.

"Imagery relates to both media," Mr. Zeman said last week. "We wanted to set a tone of looking at the whole industry, and looking at what you think will work for you, whether it be film or video. If anything, video has increased the total imagery marketplace . . . film and video people have somehow made that an antagonistic situation which doesn't exist."

One conference session particularly related to the imagery theme, in Mr. Zeman's view, will be the film-to-tape / tape-to-film transfer papers on Wednesday afternoon. The presentations by an international group of manufacturers on several different types of transfer systems indicate the growing flexibility between the two media, Mr. Zeman said, and the growing desire to use that flexibility to take advantage of the specific benefits of each.

But there are still many sessions which concentrate exclusively on one or the other of the two media, and on the video side, one of the most important will be the video production seminar on Thursday. A discussion of the video blanking problem, a late addition to the agenda, will lead off the sessions, with papers addressing the issue to be presented by Thomas Keller, chief engineer of WGBH-TV Boston and chairman of the Broadcasters' Ad Hoc Committee on Television Blanking Widths, and Blair Benson of Video Corp. of America.

According to one source familiar with the paper Mr. Keller will present on behalf of the broadcasters' committee, it discusses the lack of established blanking

measurement standards and other aspects of the committee's findings to date. Mr. Benson said his paper will address the special blanking difficulties encountered by production houses, because of the multiplicity of video processing stages used in production, all of which can add blanking.

One session that apparently wasn't important enough was the scheduled seminar on video disk technology. According to Mr. Zeman, it was canceled due to lack of interest.

The following equipment and service firms will be displaying and selling their products in the Americana hotel. Listings contain booth locator numbers for each firm. New products are indicated by an asterisk (\*).

Ampex	1-3, 24-26
Angenieux	203-04
Arriflex	136-39
Belden Communications	196
Bell & Howell	141-43
Berkey Colortran	162-63
Bolex	131
Robert Bosch Corp.	39-40
The Camera Mart	164-66, 173-75
Canon USA	168-69
Century Precision Cine/Optics	207
Chyron Telesystems	108
Cinema Products	188-93
Cine 60	232-33
Coherent Communications	248
CMX Systems	4
Commercial Electronics Inc.	235-36
Comprehensive Service Audio-Visual	176
Comprehensive Video Supply	245
Consolidated Video Systems	242-44
Convergence Corp.	10-11, 17-18, 35-36
Dolby Laboratories	133-34
Eastman Kodak	148-49
Eigen Video	41
Elmo Manufacturing	156
Film Equipment Rental	208-10
Frezzolini Electronics	160-61
Fuji Magnetic Tape	221
Fujinon Optical	222-24
General Electric Lamps	186-87
General Enterprises	264
Goldberg Brothers	157-59
Alan Gordon Enterprises	134-35
Grass Valley Group	115
GTE/Sylvania	101
Karl Heitz Inc.	256
Hazeltine	132-33
Hitachi-Denshi	21-22, 31-32
Hologon Optical Systems	105
Hollywood Film	219-20
Ikegami Electronics	118-21
Image Devices	102
JVC Industries	19-20, 33-34
Kliegl Brothers	116-17
KLM Associates	215-18
Lenco Electronics Division	110, 112
Lipsner-Smith	200
Listec Television Equipment	185
Lowel-Light	177-78
L.T.M. Corp.	124-27
L-W International	225
Macbeth Sales	227
Magnasync/Moviola	144-47
Magna-Tech Electronic	150-51
Marconi Instruments	241
Matthews Studio Equipment	183-84



MBI	205-06
Micro Consultants	230-81
Microtime	109
MM Editing Systems	194-95
3M	239-40
Mole-Richardson	197-99
Motion Picture Enterprises	140
Motorola	111
Multi-Track Magnetics	179-80
Nagra Magnetic Recorders	172
Neumade Products	263
Norton Associates	167
NTI America	107
Nurad	236-37
O'Connor Engineering	213-14
Pace International	255
Pako Corp.	103
Perf-Fix	152
Philips	8-9, 44
Plastic Reel	128-30
Rangertone	104
RCA	12-16, 37-38
Recortec	45
Roscoe Laboratories	212
Sennheiser Electronic	234
Sony	27-30
Soremec-Eclair	237-38
Spin Physics	148-49
Strand Century	170-71, 181-82
Tektronix	246-47
Tele-Cine	5
Telemation	42-43
Telescript	113
Television Equipment Associates	115
Thermodyne	202
Thomson-CSF Laboratories	6-7
Twenty-Fourth Frame	226
Vital Industries	23

## Fax newspapers are stand-out at digital satellite meeting

Over 430 engineers, most from the United States, Canada, Japan and Europe, met in Montreal last week for the fourth International Conference on Digital Satellite Communications. One of the highlights of the three-day meeting (Oct. 23-25), according to Serge le Francois of Teleglobe Canada, one of the conference co-sponsors, was a digital transmission of newspaper facsimiles by satellite from Europe.

French and Italian newspapers participated in the satellite feed to the conference at Montreal's Queen Elizabeth hotel. The participating newspapers included *Le Figaro* and *Le Monde* of France and *Corriere della Sera* of Italy. The transmissions were relayed to Teleglobe via an Intelsat trans-Atlantic satellite. (The international conference, which is held every three years, is sponsored by Intelsat and professional organizations of the host country.)

According to Mr. le Francois, the "highly technical" papers presented at the meeting seemed to "satisfy the needs of most of the delegates," who showed considerable interest in the Teleglobe facsimile demonstration.

He said there were 13 equipment exhibi-

tors at last week's meeting, including the American firms, McDonnell-Douglas and Digital Communications Corp. He said that there was little in the way of sales at the conference, however, and that the exhibitors were there principally to introduce new equipment and techniques to the delegates.

## Comsat request for earth station at Lake Placid gets snagged at the FCC

The Communications Satellite Corp. has run into a problem in its effort to build an earth station at Lake Placid, N.Y., to be used to beam television coverage of the 1980 winter Olympics to Europe. The FCC last week designated the application for hearing.

What is troubling the commission is the financial arithmetic involved. Comsat estimates construction costs at \$589,000, operating costs at \$289,000 and revenues at \$365,000.

That leaves a shortfall of \$513,000, and the commission is concerned about the possibility of Comsat requiring rate-payers to make up the difference. The service has been requested by the European Broadcasting Union.

As a result, the staff recommended and the commission adopted an order designating the application for hearing in order

to answer the question of how the shortfall would be made up.

Larry Darby, chief of the Common Carrier Bureau, indicated the staff was prepared to recommend rejection of the application, but was deterred by a requirement barring rejection without a hearing.

Commissioners expressed concern about the effect of a denial of the application on coverage of the winter Olympics for Europe. However, the staff said alternate means of transmitting the television signals are available.

## Technical Briefs

**Modernizing in Seoul.** Tongyang Broadcasting Co., Seoul, Korea, is upgrading its television studios with RCA broadcast equipment worth more than \$1.3 million. Channel 7 station has ordered RCA's newest studio TV cameras, video tape recording systems and associated switching, monitoring and audio equipment.

**Communications confab.** Institute of Electrical and Electronic Engineers is holding National Telecommunications Conference Dec. 4-6 in Birmingham, Ala. Updating on changes in communications includes more than 50 technical sessions with panel discussions and presentation of approximately 250 papers. Satellite communications, fiber optics and transmission technology are to be highlighted. For information, contact Chairman H. T. Uthlaut Jr., Box 771, Birmingham 35201.

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## AMST has misgivings over Rand UHF study

**Urges FCC task force not to develop policy based on data it says is out of date**

The Association of Maximum Service Telecasters has urged the FCC not to rely on a Rand Corp. econometric model in developing UHF policy. AMST says there are already more occupied UHF channels than the study, dated February 1976 and revised a year later, predicted for 1990.

AMST's president, Tom B. Paro, in a letter to FCC Chairman Charles D. Ferris, noted that the commission staff, in various proceedings, is preparing recommendations that are based on UHF station projections derived from the Rand report. He noted the now disbanded UHF task force relied on the report in the VHF drop-in proceeding, in which the commission is now considering four short-spaced VHF drop-ins.

And last summer, Mr. Paro added, the task force used the report to predict UHF television needs by 1990. One purpose of the staff study was to determine the number of new UHF stations that would be barred by the reallocation of various amounts of UHF spectrum to nonbroadcast use. The study was made in connection with an evaluation of a Texas Instruments receiver, which is designed to permit a reduction in the number of UHF "taboos."

Mr. Paro added that "we understand" that the disbanded task force is relying on Rand projections in developing its final report on future UHF television needs. The report would be aimed at providing the basis for future allocations policy.

Using the revised Rand model, the task force has predicted there would be 196 commercial UHF stations in the top 100 markets. "In fact, however," Mr. Paro said, "225 commercial assignments are already occupied, i.e., stations on the air, permits granted, or applications pending for new stations." Mr. Paro added that in almost 80% of the markets, there are now at least as many channels occupied as Rand forecast for 1990.

Mr. Paro said "a partial explanation for the discrepancy between reality and the Rand projections" is that Rand counted a channel as vacant even where a construction permit had been granted or applied for, if no station was yet operating. It said many channels Rand would consider vacant are being fought over in multiparty comparative hearings.

Accordingly, AMST said, "it is clear from present-day facts that any studies and recommendations based on the Rand study would be unreliable and futile. The commission's staff should not proceed with further work based on the Rand projections."

## In Sync

Up and coming in broadcast technology

**Overheard at the EIA.** The board of the Electronic Industries Association, meeting last week in Los Angeles during the group's annual fall meeting, decided to go ahead with a "five-year plan" for United States manufacturers to hold regular trade shows overseas. A source on the board said that the "U.S.-only" shows will be held "at least" once a year in places such as Singapore, Cairo, Latin America or wherever "targets of opportunity" may appear. □ □ □ **Flying the crowded skies.** At this week's meeting of the Society of Motion Picture and Television Engineers in New York, Liston Abbott of RCA's David Sarnoff Research Center in Princeton, N.J., is scheduled to present a paper entitled "Transmission of Four Simultaneous Television Programs via a Single Satellite Channel," proposing a technological remedy to a problem that has already become apparent and promises to get worse: Demand for space on the country's four domestic broadcast satellites is close to outstripping the space available. □ □ □ **One case in point.** Just how serious the problem is becoming was made obvious last week when BROADCASTING reported ("In Brief," Oct. 23) that Satellite Communication Systems, Tulsa, Okla., had filed a \$2.8-million law suit against RCA Americom in an effort to continue use of horizontally polarized transponder 18 on RCA's Satcom I. The case seems pretty much to boil down to SCS wanting to hold onto a channel for which RCA has found another tenant. □ □ □ **One solution.** Mr. Abbott calls his plan "four-in-one" use of satellite transponders, and he is going to report on a successful demonstration of the process held in Juneau, Alaska, last April 26 when RCA Alascom transmitted four program signals and delivered them to that city's B-C Cable TV Inc. □ □ □ **One hitch.** Although, as Mr. Abbott says, the four-in-one feed is merely an "extension" of the present system of two-in-one feeds that have been going to Alaska from Los Angeles 16 hours a day since January 1977, the four-in-one feeds require a 10-meter or greater antenna dish. He says the 4.5-meter dishes used by most cable systems have problems with "excessive noise." □ □ □ **But it looks like a step in the right direction—earthward.** Sources in the industry have said they expect no new domestic communications satellites before the "advanced Westar" project, a large-capacity Western Union satellite that will provide communications for NASA and commercial users and that is scheduled to go up on one of the early space shuttle flights in late 1980 or early 1981. Western Union sources will not go into specifics, but they do say their "capacity will be increased" above the present 24 channels. And RCA, it's understood, is now activating its vertically polarized transponders on Satcom's I and II to bring those birds up to their combined 48-channel capacity. (According to SCS, most cable systems in the country are equipped to receive only horizontally polarized signals, and conversion could be costly.) Officially, RCA refuses to reveal how much space is left on its Satcoms, but a source there who should know admitted he "understands Americom's booked up." A Western Union official said the Westars are "getting very close to capacity" and that there is a "shortage of occasional capacity" on the system. □ □ □ **Dollars for dishes.** Although still only in the "demonstration phase," RCA's four-in-one process could precipitate a new sales boom in ground station equipment. If demand for satellite time continues to grow, larger market cable operators, especially those that owe much of their financial success of late to such satellite-fed services as WRCG(TV) Atlanta and Home Box Office, may find the \$50,000-plus price tags for the larger dishes (as opposed to \$25,000 for the smaller ones) a small price to pay to continue attracting the numbers of services and subscribers they want. □ □ □ **While the subject's at hand.** Dan Wells, senior vice president for engineering at the Public Broadcasting Service, says that as of last week 152 of 165 PBS member stations are now receiving their programming via the Westar satellite. Most of the 13 stations not yet connected, Mr. Wells says, are in locales posing special construction problems. Among those are one each in Alaska, Puerto Rico, Virgin Islands, another in Binghamton, N.Y., one in Cookeville, Tenn., and three in New York City. Mr. Wells expects the 13 stations to join the rest of the system by the end of the year. □ □ □ **Under the wire.** PBS, by the way, does not appear to have any problems about losing its satellite space. It has a seven-year contract for four transponders (there are 12 on each of the two Westars) with an option of four more years at a fixed price and four years beyond that at a price to be negotiated. □ □ □ **News from the Midwest.** SMPTE is by no means the only broadcast conclave this week. Out in Chicago, the ninth annual Loyola (University) National Radio Conference, a sort of mini-NAB for college and high school radio personnel, is expecting 1,000 delegates for a three-day meeting, Nov. 3-5. Steve Wagner of the conference says that equipment manufacturers have been taking a real interest in this year's show—greater, in fact, than the record companies that have long supported the meeting. Among the equipment firms that will be present are 3M, McMartin, Radio Systems Design and two Canadian firms, Ottawa Equipment and Bailey Engineering Ltd. □ □ □ **Final note.** Scientific-Atlanta came up with an interesting set of numbers last week. By its figuring, 55% of all of licensed earth stations in the country bear the S-A logo. And, it says, 60% of the stations that are now awaiting FCC approval are also of S-A design.



## From AP to ABC

**Benson replaces O'Brien as network names new head of news on its four radio networks**

Robert Benson, deputy director of broadcast for AP, has been named vice president, ABC News, Radio, effective Nov. 13, replacing Thomas A. O'Brien, who becomes director of radio news operations.

Before joining AP in 1974, Mr. Benson, now 35, spent six years with the ABC-owned AM group, as news director at WLS(AM) Chicago and KGO(AM) San Francisco and then as operations director at KGO.

In July 1974, Mr. Benson was hired by AP to develop its AP Radio network and served as its first managing director. About a year later, he was promoted to deputy director of broadcast and has also served as an assistant secretary of AP. AP Radio currently has 620 affiliates.

Mr. Benson's new responsibility (subject to pro forma approval by the ABC Inc. board) will be over-all supervision of the news programming and administration of ABC Radio's four networks: American Contemporary, American Information, American Entertainment and American FM, which combined have about 1,600 affiliates.

He also will be involved in tailoring new concepts and updating news operations for the four networks. He explained that he will be looking at new technology, adding that he was "very involved with that" at AP.

Mr. O'Brien, who has held the top slot at ABC Radio news for the past 15 years, will be responsible for coordinating the radio newsgathering of ABC's domestic and overseas bureaus, as well as for periodic reviews of coverage plans with assignment and cable managers.

Mr. O'Brien, whose credits include planning the news operation for ABC's four-network split in the 1960's and putting actualities and newsmen (rather than announcers) on the air, last week claimed some relief by the higher management decision to bring in Mr. Benson. "I'm delighted to have lost the day-to-day headache of administration," he said.

## Trial separation

**WCCO-TV documentary unit, as part of report on television, will follow five families who give up their sets for a month**

Five families in the Minneapolis-St. Paul area are giving up television for 30 days in cooperation with a documentary unit of WCCO-TV there, which will monitor their activities during that period and report the results in a prime time edition of *Moore on Sunday* Dec. 3. The project grew out of an on-air ascertainment project that identified



**Commerce's open house.** Commerce Secretary Juanita M. Kreps met with broadcasters at reception Oct. 17 that opened a two-day briefing on department matters that Commerce officials gave for station managers, network executives and Washington-based radio and television correspondents. The briefing, the first of its kind ever conducted by the department, was designed to educate the broadcasters on the department's functions and on how to obtain information on them. Shown with Mrs. Kreps (l-r) are Ernest A. Lotito, director of Commerce's Office of Communication; Leonard A. Swanson, vice president and general manager, WIC-TV Pittsburgh and a board member of the National Association of Broadcasters, and Lewis Silverman, economic reporter for the *MacNeil-Lehrer Report*.

key concerns on the minds of Twin Cities residents.

Each of the families is being paid \$500 on condition that all family members not watch TV. Station technicians made the families' TV sets inoperable, and all of the family members (nine adults and 14 children) are under oath not to watch TV out of the home. The station could not locate retired persons who would agree to give up the medium for that long a period.

In addition to reporting the experience of the five families, the *Moore on Sunday* documentary unit will travel to Columbus, Ohio, to investigate the Warner Cable Qube experiment, to New York to interview network executives, and to Washington to speak with government officials, among other stops. Those opinions also will be used in the documentary hour, which will be followed by a 90-minute "town meeting" during which authorities will discuss the program's experiment's findings.

## Journalism Briefs

**Texas-size.** UPI is building new \$2 million worldwide communications, computer and research development center in Dallas. UPI will install two Univac computers costing \$6.5 million in center, replacing existing computers in New York.

**Ruse.** Radio Television News Directors Association said it deplored action by officers of Summit county, Utah, sheriff's office posing as broadcast journalists in attempt to arrest John Singer, admitted polygamist. Officers, posing as reporters from *Los Angeles Times*, tried to arrest Mr. Singer for refusing to send three of his children to public school. RTNDA President Paul M. Davis said ruse "can only undermine some of the basic freedoms and traditions we all hold dear." Mr. Singer avoided capture.

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## Biggest stand up best to bears in the market

Larger broadcast companies hold own in Wall Street decline; smaller firms, however, suffer

Major broadcasting stocks seemed to be holding fairly steady in the stock market slide that began two weeks ago, but many other issues were taking hard lumps along with the market generally.

In broadcasting and related fields, secondary stocks appeared to be hit hardest—as was also the case in the general decline.

On Wall Street the plummeting prices were blamed on a selling frenzy heightened and carried along by rising interest rates. The market seemed on the verge of stabilizing early last week but kept edging downward as midweek approached.

Between Oct. 11 and the market's closing last Tuesday, Oct. 24, the Standard & Poor's 400 Industrials average dropped 7%. In BROADCASTING's index of broadcasting and related stocks, a few issues did well, but a lot didn't.

Among broadcasting issues, Capital Cities Communications dropped 4% in that span, closing Tuesday at 41 7/8. ABC was off 5% to close at 37; CBS was down 6%, closing at 53 3/8; Cox dropped 7% to 52 3/8, and Scripps-Howard was off 7% to 47 1/2.

Among less fortunate stocks in the broadcasting list were Metromedia, down 18% in that period to close Tuesday at 54; Taft and LIN both off 17%—Taft closed at 20 5/8 and LIN at 35 3/4. Storer was down 11% to 31 1/4.

Sonderling Broadcasting, in the category of broadcasting companies with other major interests, was virtually the only gainer in the BROADCASTING index during the Oct. 11-24 period. Perhaps on the strength of its improved merger deal with Viacom (BROADCASTING, Oct. 23), Sonderling rose 3% in price, reaching 24 3/8 at the Tuesday closing. (Viacom, in the cable index, dropped 13%, closing Tuesday at 23 1/2.)

The Washington Post Co. was off 2% to 44; Multimedia was down 4% to 25; Combined Communications was off 6% to 30

3/4; Dun & Bradstreet was off 6% to 33 3/4; Gannett was down 7% to 42 1/2; McGraw-Hill also down 7% to 22 3/8, and Jefferson-Pilot down 9% to 29 3/4.

Among those dropping 10% or more were Media General, 10% to 19 7/8; General Tire, 12% to 24 3/8; Meredith, 13% to 31 1/4; Cowles, 14% to 19 5/8; Wometco, 15% to 15 3/8; Outlet Co., 19% to 24 3/4, and John Blair & Co., 23% to 23 1/8.

Along with Viacom, other cable stocks also found rough going. Teleprompter declined by 21% to 10 5/8; General Instrument was off 28% to 27; Burnup & Sims was down 26% to 4 3/8; UA-Columbia Cable dropped 14% to 31 1/4; Time Inc. was down 10% to 43 1/2, and American TV & Communications was off 9% to 45.

In the programing group, Disney lost about 10%, closing at 39 on Tuesday. Warner Communications was off 12% at 43 3/8; 20th Century-Fox was down by 14% to 30 3/4; Columbia Pictures fell 16% to 19 1/8, and Filmways was off 23% to 12.

In the service category, Grey Advertising performed one of the rare feats of the Oct. 11-23 span by holding even, at 32 1/2. BBDO's decline was held to 6% with a 32 1/2 closing. J. Walter Thompson's drop was 8%, to 25 3/4; Foote, Cone & Belding's was 9%, to 19 7/8; Ogilvy & Mather's, 10% to 23 1/4. Interpublic and Doyle Dane Bernbach both had 11% losses, the former to close at 34 3/4 and the latter at 17 3/4.

The electronics and manufacturing company stocks in the index sustained losses ranging up to 15% or more during the two-week period. RCA dropped about 9% in closing at 27 on Oct. 24. General Electric was also off about 9%, to 48 1/2; Zenith dropped about 12%, to 14 1/8, and Westinghouse was down 13% to 19 1/2.

### Cox: steep climb in third

Cox Broadcasting Corp. reported that net income for the first nine months of 1978 rose to \$23,500,000 (\$3.25 per share), up 42% over the like period of 1977.

For the third quarter net income climbed by 70% to \$8,701,000, equal to \$1.30 per share. Broadcast revenues for third quarter grew by 26%, with strong gains in both national and local advertising. Earlier this month the General Electric Co. entered into a preliminary agreement to acquire Cox for approximately \$488 million in GE stock (BROADCASTING, Oct. 9).

## All signs point to a great year

With TV division a major contributor, ABC reports record revenues, profits and per-share earnings in third quarter and first nine months

ABC Inc. posted record revenues, net income and earnings per share for the third quarter and first nine months of 1978.

Leonard H. Goldenson, chairman of the board, and Elton H. Rule, president, said the gains in the third quarter resulted primarily from "the strong performance of our broadcasting and publishing operations." They said the ABC television network again reported record third-quarter revenue and profits, despite higher program and news expenditure.

"Our owned-television-stations group led its competitors in audience during the quarter and reported substantial gains in revenues and profits," Mr. Goldenson and Mr. Rule stated. "ABC Radio also reported record third-quarter results."

They said that ABC Publishing had shown significant gains in revenues and profits even before the inclusion of Miller Publishing and Hitchcock Publishing (acquired in the second quarter) and *Los Angeles* magazine and Nils Publishing (acquired last fall).

ABC Records reported a loss slightly less than that of the comparable quarter of last year, according to Mr. Goldenson and Mr. Rule. They added that the previously announced sale of ABC Theaters, originally anticipated as a third-quarter transaction, is now scheduled to be completed in the fourth quarter.

For the quarter ended last Sept. 30, ABC Inc. showed net income of \$25.4 million (91 cents per share) on revenues of \$413.5 million, as compared with net income of \$22.2 million (81 cents per share) on revenues of \$357 million in the comparable 1977 period.

Net income for the nine months was \$90.1 million (\$3.26 per share), as against \$75 million (\$2.75 per share) for the same period last year. Revenues climbed to \$1.3 billion from \$1.1 billion in the first nine months of 1977.

"We are particularly pleased by the very strong television audience levels we have experienced during the fall season to date," Mr. Goldenson and Mr. Rule said.

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

Company	Period/Ended	Revenues	Current and change			Per Share	Year earlier		
			Change	Net Income	Change		Revenues	Net Income	Per Share
Columbia Pictures.....	Year 7/1	\$574,639,000	+47.1	\$68,824,000	+98.9	\$7.40	\$390,504,000	\$34,599,000	\$4.04
Filmways.....	6 mo. 8/31	74,582,000	+11.9	3,649,000	+190.5	86	66,628,000	1,256,000	49
General Tire & Rubber.....	9 mo 8/31	1,592,053,000	+1.4	85,513,000	-3.8	3.75	1,569,372,000	88,889,000	3.90
MCI Communications.....	3 mo 6/30	20,594,000	+16.5	851,000	-2.9	0.3	17,673,000	876,000	0.3
Rollins.....	Year 6/30	295,418,334	+15.6	26,854,411	+7.9	2.00	255,549,253	24,894,198	1.86
TPC Communications.....	9 mo. 8/31	3,464,000	+26.7	312,000	+74.3	40	2,733,000	179,000	.39
United Cable Television.....	Year 5/21	21,478,000	+22.4	2,041,000	+2,550.6	1.05	17,546,000	77,000	.04
Wometco Enterprises.....	36 wk 9/9	190,667,000	+25.2	13,522,000	+41.5	1.59	152,312,000	9,557,000	1.12



# The Broadcasting Playlist Oct 30

## Contemporary

<i>Last This week</i>	<i>This week</i>	<i>Title</i> □ <i>Artist</i>	<i>Label</i>
3	1	<i>You Needed Me</i> □ Anne Murray	Capitol
2	2	<i>Hot Child in the City</i> □ Nick Gilder	Chrysalis
5	3	<i>Whenever I Call You "Friend"</i> □ Kenny Loggins	Columbia
4	4	<i>MacArthur Park</i> □ Donna Summer	Casablanca
1	5	<i>Reminiscing</i> □ Little River Band	Harvest
7	6	<i>Right Down the Line</i> □ Gerry Rafferty	United Artists
6	7	<i>Boogie Oogie Oogie</i> □ A Taste of Honey	Capitol
14	8	<i>Double Vision</i> □ Foreigner	Atlantic
10	9	<i>Who Are You</i> □ Who	MCA
12	10	<i>Get Off</i> □ Foxy	TK
9	11	<i>Kiss You All Over</i> □ Exile	Warner Bros.
16	12	<i>Beast of Burden</i> □ Rolling Stones	Rolling Stones
18	13	<i>You Never Done It Like That</i> □ Captain and Tennille	A&M
13	14	<i>Ready to Take a Chance Again</i> □ Barry Manilow	Arista
23	15	<i>I Just Wanna Stop</i> □ Gino Vannelli	A&M
17	16	<i>How Much I Feel</i> □ Ambrosia	Warner Bros.
15	17	<i>Love is in the Air</i> □ John Paul Young	Scotti Bros.
11	18	<i>Summer Nights</i> □ John Travolta/Olivia Newton-John	RSO
27	19	<i>Don't Bring Me Flowers</i> □ Streisand/Diamond	Columbia
21	20	<i>Got to Have Lovin'</i> □ Don Ray	Polydor
26	21	<i>Alive Again</i> □ Chicago	Columbia
24	22	<i>Sharing the Night Together</i> □ Dr. Hook	Capitol
8	23	<i>Don't Look Back</i> □ Boston	Epic
29	24	<i>She's Always a Woman</i> □ Billy Joel	Columbia
28	25	<i>It's a Laugh</i> □ Daryl Hall & John Oates	RCA
30	26	<i>I Love the Night Life</i> □ Alicia Bridges	Polydor
45	27	<i>Time Passages</i> □ Al Stewart	Arista
42	28	<i>Sweet Life</i> □ Paul Davis	Bang
34	29	<i>Don't Want to Live Without It</i> □ Pablo Cruise	A&M
36	30	<i>One Nation Under a Groove</i> □ Funkadelic	Warner Bros.
—	31	<i>My Life</i> □ Billy Joel	Columbia
49	32	<i>(Our Love) Don't Throw It All Away</i> □ Andy Gibb	RSO
31	33	<i>Blue Collar Man</i> □ Styx	A&M
22	34	<i>Back in the U.S.A.</i> □ Linda Ronstadt	Asylum
32	35	<i>Talking in Your Sleep</i> □ Crystal Gayle	United Artists
—	36	<i>Hold the Line</i> □ Toto	Columbia
25	37	<i>Hot Blooded</i> □ Foreigner	Atlantic
35	38	<i>Macho Man</i> □ Village People	Casablanca
38	39	<i>In the Bush</i> □ Musique	Prelude
43	40	<i>Dance (Disco Heat)</i> □ Sylvester	Fantasy
—	41	<i>Strange Way</i> □ Firefall	Atlantic
—	42	<i>Instant Replay</i> □ Dan Hartman	Blue Sky
48	43	<i>Change of Heart</i> □ Eric Carmen	Arista
—	44	<i>Straight On</i> □ Heart	Portrait
33	45	<i>Josie</i> □ Steely Dan	ABC
—	46	<i>Ooh Baby Baby</i> □ Linda Ronstadt	Asylum
44	47	<i>Just What I Needed</i> □ The Cars	Elektra
20	48	<i>Three Times a Lady</i> □ Commodores	Motown
—	49	<i>Le Freak</i> □ Chic	Atlantic
37	50	<i>Miss You</i> □ Rolling Stones	Rolling Stones

## Playback


**Ronstadt's reign.** It appears music directors just can't program enough of Linda Ronstadt's latest album, *Living in the U.S.A.* (Asylum). While *Back in the U.S.A.* (at 34 this week) is in its 10th week on the chart, a new single enters at 46 with a bolt. It's *Ooh Baby Baby*, a remake of the old Smokey Robinson and the Miracles hit. But that's only the beginning. At WERC(AM) Birmingham, Ala., Walt Brown says they're playing *Love Me Tender*, a spliced version of Miss Ronstadt's and Elvis Presley's treatments. And in Atlanta, Kris O'Kelly of WZGC(FM) has added *Allison*. "It's a slow ballad and this one is new. The others [cuts] are just remakes of old songs." Still another cut, *Just One Look*, is on at WRKO(AM) Boston and at other stations.

**Toto's touch.** Toto comes on the chart at 36 with *Hold the Line* (Columbia) from its debut album, *Toto*. The rocker, says Jim Jacobs of WPAX(AM) Thomasville, Ga., "is the hottest thing now. It will go top 10 for sure." Although the group as a whole is making its debut, the individual members—Steve and Jeffrey Porcaro, Bobby Kimball, David Hungate, Steve Lukather and David Paich—are "the country's hottest studio musicians and they've been on countless albums," says Mr. Jacobs.

**Elton's back.** Elton John is back with a new album, *A Single Man* (MCA), and stations are adding the single, *Part-Time Love*. Lorraine Winegar of KRSP(AM) Salt Lake City calls it "a good song ... it has a real nice beat, simple lyrics and it's fairly commercial." And WPAX's Mr. Jacobs says the single is "really strong. It's great rock and roll but with a whole different flavor for him. It'll push him back up and re-establish him as the major artist that he is for sure."

## Country

<i>Last This week</i>	<i>This week</i>	<i>Title</i> □ <i>Artist</i>	<i>Label</i>
1	1	<i>Sleeping Single in a Double Bed</i> □ Barbara Mandrell	ABC
5	2	<i>Anyone Who Isn't Me Tonight</i> □ K. Rogers & D. West	UA
2	3	<i>Little Things Mean a Lot</i> □ Margo Smith	Warner Bros.
6	4	<i>Cryin' Again</i> □ Oak Ridge Boys	ABC
15	5	<i>I Just Want to Love You</i> □ Eddie Rabbitt	Elektra
7	6	<i>One Sided Conversation</i> □ Gene Watson	Capitol
20	7	<i>Sweet Desire</i> □ Kendalls	Ovation
3	8	<i>Let's Take the Long Way Around the World</i> □ R. Millsap	RCA
4	9	<i>Ain't No California</i> □ Mel Tillis	MCA
9	10	<i>Heartbreaker</i> □ Dolly Parton	RCA
8	11	<i>Tear Time</i> □ Dave & Sugar	RCA
—	12	<i>Two Lonely People</i> □ Moe Bandy	Columbia
12	13	<i>Who Am I to Say</i> □ Statler Bros.	Mercury
11	14	<i>If the World Ran Out of Love</i> □ Brown & Cornelius	RCA
16	15	<i>It's Been a Great Afternoon</i> □ Merle Haggard	MCA
18	16	<i>What Have You Got to Lose</i> □ Tom T. Hall	RCA
10	17	<i>No Sleep Tonight</i> □ Randy Barlow	Republic
24	18	<i>... Back in Heaven</i> □ Razyly Bailey	RCA
—	19	<i>Daylight</i> □ T.G. Sheppard	Warner Bros.
17	20	<i>Another Goodbye</i> □ Donna Fargo	Warner Bros.
14	21	<i>Here Comes the Hurt Again</i> □ Mickey Gilley	Epic
13	22	<i>Fadin' In, Fadin' Out</i> □ Tommy Overstreet	ABC
19	23	<i>I've Always Been Crazy</i> □ Waylon Jennings	Columbia
—	24	<i>The Gambler</i> □ Kenny Rogers	United Artists
22	25	<i>Womanhood</i> □ Tammy Wynette	Epic

These are the top songs in air-play popularity as reported by a select group of U.S. stations. Each has been "weighted" in terms of Arbitron audience ratings for the reporting station on which it is played. A  indicates an upward movement of five or more chart positions between this week and last.

# Fates & Fortunes

## Media



Flynn

**Donal L. Flynn**, VP, business affairs and contracts, ABC Television, New York, named to new post of VP, ABC Television, working with President Frederick S. Pierce in all areas, particularly business affairs, legal and governmental relations and employe contract negotiations. **Richard Kozak**, director of station relations, ABC-TV, and **Mario Cucinotta**, director of affiliate relations, named VP's.

**Mike Weinblatt**, president of NBC Entertainment, Los Angeles, elected to board of directors of NBC.

**Sheldon Cooper**, WGN Continental Broadcasting Co., Chicago, and **Harold E. Krotter**, KPLR-TV St. Louis, elected to board of directors of Association of Independent Television Stations (INTV). Incumbent directors re-elected: **Milton Grant**, WDCA-TV Washington; **William C. McReynolds**, KPHO-TV Phoenix; **Crawford P. Rice**, Gaylord Broadcasting Co., Tampa, Fla.; **William A. Schwartz**, KTVU(TV) Oakland, Calif., and **Robert J. Wormington**, KBMA-TV Kansas City, Mo.



Sanders

**Albert H. Sanders Jr.**, WMAZ(AM) Macon, Ga., elected board chairman of CBS Radio Affiliates Association for coming year, succeeding **Gene Ellerman**, WWAM(AM) Cadillac, Mich., who was named ex-officio member of board. Others elected: vice chairman, **Bill Lester**, KOOL(AM) Phoenix; secretary-treasurer

**Samuel S. Carey**, WBOC(AM) Salisbury, Md. Elected new district directors to 15-member board for three years: **Robert M. Weeks**, WSPB(AM) Sarasota, Fla., and **Luke Medley**, WHUB(AM) Cookeville, Tenn. **C. Richard Griggs**, WSOY(AM) Decatur, Ill., re-elected district director. Appointed directors-at-large: **Richard S. Stakes**, WSPA(AM) Spartanburg, S.C.; **Louwry Mays**, WOAI(AM) San Antonio, Tex., and **Lloyd Cooney**, KIRO(AM) Seattle. Board executive committee for coming year will consist of Mr. Sanders, chairman; Mr. Lester, vice chairman; Mr. Carey, secretary-treasurer; Mr. Griggs and **Hal Close**, WKNE(AM) Keene, N.H.

**Larry Clamage**, program manager, WTSP-TV Tampa-St. Petersburg, Fla., appointed general manager.

**Vince Genson**, former general manager of WMAL(FM) Washington (now WRQX(FM)), joins WFVA-AM-FM Fredericksburg, Va., as general manager. He succeeds **John Carl Morgan**, who retires at end of year.

**Scott Slocum**, operations manager, KOLE(AM) Port Arthur, Tex.-KZOM(FM) Orange, Tex., joins WXCE(AM) Amery, Wis., as general manager.

**Nelda Brickhouse**, owner and president of WGSB(AM) Geneva, Ill., assumes responsibilities of general manager.

**Joseph V. Chaplinski**, responsible for formation of television products division of Control Data Corp., Rockville, Md., joins WDVM-TV Washington as operations manager.

**Russ Vossen**, production manager, WOTV(TV) Grand Rapids, Mich., appointed operations manager.

**Christopher J. Claus**, business manager, WOWO(AM) Fort Wayne, Ind., named assistant controller, Group W Productions, Los Angeles.

**Robert W. Stare**, assistant business manager, WJZ-TV Baltimore, named business manager, Group W Productions. Stations and production company are owned by Westinghouse Broadcasting Co.

Appointments in reorganization of noncommercial WITF-FM-TV Hershey, Pa.: **Michael J. Ziegler**, assistant general manager, named executive VP; **James T. Coyle**, controller, named VP-administration and finance; **Michael L. Greenwald**, manager of promotion and development, named VP-development; **Robert F. Hostetter Jr.**, director of community relations, named VP-media and community, and **Dr. Walter P. Sheppard**, manager of WITF-FM, named VP-broadcasting.

**Gene Jankowski**, president of CBS/Broadcast Group, New York, named to receive first annual media medal from Medaille College, Buffalo, N.Y.

**John S. Hayes**, former head of Post-Newsweek Stations and ambassador to Switzerland, re-elected chairman of Radio Free Europe/Radio Liberty. **Douglas L. Manship**, president of WJBO-AM-FM-WBRZ-TV Baton Rouge, re-elected vice chairman and **Jack Harris**, president of KPRC Inc., Houston, also elected vice chairman, succeeding **Sig Mickelson**, former operating head of overseas operations headquartered in Munich, who remains on RFE/RL board. New board members are: **Arthur Adams**, assistant provost and history professor, Ohio State, Columbus, and expert on Soviet affairs; **John H. Gayer**, president of Radio Colorado Corp., and **Walter**

**Looking homeward**, Tom Brokaw, usually associated with New York and national television, is re-affirming his South Dakota roots—and in local radio. The host of NBC-TV's *Today* is the principal owner of Tom-Tom Communications, seeking FCC approval of its purchase of KTOO(AM) Rapid City, S.D. (see "Changing Hands," page 36). Mr. Brokaw is from across the state in Yankton. The Tom-Tom appellation derives from the first names of Mr. Brokaw and Tom Kearns, an associate in the radio purchase.

**Zachariasiewicz**, retired, expert in Polish-American affairs.



Mayes

**Wendell Mayes Jr.**, president and majority stockholder of KNOW(AM) Austin, KCSW(FM) San Marcos, KVIC(AM) Victoria, KCRS(AM)-KWMJ(FM) Midland, and KSNY(AM) Snyder, all Texas, named Pioneer Broadcaster of Year by Texas Association of Broadcasters.

New officers, Missouri Broadcasters Association: **Curt Brown**, KTTS-AM-FM Springfield, president; **John David**, KFSB(AM) Joplin, president-elect, and **R. Kent Replogle**, KMBC-TV Kansas City, secretary-treasurer.

New officers, Northern California Broadcasters Association: **Bill Clark**, KABL-AM-FM Oakland-San Francisco, president; **Tom Pierce**, KCBS-FM San Francisco, VP; **Pat Norman**, KFRC(AM) San Francisco, secretary, and **Don Platt**, KSFX(FM) San Francisco, treasurer.

## Broadcast Advertising

**Hal Altman** and **Frank DiGiacomo**, VP's and creative group heads, Benton & Bowles, New York, elected senior VP's.

Elected senior VP's at N W Ayer ABH International, New York: **Wing G. Fong**, manager of commercial production, graphics, audio and video; **Joseph M. McNeil**, group creative supervisor, and **Barton D. Ladd**, management supervisor. **H. Lee Smith**, senior VP and assistant to president of Wells, Rich, Greene Inc., New York, named senior VP and management supervisor, Ayer, New York.

**Michael Silverstein**, VP-marketing director, Bozell & Jacobs, New York, elected senior VP.

**Joel Gilman**, VP and senior art director, Hall & Levine Advertising, Los Angeles, named senior VP. **Colleen Mattice**, media director, H&L, and **Donald Ansel**, marketing director, named VP's.

**Jo Ann Kessler**, from Cunningham & Walsh, New York, joins Grey Advertising there as VP-director of radio and TV business affairs.

**Norman Prady**, creative director, BBDO, Detroit, elected VP.

**Barry G. Olson**, VP-creative director, Meldrum & Fewsmith, Cleveland, joins Byer & Bowman Advertising, Columbus, Ohio, in same capacity.

**Bryce Rudolph**, from Grey Advertising, Los Angeles, joins J. Walter Thompson, San Francisco, as field account representative. **Elsbeth Overaker**, freelance artist, joins JWT/San Francisco as art director. **Bob Morrison**, freelance copywriter in San Francisco, joins JWT in same capacity.



**Susan Piccolo**, account executive, Rosenfeld, Sirowitz & Lawson, New York, joins DKG Advertising there in same capacity.

**Patrick J. Powers**, VP-account supervisor, Meldrum & Fewsmith, Cleveland, joins Hume-Smith-Mickelberry Advertising, St. Petersburg, Fla., as manager of company's Tampa Bay office.

**Fred Smuda**, associate research director, D'Arcy-MacManus & Masius, St. Louis, named manager of research and planning.

**Johnny Canton**, executive VP, Masters & Associates, Minneapolis, leaves to establish new firm, Canton Communications there.

**Debi Elefante**, Eastern radio sales representative, ARB, New York, joins McGovern-Guild, New York as research manager.



Silberberg

**Robert I. Silberberg**, VP and director of Eastern sales, ABC-TV network, named VP and national sales manager, succeeding **H. Weller (Jake) Kever**, who recently was named VP in charge of sales (BROADCASTING, Sept. 18). **Gordon L. Link**, Eastern sales manager, succeeds Mr. Silberberg

as VP, director of Eastern sales.

**Glen Fitzgerald**, regional coordinator in sales service department of NBC Radio Network, New York, appointed manager of station advertising, NBC Entertainment.

**Fred Robinson Jr.**, account executive in Los Angeles sales office of CBS Radio Network, receives network's 1978 sales achievement award.

**Andrew Feinstein**, Eastern sales manager, ABC-TV Spot Sales, New York, named national sales manager of ABC's WABC-TV New York.

**Gary N. Sellers**, local sales manager, WCIA(TV) Champaign, Ill., named general sales manager of co-owned WMBD-TV Peoria, Ill.

**Richard K. Burton**, president of King Communications, Myrtle Beach, S.C., joins WLS-TV Roanoke, Va., as general sales manager.

**Ted Listing**, station and sales manager, WCSS-AM-FM Amsterdam, N.Y., joins WOKO(AM) Albany, N.Y., as sales manager.

**Nancy Bartalmio**, account executive, WGSB(AM) Geneva, Ill., named sales manager.

**Frank L. Wyche**, account executive, KSD-TV St. Louis, given additional duties as director of marketing and research.

**Anthony Rose**, account executive, WKYS(FM) Washington, named manager of retail sales.

**Michael S. Vernon**, from WMCA(AM) New York, joins WVIT(AM) New Britain, Conn., as account executive.

**Dick McKay**, sports announcer, WOTV(TV) Grand Rapids, Mich., named sales representative.

**Tom O'Connell**, account executive, WKQQ(FM) Lexington, Ky., and **Dick Downes**, account executive, KSO(AM) Des Moines, Iowa, join KWK(AM) St. Louis in same capacity.

**Julle Hubbard**, sales service manager, WOOD-

FM Grand Rapids, Mich., named sales representative.

## Programming

**Paul King**, writer-producer from Quinn Martin Productions, Hollywood, joins NBC Entertainment, West Coast, as VP of prime time series. **Marsha Kleinman**, freelance casting director in Hollywood, joins NBC Entertainment as VP-casting, West Coast. **Eileen Knight**, from Warner Bros. Television casting department, Los Angeles, and **Jeff Ryder**, freelance casting executive with Kathy Henderson firm in Los Angeles, join NBC as managers of casting, reporting to Ms. Kleinman.



King



McGrath

**Brian McGrath**, VP, administration, Viacom Enterprises, New York, named VP, international marketing.

**George J. Krieger**, director of pay television, Simcom International Inc., Los Angeles,

named VP-programing, Home Box Office's Telemation Program Services, New York.

**James Moloshok**, director of on-air promotion and station relations. **Paul Nichols**, unit publicist, named director of publicity. **Elaine Sulzer**, from KNBC-TV Los Angeles, joins *Mike Douglas Show* as promotion coordinator.

**Annette Minkalis**, president of Chicago chapter of American Women in Radio and Television, named national TV manager for Association Films, New York.

**Gerald F. Homer**, chief engineer, KGMB-TV Honolulu, named manager of Hawaii Production Center, station's production company there.

**Ronald E. Nichols**, community affairs director, KMOX-TV St. Louis, joins WJZ-TV Baltimore as executive producer.

**Sally Konowitch**, production coordinator of NBC's WRC-TV Washington, named unit manager for NBC-TV. **Carol Baker**, secretary, WRC-TV named production coordinator for programs.

**Jim Finerty**, weekend co-anchor, WJKW-TV Cleveland, and **Cathy Brugett**, production coordinator, Fox & Associates, Cleveland, named co-hosts of *PM Magazine*, WJKW-TV. Other appointments on *PM Magazine*: **Mary Horth**, producer of *Morning Exchange*, named producer; **Randy Martin**, senior director and producer for noncommercial WVIZ-TV Cleveland, named production coordinator, and **Holly Strawbridge**, producer for WJW(AM) Clevel-

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land, named associate producer.

**Ken Kohl**, executive VP of Homeflow Organizations, Denver, joins KFML(AM) there as program director.

**E. Kay Walker**, manager of instructional services, noncommercial WITF-TV Hershey, Pa., named program manager. **Wick Woodford**, production coordinator, noncommercial WITF-FM Hershey, named program manager.

**John Duncan**, music director, WAAF(FM) Worcester, Mass., named program director. **Paul Lemieux**, assistant program director, assumes additional duties as music director.

**Charles Dickemann**, music director, WOHN(AM) Herndon, Va., assumes additional duties as program director.

**Cary Dean**, air personality, WXCE(AM) Amery, Wis., appointed program director. **Jo Henderson**, air personality, KLVJ(AM) Beaumont, Tex., joins WXCE as music director.

**Arthur Meizner**, producer-director, WVEC-TV Hampton, Va., named commercial production director, WVIT(TV) New Britain, Conn.

**Howard Cosell**, ABC Sports commentator, selected as Poynter Fellow at Yale University for 1978-79 academic year. Roynter Fellowship brings to Yale for various times during academic year "distinguished journalists, editors, correspondents and others who have made significant contributions to media." Past fellows have included Edwin Newman of NBC News; Daniel Schorr, formerly of CBS News, and Tom Wicker, *New York Times*.

## News and Public Affairs

**Michael C. Jensen**, investigative financial reporter, *New York Times*, named economic affairs correspondent, NBC News, New York, joining Irving R. Levine, economic affairs correspondent, Washington.



Konrad  
of news.

**Beth Konrad**, news director, WCAR-AM-FM Detroit, joins WDIV-TV there as editorial director.

**Roy Martin**, assistant make-up editor, *Washington Star*, joins WSLSTV Roanoke, Va., as news director.

**David Bartlett**, news editor, WRC(AM) Washington, named manager

**Jon Rosen**, producer, WABC-TV New York, named assistant news director.

**Don Ross**, assistant news director, WJZ-TV Baltimore, moves to co-owned WBZ-TV Boston in same capacity.

**Natalea A. Brown**, executive producer of news, WCMH-TV Columbus, Ohio, joins WJZ-TV Baltimore as assistant news director.

Appointments, KVOA-TV Tucson, Ariz.: **Bill De Vinney**, from KGBY-TV Harlingen, Tex., named assignment editor; **Fred Allison**, reporter, KGUN-TV Tucson, joins KVOA-TV in same capacity; **Dave Stermon** and **Tim Wilson**, from KFMB-TV San Diego, named photographers, and **Tommy Wright**, from KGUN-TV, named weekend weather reporter.

**Janet Janjigian**, researcher for *Weekend* program, NBC News, Burbank, Calif., named associate producer for *Weekend*, based in Washington. **Diane Drummey**, reporter and researcher for *People* magazine, Washington, joins NBC News there as researcher on *Weekend*.

**Frank Hudson**, co-anchor, WDBO-TV Orlando, Fla., named executive producer. **Robert Bates**, weekend anchor, WLCY-TV Largo, Fla., joins WDBO-TV as co-anchor. **Ralph Bebins**, film technician, WDBO-TV, named news photographer.

**Harry Donahue**, freelance newsman for KYW(AM) Philadelphia, joins staff as news anchor.

**Nancy Herr**, correspondent, ABC Radio, New York, joins KCBS(AM) San Francisco, as midday anchor.

Appointments, KIRO-TV Seattle: **Lebaron Taylor**, from KESN-TV Fresno, Calif., and **Don Madsen**, from KMGH-TV Denver, named general assignment reporters; **Tom Purdy**, from WCPQ-TV Cincinnati, named news producer; **Joe Capaletto**, from WJXT(TV) Jacksonville, Fla., and **Mike Rosen**, from WLUK-TV Green Bay, Wis., named photographers, and **Gail Neubert**, from KAPP(TV) Yakima, Wash., named staff writer.

## Cable

**Steven M. Saferin**, attorney with law department of Viacom International, New York, named VP for Viacom Communications there, responsible for Viacom's cable franchising and

acquisition efforts.

**Dianna Dudley**, pay TV marketing administrator for pay TV division of Viacom Communications, named marketing manager for Home Box Office, New York.

**Richard D. Ashpole**, director of engineering, Continental Cablevision, Lansing, Mich., moves to Continental's Richmond, Va., office in same capacity.

**Irving A. Faye**, national sales manager, Magnavox CATV Systems Inc., Manlius, N.Y., named head of company's new office in Jenkintown, Pa. **Charles A. Anderson**, Magnavox national turnkey sales manager will also be headquartered in Jenkintown office.

## Broadcast Technology

**Paul H. Koppelman**, assistant manager, television network operations, ABC-TV New York, named manager of broadcast operations and engineering.

**Don Gallagher**, assistant chief engineer, WOTV(TV) Grand Rapids, Mich., appointed chief engineer.

**Howard Nishimoto**, assistant chief engineer, KGMB-TV Honolulu, named chief engineer, succeeding Gerald Homer (see page 53).

**John A. Bosak**, chief engineer, noncommercial WITF-FM-TV Hershey, Pa., named director of engineering development. **Peter C. DiBacco**, production coordinator for WITF-TV, named director of technical operations for WITF-FM-TV.

**Daniel H. Smith**, retired senior VP/director of engineering for Capital Cities Communications, has affiliated with Silliman, Moffett & Kowalski, Washington, consulting engineering firm. Mr. Smith was recipient of National Association of Broadcasters' 1977 Engineering Award.

**Charles M. Eining**, supervisor of technical maintenance and construction, WMAQ-TV Chicago, retires after 31 years with NBC, licensee of station.

**Austin Hodges**, studio engineering supervisor, WPRI-TV Providence, R.I., named assistant chief engineer.

**Philip S. Golbeck**, sales engineer for Midwest and Ohio Valley sales offices, Oak Industries, named regional sales manager for Southwestern region, based in Richardson, Tex.

**James D. Ketner**, manager of field engineering for microwave communications products, Hughes Aircraft Co., Torrance, Calif., appointed supervisor of test and alignment for same product line.

**Eleanor McIntosh**, with Reeves Teletape Facilities Group, New York, in billing, client coordination and syndication capacities since 1972, named manager of duplication and distribution services.

**Chuck Gring**, owner of Music Center, retail store in Augusta, Ga., joins Electro-Voice, Buchanan, Mich., as music sales manager.

## Deaths

**Gerald G. Peterson**, 40, VP-general manager of WAIV(FM) Jacksonville, Fla., died Oct. 13 at his home there of heart attack. Mr. Peterson joined Rounsaville Enterprises, licensee of WAIV, in 1965 as announcer for company's

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**WILLIAM B. TANNER COMPANY, INC.**



WDAE(AM) Tampa, Fla. He later was VP-general manager of Rounsville's WBJW-FM Orlando, Fla., until May 1978 when he joined WATV. Survivors include his wife, Onie, and three sons.

**Leo D. Welch**, 80, first chief executive officer and chairman of board of Communications Satellite Corp., Washington, died Oct. 21 in car accident near Cuernavaca, Mexico, while on vacation. Mr. Welch was appointed head of newly formed Comsat in 1963 by President John Kennedy. He had been chairman of Standard Oil Co. of New Jersey. Although he retired from Comsat in 1965, he remained on board until 1977. Survivors include one daughter.

**W. G. (Bill) Hay**, 91, best known as announcer for *Amos 'n' Andy* from the late 1920's until

1942, died Oct. 12 in convalescent home in Santa Monica, Calif. In 1922, Mr. Hay relinquished job as piano salesman in Hastings, Neb., to join KFKX(AM) there when Westinghouse established Hastings station to serve as booster for KDKA(AM) Pittsburgh. He later worked for WGN(AM) Chicago, meeting and becoming associated with singers Freeman Gosden and Charles Correll who were starting *Sam and Henry*, late retitled *Amos 'n' Andy*. He left NBC Red radio series in 1942 after suffering heart attack. He also served for period as sales manager of WMAQ(AM) Chicago.

**Henry E. Goldenberg**, 73, engineer, for Kansas City, Mo., stations from 1922 until his retirement, died Oct. 14, at Baptist Memorial hospital

there. Mr. Goldenberg began his career with WHB(AM) Kansas City, Mo., in 1922 when station was founded. He later worked for KMBC-AM-FM-TV (now KMBZ(AM)-KMBR(FM) and KMBC-TV) until 1964 when he retired. Survivors include his wife, Sandy, and one son.

**Ralph S. Hart**, 66, retired news director, WIZZ(AM)-WLAX(FM) Streator, Ill., died Oct. 4 while vacationing in Southbridge, Mass. Mr. Hart retired in 1977. Survivors include his wife, son and daughter.

**George Gayou**, 86, exhibit manager for National Association of Broadcasters convention from 1955 to 1979, died Oct. 12 of pulmonary disease in St. Louis. His son, Edward L. Gayou is current NAB exhibit manager.

## For the Record

As compiled by BROADCASTING based on filings, authorizations, petitions and other actions announced by the FCC during the period Oct. 16 through Oct. 20.

Abbreviations: ALJ—Administrative Law Judge, alt.—alternate, ann.—announced, ant.—antenna, aur.—aural, aux.—auxiliary, CH—critical hours, CP—construction permit, D—day, DA—directional antenna, Doc.—Docket, ERP—effective radiated power, freq.—frequency, HAAT—height of antenna above average terrain, khz—kilohertz, kw—kilowatts, MEOV—maximum expected operation value, mhz—megahertz, mod.—modification, N—night, PSA—presunrise service authority, SL—studio location, SH—specified hours, TL—transmitter location, trans.—transmitter, TPO—transmitter power output, U—unlimited hours, vis.—visual, w—watts, \*—non-commercial.

### New Stations

#### Application

■ French Lick, Ind.—Willtronics seeks 100.1 mhz, 3 kw, HAAT 300 ft. Address: 3904 (not 3804 as reported last week) Ashridge Dr., Louisville, Ky. 40222. Estimated construction cost \$59,000; first-year operating cost \$47,300; revenue \$52,000. Format: C&W. Principal: Lt. Col. William Gerald Willis. Department of Defense, who has no other broadcast interests. Ann. Sept. 13.

#### Grants

■ Williston, N.D.—Broadcast Bureau granted Charles L. Scofield 96.1 mhz, 100 kw, HAAT 873 ft. P.O. address: 410 E. 6th St., Box 1367, Williston, N.D. 58801. Estimated construction cost \$111,639; first-year operating cost \$36,000; revenue \$40,000. Format: standard pops. Principal: Mr. Scofield is licensee of KEYX(AM) Williston and owns cable systems. Action Oct. 2.

■ Manti, Utah—Broadcast Bureau granted Sanpete County Broadcasting 105.1 mhz, 30 kw, HAAT 130 ft. P.O. address: 122 West Union St., Manti, Utah 84642. Estimated construction cost \$35,800; first-year operating cost \$22,800; revenue \$26,000. Format: standard pops/standard/country. Principals: Douglas Lee (40%) and Kay Christensen Barton (10%), who own same percent of KMTI(AM) Manti. Action Sept. 29.

### Ownership Changes

#### Applications

■ KRE-AM-FM Berkeley, Calif. (AM: 1400 khz, 1kw-D, 250 w-N; FM: 102.9 mhz, 50 kw)—Seeks assignment of license from Horizons Communications Corp. to Inner-City Broadcasting Corp. for \$1.8 million. Seller: is principally owned by Jerome R. Feniger. It owns WALK-AM-FM Patchogue, N.Y. and WRIV(AM) Riverhead, N.Y. and sold WKDW-TV Madison, WAOW-TV Wausau, WXOW-TV La Crosse, all Wisconsin (Broadcasting, Oct. 9). Buyer: principally owned by Percy E. Sutton, Chairman of Board. It owns WLBB(AM)-WBLS(FM) New York and has bought WBRB-FM Mt. Clemens, Mich. (see below) and KKTT(AM)-KUTE(FM) Los Angeles, Calif. (Broadcasting, Oct. 23). Ann. Oct. 13.

■ WBRB-FM Mt. Clemens, Mich. (FM: 102.7 mhz, 17 kw)—Seeks assignment of license from Malrite Broadcasting Co. to Inner-City Broadcasting Corp. for \$1.5 million. Seller: principally owned by Milton Maltz, owns KEYE-AM-FM St. Paul, Minn.; WZVU-AM-FM Milwaukee, Wis.; WNYR(AM)-WEZO(FM) Rochester, N.Y. and WCTJ-TV New Bern, N.C. It has applied for new TV's at Jacksonville and West Palm Beach, Fla., and Cleveland, Ohio and has sold CP for WWLD-TV Jackson, Mich., subject to FCC approval. Buyer: is buying KRE-AM-FM Berkeley, Calif. (see above) and KKTT(AM) Los Angeles and KUTE(FM) Glendale, Calif. Ann. Oct. 1.

■ WCIB-FM Falmouth, Mass. (FM: 101.9 mhz, 50 kw)—Seeks transfer of control of New England Media Corp. from Ralph Guild (37.5% before; none after) to Kenneth J. Patch (25% before; 50% after). Consideration: \$236,379. Principals: Mr. Guild is selling his 37.5% interest in licensee with 25% going to Mr. Patch, 10.2% to Roger A. Neuloff (31% before; 41.2 after), 1.7% going to John R. Neuhoff (5.5% before; 7.2% after), and .3% going to Geoffrey H. and Marion C. Neuhoff (.5% each before; 8% after). New principal, Mr. Patch is general manager and president of station and has no other broadcast interests. Ann. Oct. 18.

■ WJBI-FM Clarksdale, Miss. (FM: 101.7 mhz, 3 kw)—Seeks assignment of license from Superior Broadcasting Co. to Sunflower Broadcasting Co. for \$174,804 plus stock. Seller: J. Boyd Ingram, president, who owns 51% WBLE(AM)-WWUN(FM) Batesville, 85% of applicant for new FM at Baldwyn and 33.3% of applicant for new FM at Starkville, all Mississippi. Buyer: owned by U.J. Gilbert (51%) and his wife Barbara (49%). Mr. Gilbert is general manager at WJBI and he and his wife own 15% each of WBLE-WWUN.

■ KAUS-AM-FM Austin, Minn. (AM: 1480 khz, 1kw-U; FM: 99.9 mhz, 100kw)—Seeks assignment of license from Withers Broadcasting of Minnesota to Orion Broadcasting Co., for \$750,000 plus \$50,000 for

covenant not to compete. Seller: W. Russell Withers Jr., who owns WDTV(TV) Weston, W.Va.; WMIX-AM-FM Mount Vernon, Ill.; KAHU(AM)-KULA(FM) Waipahu, Hawaii and KGMO-AM-FM Cape Girardeau, Mo. Buyer: owned (100%) by Phillip E. Nolan, former vice president and general manager at WIND(AM) Chicago, who has no other broadcast interests. Ann. Oct. 13.

■ KAYQ(AM) Kansas City, Mo. (AM: 1190 khz, 1kw-D, 250 w-N)—Seeks assignment of license from Coleman American Broadcasting Co. to Osborn Communications Corp. for \$850,000. Seller: principally owned by James F. Coleman, president, who has no other broadcast interests. Buyer: owned (100%) by Wilton R. Osborn II, former account executive at WTTG(TV) Washington, now vice president, local sales manager at KMBC(TV) Kansas City. He has no other broadcast interests. Ann. Oct. 13.

■ KRCO(AM) Prineville, Ore. (690 khz, 1 kw-D)—Seeks transfer of control of Radio Central Oregon from Collin R. and Rita A. Mathery (100% before; none after) to Highlakes Broadcasting Co. (none before; 100% after). Consideration: \$409,000. Principals: Sellers wish to retire from broadcasting. Buyer: 100% owned by John S. Kendall, general sales manager at KXAS-TV Dallas Ft. Worth. Neither buyer nor seller has other broadcast interests.

■ WRIE(AM) Erie, Pa. (AM: 1330 khz, 5 kw-U)—Seeks transfer of control of Radio Erie from estate of J. H. Dornheggen (60% before; none after) to F. Brady Louis and Irene Louis (20% before; 80% after). Consideration: \$120. Principals: Mr. Dornheggen was father-in-law of Mr. Louis. The Louises will jointly own 60% of stock to be transferred, Mr. Louis 20% individually. Remaining 20% is owned by F. William Erb. None has other broadcast interests. Ann. Oct. 18.

■ WUNA(AM) Aguadilla, P.R. (AM: 1340 khz, 250 w-U)—Seeks transfer of control of Noroeste Broadcasting Corp. from Lucas and Radames Muniz (100% before; none after) to Israel Roldan Gonzales (none before; 100% after). Consideration: \$225,000. Principals: Seller is equally owned by Messrs. Muniz, Lucas Muniz owns WLUZ(AM) Bayamon, P.R. Mr. Gonzales is lawyer in Aguadilla with sand and gravel interests, no other broadcast interests. Ann. Oct. 12.

■ KTOQ(AM) Rapid City, S.D. (AM: 1340 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Midland Broadcasting Co. to Tom-Tom Communications Inc. for \$400,000. Seller: Mr. and Mrs. V.H. Hughes and Stephen Hughes, who own KOLL(FM) Gillette, Wyo. Buyer: principally owned by Thomas J. Brokaw, host of NBC's *Today* program, who has no other broadcast interests. Ann. Oct. 12.

■ KFYO(AM) Lubbock, Tex. (AM: 790 khz, 5 kw-D, 1kw-N)—Seeks assignment of license from KFYO Inc. to South Plains Broadcasting Co. for \$1.3 million. Seller: owned by S. B. Whittenburg and family members who have no other broadcast interests. Buyer:

## Summary of Broadcasting

### FCC tabulations as of Sept. 30, 1978

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,497	5	36	4,538	39	4,577
Commercial FM	3,005	2	59	3,066	140	3,206
Educational FM	938	0	35	973	80	1,053
Total Radio	8,440	7	130	8,597	259	8,836
Commercial TV	724	1	3	728	57	785
VHF	513	1	2	516	7	523
UHF	211	0	1	212	50	262
Educational TV	245	3	12	260	8	268
VHF	94	1	7	102	4	106
UHF	151	2	5	158	4	162
Total TV	969	4	15	988	65	1,053
FM Translators	243	0	0	243	72	315
TV Translators	3,542	0	0	3,542	459	4,001
UHF	1,126	0	0	1,126	262	1,388
VHF	2,416	0	0	2,416	197	2,613

\*Special temporary authorization

\*\*Includes off-air licenses

owned by Seaton Publishing Co. (90%) and Robert L. Pratt (10%). Seaton Publishing is principally owned by Edward L. Seaton and family members who publish newspapers in Kansas, Nebraska, South Dakota and Wyoming and own KMAN(AM)-KMKF(FM) Manhattan and KGGF(AM) Coffeyville, both Kansas and KHAS-AM-TV Hastings, Neb. Mr. Pratt is part owner of KMAN(AM)-KMKF(FM) and KGGF(AM) and general manager at latter. Ann. Oct. 13.

■ KEVA(AM) Evanston, Wyo. (AM: 1240 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from KEVA Inc. to Listeners' Network for \$112,500 including \$50,000 for agreement not to compete. Seller: David Johnson, Ronald England and Jerold W. Johnson, who individually own 1.9% of KSUB-AM-FM and is trustee of 50.8% for Howard and Lucile M. Johnson. Buyer: equal partnership of Gary W. Crowder, Brent W. Lambert and Eric H. Johnson. Mr. Crowder is general manager and 33% owner of WADK Newport, R.I. and all three buyers are equal partners in KIOQ-FM Bishop, Calif.

#### Grants

■ KCSJ(AM) Pueblo, Colo. (AM: 590 khz, 1 kw-U)—Broadcast Bureau granted assignment of license from American Radio Corp. to Kennebec-Colorado Broadcasting Corp. for \$250,000. Seller: subsidiary of American Media Inc. which owns KOFM(FM) Oklahoma City, Okla.; KBUL(AM)-KEYN(FM) Wichita, Kan. It is equally owned by Robert D. Freeman, Lowell D. Dennison and Frank L. Carney. Buyer: owned by Michael L. John, Robert F. Fueller, Joseph N. Jeffrey Jr. and Edward F. Bock. Mr. John is sales manager at WTSA Brattleboro, Vt. Mr. Fuller and Mr. Jeffrey are partners with Mr. Bock in WBLM(AM) Lewiston, Me. and WOKQ(AM) Dover, N.J. Mr. Bock is owner in WCCI(AM) Savanna, Ill. and KCHE-AM-FM Cherokee, Iowa. Ann. Oct. 13.

■ WIYD-FM Palatka, Fla.—Broadcast Bureau granted assignment of license from Hall Broadcasting Co. to Sis Radio Inc. for \$288,000. Seller is Georgie F. Hall, who also owns WWPF(AM) Palatka. Buyer is owned by Stanley N. Kaplan (23.2%), his wife, Harriet (56.9%), and 24 others. They also own WAYS(AM)-WRDQ(FM) Charlotte, N.C., WAPE(FM) Jacksonville, Fla., and chain of weekly papers in Charlotte area. Action Oct. 5.

■ WGAL-TV Lancaster, Pa. (ch. 8) and WTEV(TV) New Bedford, Mass.—Providence, R.I. (ch. 6)—Broadcast Bureau granted assignment of license from wholly-owned subsidiary of Pulitzer Publishing Co., publisher and 100% owner of *St. Louis Post Dispatch* daily and Sunday newspaper; 100% owner of Starr Publishing Co. which publishes daily and Sunday newspapers in Tucson; 100% owner KSD(AM)-TV St. Louis, and KETV(TV) Omaha, Neb. Pulitzer Publishing is principally owned by Joseph Pulitzer Jr., his brother Michael E., David E. Moore, Kenward G. Elmslie, and Adrian P. Moore, all in voting trust agreement. Applicant is new corp. formed to acquire

licenses, principally owned by John F. Steinman, Louise von Hess (widow of J. Hale Steinman) and Shirley W. Steinman (Mrs. John F.), also principal owners of WDEL(AM)-WSTV(FM) Wilmington, Del. Action Oct. 3.

■ WSLV(AM) Ardmore, Tenn.-Ala. (AM: 1110 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from Stateline Broadcasting Co. to WSLV Inc. for \$150,000. Seller: owned by Mr. and Mrs. Ed Hildreth and Ike Hobson. Mr. Hildreth is employee of NASA Marshall Space Flight Center. Mrs. Hildreth is registered nurse. Mr. Hobson is bank president in Ardmore. None has other broadcast interests. Buyer: principally owned by Richard Albright, William A. Potts, J. W. Mashburn and William A. Potts, J. W. Mashburn and William E. Shelton. Mr. Albright is co-owner-manager of WDKN(AM)-WTNQ(FM) Dickson, Tenn. Mr. Potts is former co-owner of same. Mr. Mashburn is banker and investor. Mr. Shelton is city employe. Mr. Potts is affiliates representative of Tennessee Radio Network. Action Oct. 16.

## Facilities Changes

#### AM applications

- WXAL Demopolis, Ala.—Seeks CP to install new aux. trans.
- KTRB Modesto, Calif.—Seeks CP to change TL install new trans.; make changes in ant. system.
- WIPC Lake Wales, Fla.—Seeks CP to change hours of operation to U with 500 w, DA-N.
- WQBA Miami, Fla.—Seeks CP to increase night-time power to 10kw.
- WAUC Wauchula, Fla.—Seeks CP to increase power to 5kw; install DA-D; change TL; install new trans.; make changes in ant. system (decrease height).
- WRED Monroe, Ga.—Seeks CP to install new aux. trans.
- KBGN Caldwell, Idaho—Seeks CP to change city of license from Caldwell, to Meridian, Idaho; change hours of operation to U using power of 1kw DA-N.
- KMDO Fort Scott, Kan.—Seeks CP to increase power to 1kw; install new type trans.
- WIXY East Longmeadow, Mass.—Seeks mod. of license to operate trans. by remote control from SL.
- WCEP Carthage, Miss.—Seeks CP to change TL and SL; make changes in ant. system (increase height).
- WNBK Binghamton, N.Y.—Seeks CP to make change in monitoring point radials.

#### FM applications

- WLWI Montgomery, Ala.—Seeks CP to change TL; install new trans. install new ant.; increase ERP: 100kw

(H&V); HAAT: 504 ft. (H&V).

- Unassigned, Carthage, Ill. (92.1 mhz)—Seeks mod of CP to change trans., ant., ERP: 3kw (H&V) and HAAT: 300 ft. (H&V).
- WLOO Chicago, Ill.—Seeks CP to install new aux. ant. to be operated on: 100.3 mhz. ERP: 4.2kw (H&V) HAAT: 1150 ft. (H&V).
- WVEM Springfield, Ill.—Seeks CP to change TL and SL.
- KWBG-FM Boone, Iowa—Seeks CP to change type trans. and ant.
- WCSN Louisville, Ky.—Seeks CP to make changes in ant. system, change ERP: 27kw (H&V); HAAT: 664 ft. (H&V); change type ant.
- WMZK Detroit, Mich.—Seeks CP to install new aux. trans. at main TL to be operated on: 97.9 mhz. ERP: 11kw (H&V) and HAAT: 410 ft. (H&V).
- WQDR Raleigh, N.C.—Seeks CP to change HAAT: 1130 ft. (H&V); change type trans.; type ant.
- WQLN-FM Erie, Pa.—Seeks CP to make changes in ant. system (increase height); change TPO.
- WNOR-FM Norfolk, Va.—Seeks CP to change type ant.
- WWMH Minocqua, Wis.—Seeks CP to change TL; change HAAT: 174 ft. (H&V), type trans., type ant.

#### AM actions

- KFRB Fairbanks, Alaska—Granted CP to reduce power of aux. trans. to 500w and change specified ant. impedance.
- KCLM Redding, Calif.—Granted CP to install new alt. main trans. and PSA.
- KHOW Denver—Granted CP to change TL; change DA-N to DA-2, install new trans. and increase ant. height.
- WBIT Adel, Ga.—Granted CP to make changes in ant. system to accommodate FM ant.
- KWMT Fort Dodge, Iowa—Granted CP to make changes in ant. system.
- KUAL Eleele, Hawaii—Granted CP to install a new aux. trans. with 1 kw U.
- WTCR Ashland, Ky.—Granted CP to install new aux. trans. to be used with main trans. system.
- WFXV Middlesboro, Ky.—Granted CP to change ant. location.
- WDMJ Marquette, Mich.—Granted CP to make changes in ant. system (increase MEOV's on night-time pattern).
- WAOP Osego, Mich.—Granted mod. of permit to extend completion date for changes to March 31.
- WBFN Quitman, Miss.—Granted mod. of CP to extend completion date for changes to March 31.
- KWK St. Louis—Granted CP to install new alt. main night trans. with 1 kw DA; SL to be determined.
- KMJJ Las Vegas—Granted mod. of CP to change SL; remote control permitted.
- WBRM Marion, N.C.—Granted CP to change SL; install new trans.
- WWIL Wilmington, N.C.—Granted CP to install 250w aux. trans.
- WHBC Canton, Ohio—Granted CP to delete monitoring point 79°
- WQIZ St. George, S.C.—Granted CP to change SL, TL; increase ant. height.
- KROD El Paso, Tex.—Granted CP to change monitoring points.
- KRWT Winters, Tex.—Granted mod. of permit to change TL.

#### FM actions

- WTUG-FM Tuscaloosa, Ala.—Granted mod. of CP to change TL and SL; change trans. and ant.; change TPO: ERP: 3 kw (H&V); ant. height 300 ft. (H&V).
- WBOC-FM, Ocean City-Salisbury, Md.—Granted CP to change TPO and ERP: 33 kw (H&V).
- WBNZ Frankfort, Mich.—Granted mod. of CP to change ERP: 1.45 kw (H&V); ant. height 410 ft. (H&V); change type trans. and ant.
- \*KBSB Bemidji, Minn.—Granted CP to change frequency to 89.7 mhz; ERP: 115 w; ant. height 125 ft.; change type trans. and correct coordinates.
- KOGA-FM Ogallala, Neb.—Granted mod. of CP to



# Professional Cards

<p><b>ATLANTIC RESEARCH CORP.</b> Jansky &amp; Bailey Telecommunications Consulting Member AFCCE 5390 Cherokee Avenue Alexandria, Virginia 22314 (703) 354-3400</p>	<p><b>EDWARD F. LORENTZ &amp; ASSOCIATES</b> Consulting Engineers 1334 G St., N.W., Suite 500 347-1319 Washington, D. C. 20005 Member AFCCE</p>	<p><b>A. D. Ring &amp; Associates</b> CONSULTING RADIO ENGINEERS 1771 N St., N.W. 296-2315 WASHINGTON, D. C. 20036 Member AFCE</p>	<p><b>COHEN and DIPPELL, P.C.</b> CONSULTING ENGINEERS 527 Munsey Bldg. (202) 783-0111 Washington, D.C. 20004 Member AFCCE</p>
<p><b>CARL T. JONES ASSOCS.</b> (Formerly Gautney &amp; Jones) CONSULTING ENGINEERS 2990 Telear Ct., Suite 405 (703) 560-6800 Falls Church, Va. 22042 Member AFCCE</p>	<p><b>LOHNES &amp; CULVER</b> Consulting Engineers 1156 15th St. N.W., Suite 606 Washington, D.C. 20005 (202) 296-2722 Member AFCCE</p>	<p><b>A. EARL CULLUM, JR.</b> CONSULTING ENGINEERS INWOOD POST OFFICE BOX 7004 DALLAS, TEXAS 75209 (214) 631-8360 Member AFCCE</p>	<p><b>SILLIMAN, MOFFET &amp; KOWALSKI</b> 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><b>STEEL, ANDRUS &amp; ASSOCIATES</b> 2029 K Street, N.W. Washington, D.C. 20006 (301) 827-8725 (301) 384-5374 Member AFCCE</p>	<p><b>HAMMETT &amp; EDISON, INC.</b> CONSULTING ENGINEERS Radio &amp; Television Box 68, International Airport San Francisco, California 94128 (415) 342-5208 Member AFCCE</p>	<p><b>JOHN B. HEFFELFINGER</b> 9208 Wyoming Pl. Hilland 4-7010 KANSAS CITY, MISSOURI 64114</p>	<p><b>JULES COHEN &amp; ASSOCIATES</b> Suite 400 1730 M St. N.W., 659-3707 Washington, D.C. 20036 Member AFCCE</p>
<p><b>CARL E. SMITH</b> CONSULTING RADIO ENGINEERS 8200 Snowville Road Cleveland, Ohio 44141 Phone: 216-526-4386 Member AFCE</p>	<p><b>VIR JAMES</b> CONSULTING RADIO ENGINEERS Applications and Field Engineering Computerized Frequency Surveys 345 Colorado Blvd.—80206 (303) 333-5562 DENVER, COLORADO Member AFCCE</p>	<p><b>E. Harold Munn, Jr., &amp; Associates, Inc.</b> Broadcast Engineering Consultants Box 220 Coldwater, Michigan 49036 Phone: 517-278-7339</p>	<p><b>ROSNER TELEVISION SYSTEMS</b> CONSULTING &amp; ENGINEERING 250 West 57th Street New York, New York 10019 (212) 246-3967</p>
<p><b>JOHN H. MULLANEY</b> Consulting Radio Engineers, Inc. 9616 Pinkney Court Potomac, Maryland 20854 301-299-3900 Member AFCCE</p>	<p><b>HATFIELD &amp; DAWSON</b> Consulting Engineers Broadcast and Communications 3525 Stone Way N. Seattle, Washington 98103 (206) 833-2885 Member AFCCE</p>	<p><b>MIDWEST ENGINEERING ASSOCIATES</b> Consulting Engineers 6934 A N. University Peoria, Illinois 61614 (309) 692-4233 Member AFCCE</p>	<p><b>DAWKINS ESPY</b> Consulting Radio Engineers Applications/Field Engineering P.O. Box 3127—Olympic Station 90212 BEVERLY HILLS, CALIF. (213) 272-3344</p>
<p><b>MATTHEW J. VLISSIDES, P.E.</b> STRUCTURAL CONSULTANT TOWERS, ANTENNAS, STRUCTURES Studies. Analysis. Design Modifications. Inspections. Supervision of Erection 7601 BURFORD DRIVE McLEAN, VA 22102 Tel (703) 358-9504 Member AFCCE</p>	<p><b>C. P. CROSSNO &amp; ASSOCIATES</b> CONSULTING ENGINEERS P. O. BOX 18312 DALLAS, TEXAS 75218 Computer Aided, Design &amp; Allocation Studies Field Engineering, Aerial Radiation Measurements (214) 321-9140</p>	<p><b>Satellite Telecom Services, Inc.</b> Earth Station Engineering Consultants 2965 Flowers Rd., So. Atlanta, Ga 30341 404-455-8369</p>	<p><b>RADIO ENGINEERING CO.</b> P.O. Box 2352, Palos Verdes, Ca. 90274 CONSULTANTS ALLOCATIONS, INSTALLATIONS, FIELD ANTENNA &amp; TYPE ACCEPTANCE MEASUREMENTS NORWOOD J. PATTERSON (213) 541-7379 Serving Broadcasters over 35 years</p>
<p><b>JOHN F.X. BROWNE &amp; ASSOCIATES, INC.</b> 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><b>WILLIAM B. CARR &amp; ASSOCIATES, INC.</b> DALLAS/FORT WORTH GLENN B. CALLISON 15745 Terrace Lawn Circle, Dallas, Texas 75240. 214/233-6034 WILLIAM B. CARR, P.E. 1805 Hardgrove Lane, Burleson, Texas 76028. 817/295-1181 MEMBER AFCCE</p>	<p><b>E.M.R. ENGINEERING, INC.</b> P O BOX 766, CHANNELVIEW, TEX 77530 (713) 452-6147 CONSULTING ENGINEERS COMMUNICATION SYSTEMS, ALLOCATIONS, BROADCAST SYSTEMS &amp; MICRO-WAVE SYSTEMS FRED L. ZELLNER</p>	<p><b>DON'T BE A STRANGER</b> To Broadcasting's 157,000+ Readers Display your Professional or Service Card here. It will be seen by the deci- sion-making station owners and man- agers, chief engineers and technicians, applicants to: AM, FM, TV and buyers of broadcasting services *1977 Readership Survey showing 4.4 readers per copy</p>

# Services

<p><b>COMMERCIAL RADIO MONITORING CO.</b> PRECISION FREQUENCY MEASUREMENTS, AM-FM-TV Monitors Repaired &amp; Certified 103 S. Market St. Lee's Summit, Mo. 64063 Phone (816) 524-3777</p>	<p><b>CAMBRIDGE CRYSTALS PRECISION FREQUENCY MEASURING SERVICE</b> SPECIALISTS FOR AM-FM-TV 445 Concord Ave. Cambridge, Mass. 02138 Phone (617) 876-2810</p>	<p><b>BILL DAHLSTEN &amp; ASSOCIATES</b> Radio Representatives Offices Nationwide 1680 N. Vine St. Los Angeles, Ca. 90028 (213) 464-9263 Natl. &amp; Reg. Representation WE INCREASE SALES</p>	<p><b>dataworld inc</b> Technical broadcast data base Engineering computations FCC actions "flag" service 1302 18th St., N.W., Suite 502 Washington, D. C. 20036 (202) 296-4790</p>
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## Call Letters

### Applications

Call	Sought by
<b>New FM's</b>	
KOKK	McFadden Broadcasting Co., Manteca, Calif.
*WOAS	Ononagon School District, Mich.
KWXI	Media Properties Inc., Portland, Tex.
KMXU	Sanpete County Broadcasting, Mantu, Utah
<b>New TV</b>	
KHIJ	Monterey County Schools, Salinas, Calif.
<b>Existing AM's</b>	
KLDR	KAAT Denver, Colo.
WKXI	WRBC Jackson, Miss.
<b>Existing FM's</b>	
WZEN	WOKZ-FM Alton, Ill.
KKRL	KCIM-FM Carroll, Iowa
WUGO	WGOH-FM Grayson, Ky.
WIGS-FM	WLUF Gouverner, N.Y.
KQAX	KGLC-FM Miami, Okla.
WGSX	WEYA Bayamon, PR.
KABE	KORM Orem, Utah
<b>Existing TV's</b>	
WPTF-TV	WRDU-TV Raleigh, N.C.
WMGC-TV	WBJA-TV Binghamton, N.Y.

### Grants

Call	Assigned to
<b>New FM's</b>	
KLRG	Chandler Communications, Chandler, Ariz.
KYDS	San Juan School District, Sacramento, Calif.
KAPI	KAPI Inc., Pueblo, Colo.
WCAZ-FM	Pioneer Broadcasting, Carthage, Ill.
KRGS	American Radio Missions, Spencer, Iowa
KLKC-FM	Community Broadcasting, Parsons, Kan.
*WJHU	Johns Hopkins University, Baltimore, Md.
WDNY	Dansville Broadcasting, Dansville, N.Y.
WYUT	WALY Enterprises, Herkimer, N.Y.
KOTZ	Fuchs Broadcasting, Hobart, Okla.
KICR	Intercontinental Ministries, Coos Bay, Ore.
*WUTC	University of Tenn., Chattanooga, Tenn.
*WWLC	Lynchburg College, Lynchburg, Va.
KZIO	WDSM Inc., Superior, Wis.
KLK	Pioneer Broadcasters, Saratoga, Wyo.
<b>Existing AM's</b>	
WKFA	WROS Scottsboro, Ala.
KESE	KMBY Monterey, Calif.
WVMS	WAPL Appleton, Wis.
WCJL	WLOT Marinette, Wis.
<b>Existing FM's</b>	
KEAR	KFKB-FM Sacramento, Calif.
KKOK-FM	KMRS-FM Morris, Minn.
KBSO	KBSO Espanola, N.M.
KRIZ	KRSY-FM Roswell, N.M.
KIZZ	KMOT-FM Minot, N.D.
KUGN-FM	KFMY Eugene, Ore.
WDSY	WEPP-FM Pittsburgh
WCJL	WLOT Marinette, Wis.
<b>Existing TV's</b>	
WMGC-TV	WBJA-TV Binghamton, N.Y.
WPTF-TV	WRDU-TV Raleigh, N.C.

change ant., TPO and modulation monitor.

- WPUT Brewster, N.Y.—Granted CP to install new aux. trans.
- WISP Kinston, N.C.—Granted CP to make changes in ant. system (increase height).
- WTQR Winston-Salem, N.C.—Granted CP to install new trans.; change TPO; ERP: 100 kw (H&V); ant. height 1420 ft. (H&V).
- \*WJRH Easton, Pa.—Granted CP to change TL; install new ant.; increase ant. height; remote control permitted.
- WRJS Oil City, Pa.—Granted license covering permit for changes.
- WXXK Pittsburgh, Pa.—Granted CP to install new ant.; change TPO.
- Ogden, Utah.. Ben Lomond Broadcasting Co.—Granted mod. of CP to redescribe TL; change SL; change trans. and ant. and increase ant. height.; change TPO; ERP: 26 kw (H&V); ant. height 3770 ft. (H&V).
- Salt Lake City, Utah.. Listeners Community Radio of Utah, Inc.—Granted mod. of CP to redescribe TL; change SL; change ant. and increase height; change TPO; ERP: 16.5 kw (H&V); ant. height 3770 ft. (H&V).
- \*KPLU-FM, Tacoma, Wash.—Granted CP to change TL; install new trans. and ant.; increase ant. height; 620 ft. (H&V); change ERP: 100 kw(H); 98 kw (V).

## Allocations

### Proposed

- Anadarko, Okla.—Broadcast Bureau has proposed assigning 103.7 mhz to Anadarko and substituting 105.3 mhz for 103.7 mhz in Memphis, Tenn. Action was in response to petition by Anadarko Broadcasting Co. licensee of KRPT(AM) Anadarko (BC Doc. 78-336). Comments due Dec. 5, replies Dec. 26. Action Oct. 6.

### Action

- Solvang, Calif.—Broadcast Bureau has assigned 96.7 mhz to Solvang as its first FM. Action resulted from petition by John C. Butler to assign 94.5 mhz to Solvang (BC Doc. 78-152). Ann. Oct. 19.

## License Renewals

- The following stations have been granted renewal of license, including SCA (background music, etc.) where applicable:
- KAYO(AM) Seattle, Wash.; \*KBGL-TV Pocatello, Idaho; KETV(TV) Omaha, Neb.; KIXZ(AM) Amarillo, Tex.; KMXN-TV Albuquerque, N.M.; KOHO(AM) Honolulu; \*KSYM(FM) San Antonio, Tex.; \*KUAC-TV Fairbanks, Alaska; KULA(FM) Waipahu, Hawaii; KWIL(AM) Albany, Ore.; WADR(AM) Remsen, N.Y.; WBCW(AM) Jeannette, Pa.; \*WBIM-FM Bridgewater, Mass.; WCPA-AM-FM Clearfield, Pa.; WDAU-TV Scranton, Pa.; WECQ(FM) Geneva, N.Y.; WGBI-AM-FM Scranton, Pa.; WGMF(AM) Watkins Glen, N.Y.; WHHO(AM) Hornell, N.Y.; WHVR(AM) Hanover, Pa.; WJON(AM) St. Cloud, Minn.; WKLS-FM Atlanta, Ga.; WLSW(FM) Scottsdale, Pa.; WNLB(AM) Rocky Mount, Va.; WNOZ(FM) Cortland, N.Y.; WNPT(AM) Tuscaloosa, Ala.; WOBL(AM) Oberlin, Ohio; WQIQ(AM) Chester, Pa.; WRJS(FM) Oil City, Pa.; WSEW(AM) Selingsgrove, Pa.; WSOM(AM) Salem, Ohio; \*WVKKR-FM Poughkeepsie, N.Y.; WVOS(AM) Liberty, N.Y.; WXXY(FM) Montour Falls, N.Y.; WYCR(FM) York-Hanover, Pa.; WOR(AM) New York; N.Y. (condition); KXYZ(AM) Houston, Tex.; WAJR(AM) Morgantown, W.Va.; WBB(AM) Abingdon, Va.; WBCB(AM) Cumberland, Md.; WCEM(AM) Cambridge, Md.; WEXM-AM-FM Jamesville, Va.; \*WFGH(FM) Fort Gay, W.Va.; WGOE(AM) Richmond, Va.; WHAW(AM) Weston, W.Va.; WITH-AM-FM Baltimore, Md.; WKEY(AM) Covington, Va.; WKWK-AM-FM Wheeling, W. Va.; WNAV-AM-FM Annapolis, Md.; WOWK-TV Huntington, W.Va.; WSAZ-TV Huntington, W.Va.; WSSN(FM) Weston, W.Va.; WVAQ(FM) Morgantown, W.Va.; WVOB(AM) Bel

Air, Md.; WWNR(AM) Beckley, W. Va.; WWVA(AM) Wheeling, W.Va.; \*WVVU-TV Morgantown, W. Va.; WXYV(FM) Baltimore, Md.; WFLO-AM-FM Farmville, Va.

## Complaints

- Total of 3,219 complaints from public was received by FCC in August, decrease of 615 from July. Other comments and inquiries for August totaled 1,920, increase of 581 over previous month. Ann. Oct. 19.

## Cable

### Certification actions

- The following operators of CATV systems have been granted certificates of compliance:
- Avoyelles Cable TV, for Hessmer, La. (CAC-13080); Cedar Grove TV Cable, for Crown Hill, Gallagher, Hansford and Mammoth, W.Va. (CAC-13113-6); Clear View Cable, for San Anselmo, Calif. (CAC-12270); Multi-Pix, for Heyburn, Idaho; Bend Community Video, for Bend, Ore. (CAC-10875); Valley Video, for Norwich, North Norwich and Plymouth, N.Y. (CAC-11410-3); Eufaula Cable TV, for Eufaula, Ala. (CAC-11498); Forks Telecable, for Forks and Lake Creek area, Wash. (CAC-11517-9); Bettervision Systems, for Upshur and Mount Hope, W.Va. (CAC-11926-7); Sammons Cable TV, for Stanhope, Netcong and Hopatcong, N.J. (CAC-12148-50); Delta Video Cable, for Tiptonville and Ridgeley, Tenn. (CAC-13221-2); Corning New Channels, for Corning, N.Y. (CAC-13226); Sidney Video, for Sidney, N.Y. (CAC-13228); Montgomery County CATV, for Shenandoah, Timer Ridge, Montgomery, Oak Ridge North, Spring Forest, Fox Run, Gleneagles, Spring Hills, Vicksburg, Spring Oaks and Rayford Forest, Tex. (CAC-13237-47); Dubois Cable TV, for DuBois, Pa. (CAC-13251); Lowell Cable Television, for Lowell, Mass. (CAC-13259); Meadowlands Communications, for Rutherford, East Rutherford, Carlstadt, Lyndhurst and North Arlington, N.J. (CAC-13265-9); Warner Cable, for Oshkosh, Wis. (CAC-13290); Teleprompter for Graham and Young, Tex. (CAC-13291-2); UA-Columbia Cablevision, for Tuckahoe, N.Y. (CAC-13293); Rockport Cable TV, for Rockport, and Aransas, Tex. (CAC-13294-5); Betterview Cablevision, for Riddle, Ore. (CAC-13296); West Hudson Communications, for Kearney and East Newark, N.J. (CAC-13297-8); Mahaska Cablevision, for Oskaloosa, Iowa (CAC-13299); Armstrong Utilities, for McDonald, Ohio (CAC-13300); Polk Cablevision, for Lakeland, Fla. (CAC-13302); Alert Cable, for Cherry Point, N.C. (CAC-13306); American Cablevision, for Fremont, Calif. (CAC-13311); Warner Cable, for Tallmadge, Ohio (CAC-13330); Suburban Communications, for Spring City, Pa. (CAC-13338); Delaware County Cable Television, for Sharon Hill, and Colwyn, Pa. (CAC-13340-1); Warner Cable, for Olean, N.Y. (CAC-13343); Storer Cable TV, for Miramar and Pembroke Pines, Fla. (CAC-13349-50); Cedar Rapids Cable, for Cedar Rapids, Iowa (CAC-13352); Canadian Cablevision, for Canadian, Tex. (CAC-13386); Laurel Cablevision, for Litchfield, Watertown and Thomaston, Conn. (CAC-13389-91); Nashville TV Cable, for Nashville, Ark. (CAC-13392); Cable Systems, for Haddonfield and Somerdale, N.J. (CAC-13393-4); Wyoming Televents, for Campbell, Wyo. (CAC-13399); Bend Cable TV, for Bend, Ore. (CAC-13407); Public Cable, for Falmouth, Me. (CAC-13409); Twin Cities Cable, for Fulton and South Fulton, Ky. (CAC-13410-1); Webster City Community Cablevision, for Webster City, Iowa, (CAC-13413); Cablecom Walton, for Walton, N.Y. (CAC-13414-5); Littlefield Cablevision, for Littlefield, Tex. (CAC-13421); Telecable for Kokomo, for Greentown, Ind. (CAC-13426); International Cable, for Tonawanda, N.Y. (CAC-13427); Metropolitan Cablevision, for Speedway, Lawrence, and Beech Grove, Ind. (CAC-13454-6); Warner Cable, for Kosciusko, and Winona Lake, Ind., (CAC-13457-8); Dynamic Cable vision, for Hialeah, Fla. (CAC-13479); Tele-Media for New Cumberland, W.Va. (CAC-13481); CSH, for Hammond, La. (CAC-13507); Cablesystems South, for Ponchantoula and Tangipahoa, La. (CAC-13508-9); Salem Cable TV, for Salem, Va. (CAC-12747); Laurel Cablevision, for Torrington, Conn. (CAC-13388); Keystone Communicable, for Windsor, Pa. (CAC-11354).



# Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

## RADIO

### HELP WANTED MANAGEMENT

**Sales Manager needed** for powerful Florida major market radio station. Send resume and track record and salary requirements to Box N-170.

**AM-FM combo seeking** highly organized General Manager. Prefer someone with programming background, who is sensitive to sales. Must be people-sensitive, willing to be community involved, and know FCC regulations. Stations are in one of Southeast's fastest growing markets. Excellent benefits with a company that wants to expand. Salary open. EOE. Send resume to WCSC, P.O. Box 186, Charleston, SC 29402.

**Executive Director** for nation's only bilingual (Spanish-English) public FM station. Duties: administer station operations, including grants, fiscal management, contribution campaigns, and plan future strategies. Experience required with funding sources and public radio. Contact: Josue R. Lopez, Exec. Comm. Chairman, KBBF-FM, P.O. Box 7189, Santa Rosa, CA 95401.

**Sales Manager**, Boston area experience required. Your chance to move up in the market. AM 1330 617-890-1400.

**Public Radio Station Manager**, KWSU pioneer 5000 watt AM NPR affiliate. Master's degree and management experience required. Salary competitive. Send resume and names of three references to: Director - University Relations, Washington State University, Pullman, WA 99164. Application review begins December 1, 1978. An equal opportunity/affirmative action employer.

**Manager for 5000 Watt AM** in Southern Oklahoma. Excellent facility. Good salary, commission, plus profit sharing for right person. Contact Ron Ricord at 405-332-2074 or 405-889-3393. Must have good record in sales and leadership.

**Unparalleled Opportunity**, Vice President-Sales. Income in Upper range for experienced radio sales professional to take complete charge of AM and FM sales. Major Northeastern market. You must be a leader planning a final move. E.O.E. Box P-3.

**Operations Director** Major Market-50,000 Watts. Professional Sports/Telephone-Talk format. Boston flagship station for rapidly growing chain. Looking for a high energy pro who is ready to grow. Multiple career opportunities. Equal Opportunity Employer. Resume to Box P-28.

**Sales Manager**—Beautiful San Luis Obispo, California. Adult MOR with outstanding news and sports profile. Career opportunity with growing group for a professional with an impeccable track record in local sales. EOE/MF Dan Clarkson, KVEC, Box 787, San Luis Obispo, CA 93940, 805-543-8830.

**FM Station Manager**—KQED FM (San Francisco PBS) needs experienced, service-oriented Manager to direct broadcast and production activities. EOE. Send resume to Personnel Dept., KQED, 500 Eighth St., San Francisco, CA 94103.

**Creative Sales Manager** to take charge of dynamic AM/FM combination. Must have strong RAB, retail, and agency experience. Hardworking with sales promotions that work. Ability to handle own list plus train, motivate and lead staff. Salary plus override commission, health insurance, paid vacation, security, profit sharing. Send detailed resume with references to Maynard Grossman, WSID/WLPL, 6623 Reisterstown Road, Baltimore, MD 21215. E.O.E.

### HELP WANTED SALES

**Good Colorado Regional AM Station** needs a good sales person. Brand new 100,000 watt FM sister station debuts in weeks so lots going on. Send full resume to Manager, Box 890, Lamar, CO. 81052. E.O.E.

**Learn to sell** at a professional Midwest radio station. Continuous sales training. Box M-68.

**50 KW Top 50 Leading Country Music Station** is looking for an experienced, aggressive Salesperson. If you are willing to work hard, the rewards are waiting for you. Send complete resume, including current billings and rate card. Excellent fringe benefits. We are an Equal Opportunity Employer. Box N-191.

**It's here!** It's a small market but, it's a great place to live, love and sell radio... If you're looking for a lifetime opportunity to live in a great area and do what you do best, sell radio... and make money doing it... you have found it... Wisconsin Rapids, Wisc. You must have a successful radio sales background and be willing to continue to learn, work hard and smart. Want more information? Write: Jack Gennaro, WFHR/W103, 220 First Avenue South, Wisconsin Rapids, WI 54494.

**Sales Professional Needed** Yesterday in Pullman, WA. Replace our top biller who retired due to illness. Call Bill Weed 509-332-6551.

**Sales Manager—WDBO** and WDBO-FM, Orlando FL, top adult formatted station in dynamic growth market. Experience necessary. Contact or send complete resume to Manager, PO Box 158, Orlando, FL 32802, Phone 305-843-5800 EOE.

**Come to the sun belt.** Sales Manager wanted for New Mexico city of 45,000. Must have local sales experience in small market, be enthusiastic, well organized and a self starter. Call Chuck Wolfe, KKQQ-FM, 505-769-2108.

**Sales Position** for aggressive street fighter. Sales Management for the right person, the person selected should make \$25,000 plus in the first. If you feel that you have outgrown your job and/or market, we offer unlimited growth potential in Pennsylvania Market. Send resumes to Box P-6.

**KEYZ Radio**, located in a market of 1,700,000 people and \$10,000,000,000.00 spendable, is looking for two retail sales people that will have a fantastic opportunity to make money and live a sunshine lifestyle. For your support we have audio visual presentations and over 120 pieces of sales material to help in your dollar earnings. Call me today Barry B. Shainman, Vice President, Corporate Sales 714-776-1191.

**Connecticut AM** wants sales/announcer for dominant adult contemporary. Experience only. WMMW, 21 Colony Street, Meriden, CT 06450. EOE/MF.

**Live and work at Lake Tahoe!** Contemporary Country FM. seeks aggressive, self starter. Salary and liberal commissions. Small market advantages (i.e.: you'll do a little of everything). Beautiful place to live. Contact Manager at 916-546-5936, or write P.O. Box 88, Kings Beach, CA 95719.

**50 KW FM 1 KW AM Daytime** in Charleston, WV market seeking two sales persons. Salary plus commission, and other benefits. Call Bill Sutton at WKLC 304-722-3308 days.

**KVEC—San Luis Obispo**, California, has career opportunity for sales person with proven record in local sales. Adult MOR with outstanding news and sports profile. Career opportunity with growing group. EOE/MF Dan Clarkson, Box 787, San Luis Obispo, CA 93401, 805-543-8830.

**Madison, WI.** Excellent career opportunity for bright young problem-solver strong on creativity with ability to write and sell imaginative campaigns. Thirteen station Midwest group seeks eager sales person with 1-2 years experience and outstanding record. Our people earn far more and Madison living is superior. All management and stockholders drawn from within our group. WISM, Madison, WI 53701 Mid-West Family Station (EOE).

### HELP WANTED ANNOUNCERS

**WTLC-FM/Indianapolis** accepting applications for future on air positions. Applicants must have at least one years experience on air large or medium market. Send tape and resume to Ass't Manager, WTLC, 2126 N. Meridian, Indianapolis, IN 46202. EOE/MF.

**Announcer** with good voice and air personality wanted by top station in excellent market in North Carolina. EOE. Good production, First Phone, required. Send resume to Box N-183.

**A Contemporary/Personality AM Station** is looking for a morning person with at least 3 to 5 years experience. Must be humorous, creative and community minded. Must also be good at production. Good pay. Good benefits. Good market in the Southeast. EOE. Write Box N-186.

**Beautiful music WJGM** seeks a mature afternoon drive announcer. Good production ability and recording for automation also required. Position is now open, but we will keep it open until we find desired person. Tapes and resumes to: Ron Joseph, 8th and Church Street, Lynchburg, VA 24504.

**Professional Morning Drive Personality.** Possible PD. Good stability. Good pay. Good market. Experienced only. WTCM, Box 472, Traverse City, MI 49684.

**Natural Sounding/Jock Production.** Person needed for the fastest growing station in metro market of 1/4 million. Brand new adult top 40 format. \$625/mo. to start. Tapes and resumes to Tom Greenleigh GM, KVOG, 1506 Gibson, Ogden, UT 84404.

**Operations Director** plus air shift. 24-hour AM Easy Country with excellent ratings. Sharp detail and good production essential. EOE/MF Contact Sara Crawford, GM, WHPI, Box 550, Herrin, IL 62948.

**PD/AM Drive WINE**, Danbury, CT. Top-rated with Pop/Adult format. Good bucks and stability in beautiful, affluent Fairfield County. If you're research and promotion minded, this one's for you. Send resume, aircheck and salary requirement to Chris Caggiano, VP/IGM WINE, Box 11, Brookfield, CT 06804. No calls.

**Immediate Opening** for Announcer and Sales. North Carolina Coast. Modern Country Music. Call Marvin Crook - WDZD. 919-754-8171.

**Contemporary personality** for 100,000 market. News and production skills a must for this team player. Tapes and resumes to Jim Leonard, Box 330, Lewiston, ME 04240.

**Automation director** position open. Must have production ability and good news delivery. Good position. Send resume and aircheck to KBAT, 401 W. Missouri, Midland, TX 79701.

**Combo Announcer-Engineer:** position open for experienced broadcaster with good air voice, board work, technical maintenance. FCC 1st Phone or 3rd Endorsed required. Submit tape and resume to: Pat Finnegan, WLBC AM/FM, 820 E. 29th St., Muncie, IN 47302. Equal Opportunity Employer.

**Immediate opening** for experienced country jock, good voice, minimum 1 year experience, send tape and resume to PD. WFMB, 820 Myers Building, Springfield, IL 62701, EOE.

**WLAY-Muscle Shoals**, 120,000 plus market needs two experienced Announcers/Production People. Possible music directorship. Tom Pepper 1-205-383-2525, Box 220, Sheffield, AL 35660. (E.O.E.).

**WSTU in Beautiful Stuart**, Florida, needs an experienced night time announcer. Good news delivery and production skills necessary. A successful MOR-Contemporary station with ideal location and top equipment. Send tape, resume to Ron Beckey, General Manager, WSTU, Stuart, FL 33494.

## HELP WANTED ANNOUNCERS CONTINUED

**WOBM-FM is Looking** for a night time announcer. Soft AOR Conversational approach... plus good production. Third Phone Endorsed. Excellent opportunity for talented female or male. Send tape and resume to WOBM-FM. Attn Greg Koziar, Box 927, Toms River, NJ 08753. No phone calls.

**Connecticut AM** wants all around pro for air shift, production, and some news, at dominant adult contemporary. Tape, resume, and production samples to WMMW, 21 Colony Street, Meriden, CT 06450. EOE/MF.

**Live and work at Lake Tahoe!** Contemporary Country FM, needs morning personality. Potential programming responsibilities. Production experience preferred. Contact Manager at 916-546-5936, or send resume and tape to P.O. Box 88, Kings Beach, CA 95719.

**Personality announcer** to fill an evening shift at KEWI. Person must be able to relate to young adults. Send aircheck, your best production and reasons why we should hire you. J.R. Greeley, Box 4407, Topeka, KS 66604. You may call 913-272-2122. An Equal Opportunity Employer. M/F.

**Needed immediately:** Experienced announcer for afternoon MOR. Good production essential. Send tape and resume to Mike Gummer, WCVA, Box 672, Culpeper, VA 22701. EOE.

**Talk Host** with Program Management experience. Well read and outspoken, not afraid to opine. Third Class Ticket. EOE. Resume and salary to Box P-27.

## HELP WANTED TECHNICAL

**Chief Engineer**—10/5/1KW, non & highly directional AM, plus Class C, automated FM—transmitter and studio work, must be experienced... send resume and salary requirements to Bill Harf, G.M., KVWO, P.O. Box 926, Cheyenne, WY 82001, an equal opportunity employer.

**Radio Chief Engineer** for 50 K all-news operation in Washington, D.C. Group Owner. Contact Orrin McDaniels, 202-686-6225. Equal Opportunity Employer M/F.

**Chief Engineer**—Midwest group owned AM/FM needs experienced Chief strong on directional & FM automation. Emphasis on good audio. Must be able to direct technical staff. Excellent working conditions. EOE. Resume to Box N-135.

**Combo Engineer/Annrcr.** Small AM-FM in Virginia. Good pay plus. E.O.E. Box N-195.

**Seeking—Chief Engineer** for AM and FM stations in medium sized market in the Southeast. Will be responsible for transmitter and studio equipment for both stations. Must be versed in directional operation and FCC regulations. Above average salary. Excellent company benefits. EOE. Send resume to Box N-197.

**Senior Maintenance engineer** with a minimum of 4-5 years experience with FCC 1st Class. Must know Ampex 1200's. Top rated NBC small market in Rockies for the better life. Contact Cecil Cope, KIFI TV, Box 2148, Idaho Falls, ID 83401.

**Sharp Chief Needed**—Class IV AM with young, aggressive management and computerized automation. We'll give you the support you need to do your job right. Resumes and references to: Tom Greenleigh, G.M., KVOG, 1506 Gibson Ave., Ogden, UT 84404.

**Colorado**—combo DJ-Engineer. Class IV transmitter experience essential. Adult contemporary format. EOE/MF Contact Dick Elliott, KEXO, Box 1448, Grand Junction, CO 81501.

**I've been chief** here for 11 years and I'm retiring. I'd like to leave the stations in good hands. I'll be around to show you all I know to make the change easier. We've got a 5kw directional and a stereo FM with Control Data automation equipment. Our company is very sound financially. Send your resume and salary requirements to the General Manager, KMON No. 7 Holiday Village, Great Falls, MT 59405.

**We're looking** for experienced part-time chief engineer for AM FM combination in beautiful Northern Wis. Near lakes, streams, hunting. Ideal place to retire with part-time income. Roger Utneher, P.O. Box 310, Antigo, WI 54409.

**Chief, Experienced AM Directional FM Stereo.** Automation. Some early morning announcing. Mature family person. University town, progressive. 70 miles West of Oklahoma City. Salary \$1,000 plus benefits. KWEY, Weatherford, OK 73096, Box 587. Collect Dick Johnson or Paul Buehning 405-772-5939.

**Palm Springs.** California has an immediate opening for a Chief for directional AM, FM automated. Send resume and salary requirements to Joe Tourtelot, KDES, 821 N. Palm Canyon Drive, Palm Springs, CA 92262—An Equal Opportunity Employer.

**Immediate Opening.** First Class Engineer/Announcer for Small Market Daytimer. 319-754-7565 Burlington, Iowa.

**Third Ticket Chief Engineer?** We've got the first, but need experienced hands-on technician. A small, but thoroughly professional company. 12K K106 FM, Beaumont, TX 713-769-2852.

**Chief Engineer** for 100,000 watt FM station with all new equipment and new studios in Dallas/Ft. Worth Market. Must be experienced in Studio, RF, and Engineering Maintenance. Knowledgeable of FCC Rules. Attractive salary and car furnished. All replies confidential. Send complete resume, salary history and references to Box P-16.

**Chief Engineer** for AM/FM Combination in Northeast Ohio. Directional experience necessary. Full benefits. Send resume. Equal Opportunity Employer. Box P-21.

**Radio Chief Engineer.** Minnesota Public Radio seeks chief engineer to be responsible for daily maintenance and technical support for a large public radio station, with heavy emphasis on audio studio equipment and remote broadcasting. Qualifications include: 1st Class FCC radiotelephone operator's license, familiarity with radio station studio and remote equipment, high power broadcast equipment, 950 MHz STL equipment. Full-time availability for emergency service necessary. Individual should be able to accomplish tasks without extensive direction, and have supervisory potential, as this department will expand in the near future. Practical broadcast experience will weigh heavily in the selection. Salary \$13,000 to \$18,000. Send resume, including references, immediately to Lynne Cruise, Manager of Station Operations, KSJN, 400 Sibley Street, St. Paul MN 55101. AA/EOE.

**Assistant Engineer** needed KEWI/KSWT Topeka. Must possess First Class FCC License. Call Wayne Nelson, C.E. 913-272-2122 for further information. An Equal Opportunity Employer.

**Chief Engineer** for 50KW non-commercial FM operation. Excellent opportunity if you are looking for a greater challenge. Send resume to: WMSP, 24 S. 2nd St., Harrisburg, PA 17101.

**KWGS, Tulsa,** is a University-owned, NPR affiliated FM looking for an experienced Chief Engineer dedicated to broadcasting wishing to settle in a beautiful medium size city. Salary negotiable. Closing date: November 17, 1978. Contact Gary Chew, KWGS, 600 S. College, Tulsa, OK 74104. 918-939-6351. University of Tulsa has an equal Opportunity/Affirmative Action program for students and employees.

**KERV-KPFM, Kerrville,** Texas has an immediate opening for a full-charge chief engineer. Excellent opportunity for qualified staff member on the way up. Call Dennis Forsyth, 512-257-8200. E.O.E.

**Transmitter engineer** for AM-FM to replace retiring 40 plus years employee. We require a First Phone transmitter and AM directional plus FM antenna experience, the ability to maintain and adjust transmission equipment, and the ability to handle some studio maintenance. Resume and references to Don Lange, Chief Engineer, WEBR/WNED-FM, 23 North Street, Buffalo, NY 14202. An equal opportunity employer.

**Full or Part Time Maintenance Chief.** Collins 830 and/or FM Automation. OEO. Contact Owner-Operator, WCRN-FM Crown House, St. Thomas, U.S.V.I. 00801. 809-774-3701 evenings.

## HELP WANTED NEWS

**News Director:** News oriented, 24 hour A.M. in Western Michigan. Send resume and salary requirements to Box N-131. News car furnished. E.O.E.

**News Director**—Two cuts above the average, qualified journalist, dedicated to news, public and community affairs, with strong experience in investigative and street reporting leading to the ability to produce issues and document a view point. Opening is immediate to qualified experienced person. Send resume, tape, and salary requirements to: Byron Cowan, WSAC Radio, Box 70, Fort Knox, KY 40121.

**Wanted: News Director** for energetic, highly respected news department at WCFR, Springfield. Must have good voice, gathering and writing skills. Please send tape, resume, and writing samples along with a cover letter to WCFR, Box 800, Springfield, VT 05156.

**Experienced News Director** to grow with expanding AM M News Operation. Currently 3 person department. Emphasis: Local news, Agri-business news, Public Affairs. If you can handle ground-floor expansion, send particulars to: Larry Crawford, Operations Manager, KLYD AM/FM, Box 1499, Bakersfield, CA 93301. EOE.

**A busy Northeast** small market AM/FM needs an experienced and creative reporter-announcer capable of eventually becoming News Director. Box P-1.

**South Georgia small market** fulltime network affiliate, heavily involved in local news seeks charge news director. Progressive college community is a great place to live, work and play. Send complete resume, salary expectations and audition tape to Al Cohen, WTIF, P.O. Box 968, Tilton, GA 31294.

**Live and Work** on Beautiful Cape Cod. Leading station seeks experience Anchor/Reporter. Bright, intelligent journalist with authoritative delivery. Salary to 10K. Box P-11.

**When You Hear WJBC** in Bloomington, Illinois, is looking for a darned good newswoman, you probably don't lift your eyebrows unless you know we regularly win more awards than most any station our size... that WJBC is a hell of a station in a great radio market (44.6 average share was the highest in the nation in the spring Arbitron)... that WJBC offers exceptionally good facilities and a very strong, professional news commitment in a fine community. Send tape, resume, salary requirements in letter to Steve Vogel, WJBC, Box 8, Bloomington, IL 61701. No phone calls. Equal opportunity employer.

**Award-winning Midwest** radio newsroom needs responsible reporter to cover black-oriented newsbeats and anchor duties. College-training preferred. Send resume, cassette/tape, and references. Salary negotiable. EOE M/F. News Director, WTLC-FM, P.O. Box 697, Indianapolis, IN 46206.

**KSTT-WXLP is looking** for an aggressive reporter with strong journalism background to join our six person news staff. Some anchor work involved. A degree is essential. Tapes and resumes to: News Director, PO Box 3788, Davenport, IA 52803.

**Newsperson Needed** for Medium Market, No. 1 Rated Stations. Part of a growing chain. Strong delivery and writing talent a must. Tape and resume to Jeffrey Jay Weber, P.D., WAZY, Box 1410, Lafayette, IN 47902.

## HELP WANTED PROGRAMING, PRODUCTION, OTHERS

**One of the Top Ten Black Stations** in the Midwest has a growth opportunity for a Program Director. Applicants should either have their college degree or five years radio experience. Ability to motivate creative people a must plus good administrative skills. Send tape and resume to General Manager, Box 697, Indianapolis, IN 46206. EOE/MF.

**WAQY/WIXY Seeks** Assistant Operations Manager. The person we need can, and will do it all, including airwork, copywriting, production etc. Automation exp. helpful. Tape, resume to J. Rising, WAQY, 45 Fisher, Ave. East Longmeadow, MA 01028. E.O.E.



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**HELP WANTED PROGRAMING,  
PRODUCTION, OTHERS CONTINUED**

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**Operations Director** needed by one of Northern California's top beautiful music stations. Must have mature voice and copywriting experience and ability to motivate others. Send detailed resume and audition tape to: Gordon Zlot, KZST, Box 2755, Santa Rosa, CA 95405. EOE.

**Production Director** for small market AM/FM, West coast recreational center. We need a person with leadership who can coordinate and supervise production, write copy and follow through. Excellent opportunity to learn management concepts in preparation for advancement. Salary negotiable. E.O.E. Box P-22.

**Lead news-information** programming staff. We have aggressive news-service oriented team and are ready for you if you are a leader. Midwest market, modern facilities, county of 30,000. Please send letter and resume to Box P-36.

**Public Affairs Director** for 50kw public radio station. Assists News Director in formulating all informational programming; produces features, documentaries, some newscasts. Must be proficient in interviewing, editing, creative production. Base salary \$10,680 plus liberal fringes and vacation. Requires bachelor's degree or equivalent, 3rd phone. Resume, references and audition tape immediately: Michael Lazar, WNIU-FM, Northern Illinois University, DeKalb, IL 60115. An Equal Opportunity/Affirmative Action Employer.

**\$10,000 to \$12,000** annually if you're a first-rate copy chief and traffic supervisor rolled into one exceptional individual. We're extremely quality conscious, program easy listening stereo, and offer resort living on world-famous Hilton Head Island. Send copy samples, resume and references to WHHR, Box 5683, Hilton Head Island, SC 29928. 803-785-9447. Equal Opportunity M/F

**Program Director.** Full responsibility for Air Sound, hiring announcers, production, etc. We are located 35 miles West of Minneapolis/we have to sound good. Contact Don Wohlenhaus/KRWC Radio Buffalo, MN 55313. 612-682-4444.

**Farm Director.** Agricultural experience required, sales helpful. Good opportunity for professional in medium Mid-West market. Resumes to General Manager, KECK, Box 6006, Lincoln, Nebraska 68506.

**Program Director** for suburban N.Y.C. Adult Contemporary. Good voice and production a must. No beginners, please. An EOE. Resumes to Box P-52.

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**SITUATIONS WANTED  
MANAGEMENT**

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**General Manager/Sales Manager**—prefer Southeast or Southwest. Heavy in promotions, programming and profit. Available immediately. Box N-106.

**Profit Oriented General Manager** with extensive background in AM/FM management, sales and programming. Seeking opportunity as take charge GM/GSM leader and doer. Box N-154.

**General Manager,** winner, track record, super heavy sales, programming, administration, management, FCC, right credentials background, searching stable position, references speak for themselves, reply in confidence. Box N-166.

**Successful Small Market GM** desires move to Medium Market as GM/GSM. Sales oriented motivator/leader. Experience all phases. Desire career opportunity. Box P-8.

**MBA with small market GM** background ready for entry level management spot in top 100 market. East Coast preferred. Box P-14.

**Experienced, Capable, Energetic** General Manager with strong sales background in large and medium markets. If your problem is sagging sales, tough new (or old) competition, a new acquisition "turn around" or any of the other little headaches that make our business so much fun... please contact me. I would particularly like to hear from you if you're willing to consider offering investment opportunities. Write in confidence to Box P-46.

**Group Owners**—30 year old aggressive broadcaster seeks sales or management position with opportunity for rapid advancement. Credentials include 11 years experience (7 in major market), experience as ND and PD, BBA in Management, MBA in Finance, 1st Class License. All markets considered. Available Jan. 1, 1979. Box P-32.

**Young executive desires** management position with a challenge! Take charge individual for good competitive market. Contact Bill Elliott at 914-565-5365.

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**SITUATIONS WANTED  
SALES**

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**General Manager/General Sales Manager,** available immediately. Major Market track record and references. Will look at any offer that makes sense. Box N-126.

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**SITUATIONS WANTED  
ANNOUNCERS**

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**Broadcast School Grad,** 3rd Endorsed, looking for first job. Phone weekdays 716-834-4457.

**Educated Black female,** 3rd Endorsed, seeks work in Chicago, Madison, Milwaukee. Gina Scruggs, 312-929-0705, days.

**Hardworking, Energetic, Stable** Jock with some experience plus news, copy, production, 3rd Endorsed seeks Small Market Contemporary station. Will relocate. Frank Cavaliere, 40 Benedict Ave., Tarrytown, NY 10591. 914-332-0323.

**Experienced First Phone** Announcer seeks position with station in or near the Baltimore, Washington, or Richmond markets. Currently employed. Tape available. Box N-200.

**Family man wants** morning or midday in small or medium market. Experienced. Gary Morgan, Route 2, Box 12E, Cameron, WI 54822.

**Hi Power DJ** seeks hi power place. Hi level talent, experience. 1st. Box P-4.

**Male 23 Third Broadcast** Endorsed. Need first job. Like to produce and record pre-recordings. Want to DJ. Will promo. Music style: Contemp. Will relocate. Call (Bob) BWare! No. VA 703-256-5462 9:30 AM 12:50 PM Tue-Fri or write Box P-39.

**Three Years of Success** as top-rated DJ, production man; some programming duties, 3rd endorsed. Family man, 27, seeks to grow as announcer, production man with professional Top-40 or Contemporary small or medium market station. Prefer Florida; have seeing-eye dog and can travel. Proven, tried, and tested. Past performances and references speak for themselves. John Holliday (Gary Stevens), 16030 N.E. 15th Ave., No. Miami Bch., FL 33162. 305-947-2763.

**1st Phone**—4 years pro, Production Director. BA Journalism. Warm, friendly communicator, full-time. Progressive/AOR/Contemporary. Tape, resume from Lee Dravis, 201-647-2748, 25 Mountain Avenue, Warren, NJ 07060.

**Norm Davis**... 13 year broadcast professional/First Phone/available now/714-824-3705/1707 Cable Canyon Rd., No. 40, San Bernardino, CA 92407.

**DJ... Public Relations,** Promotions, seeks a position in radio station on Atlantic Coast. Tom 201-943-5816 (NJ).

**Personality Seeks Contemporary** within 100 mile radius of Phila. Experienced. 215-256-6330. John LaMonica.

**Soul Personality** Seeking to relocate to either North Carolina, South Carolina or Virginia area. 919-483-6530.

**Able and Ready:** hardworking and reliable, 3rd endorsed, will relocate. Tape and resume on request. Call or write Jim Timm 312-383-0358, 501 N. Harlem, Oak Park, IL 60302.

**Good Voice Looking** for a break anywhere. DJ or news, Third Class Permit Endorsed, college background, good reader, writing ability, John Nolan, 503 West 47th St., N.Y., NY 10036.

**I Love Small Markets!** Put a Brisbane in your life. Broadcast trained performer and "clean-cut" sales personality. Have professional sounding tape and realistic goals. Contact Scott Brisbane, 215-543-7293 or 215-922-2797.

**Radio Pro** with good commercial delivery and production, reliable, looking after 2-1/2 years at present station—Ken 914-856-6757.

**Help!** I got my first break, but was shafted. Need another chance to start over. Above-average air talent seek above-average Florida position. Write: Rick Richards, 621 Lenox Avenue, Miami Beach, FL 33139 or call 305-672-4890.

**Female, 22,** from Midwest eager to learn, work, relocate. B.A. with strong voice and production. Tape, resume on request. Nancy 312-352-3966.

**3rd endorsed** for job in Northern Ohio. Write Doug Hendricks, R.R.1, Mt. Blanchard, OH 45867.

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**SITUATIONS WANTED TECHNICAL**

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**Experienced Chief Engineer,** available in November. Knowledgeable in Construction, Re-construction as well as human relations. Box N-147.

**Engineer**—mature, competent, personable—directionals, automation, FCC, programming, production, copy, economical, interested, cares. Box P-50.

**Kansas GM:** Cut this ad out and save it. You may need me one day. Crack engineers are hard to find; especially with announcing and programming skills. I know FCC rules, Partial & Audio Proofs, Digital/Analog STLs, Automation; Logic Circuits, Solid State and more. I can wait for the right job. Call when you need a pro. 712-943-4194. Joe.

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**SITUATIONS WANTED NEWS**

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**Third Phone DJ,** good production, news, commercials, will relocate, some experience, hard worker. Box N-20.

**Ambitious, Bright, and Young female**—B.A. in Theatre/Communications has interest in brdcst. journ., on-air, and sales. Desiring entry level position. Andrea Lidd, 7553 Spring Lake Dr., Bethesda, MD 20034.

**News director,** 10 years experience, seeks medium or major market radio or t.v. position. Immediate availability. Robert Cohen, 219-447-2460, 2724 Stardale Dr., Fort Wayne, IN 46816.

**Top play-by-play** announcer seeking job. Prefer California. Also production. Call Mark. 213-963-7951.

**Excellent Basketball Play By Play,** current Sports Director looking for larger market, college setting. Sportscasts, actualities, production, commentary. B.A. Journalism 906-774-3987.

**Outside reporting only.** Radio newsman, 4 years experience, BA political science, MS broadcast journalism, currently ND. Box P-19.

**Broadcast Journalist,** 1-1/2 years small market, Master's Radio/Television, prefer East—Great Lakes, dedicated. Box P-47.

**Seeking first break** at your station. UNC Graduate. BA Broadcast Journalism. Radio stringer experience. Will relocate. For tape and resume contact Charles Freiman, 1404 Hillwood Court, Charlotte, NC 28210. 704-525-1477

**Willing to work hard** for first break. UNC Graduate. BA Broadcast Journalism. Stringer experience. Will relocate. For tape and resume contact Charles Freiman, 1404 Hillwood Court, Charlotte, NC 28210. 704-525-1477.

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**SITUATIONS WANTED PROGRAMING,  
PRODUCTION, OTHERS**

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**11-Year Broadcast Vet** and former Billboard Personality Finalist looking for combination Operations Manager/Programming slot in Medium or Large Market. Presently on-air at top-rated Medium Market Country Station in Southeast, in addition to Music Director duties. Qualifications: former Major Market PD., impeccable references, degree, good production. Requirements: very good money, creative freedom, sincere, stable management. Box P-31.

## SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS CONTINUED

**Dedicated, Versatile** announcer seeking advancement. Over 5 years experience Top Forty, news, talk show, automation and programming. Box N-133.

## TELEVISION

### HELP WANTED MANAGEMENT

**General Sales Manager.** Major market, northeast, group broadcaster with growth opportunities. Want a knowledgeable, experienced, self starter. Equal Opportunity Affirmative Action Employer. Box N-125.

**Widespread communications** company seeks financial manager who can establish and administer systems for radio, TV and newspaper properties and simultaneously assist top management in corporate direction and control. Reply Box N-160.

**Business Manager:** College degree in accounting or equivalent. Three years minimum experience. Some supervisory experience. All phases of accounting including payroll. Western New York location. EOE. Send resume and salary requirements to Box N-175.

**Television Sales Executive** with plenty of hands-on experience who knows today's pricing techniques and can build sales for both the top and bottom rated affiliates in a market. Heavy on ideas, administrative drive, innovation. Eastern group. Reply Box P-9.

**Immediate opening.** Local Sales Manager for Midwest station. Experience necessary. Must be fully conversant with up-to-the-minute selling and pricing techniques. Equal opportunity employer. Box P-20

**Director of Program Production**—KOED, Inc. (San Francisco PBS) need experienced Manager to plan the production, acquisition, and packaging of KOED programs. EOE. Send resume to Personnel Dept., KOED, 500 Eighth Street, San Francisco, CA 94103.

**Here is an exciting opportunity** in Colorado. PTV KTSC in Pueblo has an opening for experienced Development Specialist to continue and expand the public relations and fund raising activities of the station. The individual in this position will be responsible for the development of sources of income through underwriting, memberships, auctions, grants and other fund raising activities: must coordinate station publicity, public relations and advertising; will direct the publication of the monthly program guide; will prepare print materials related to station activities. Applicants should present evidence of two years experience and be able to demonstrate skills required to carry out above activities. BA degree required. MA will influence salary determination. Salary range \$20,000 to \$24,000. Applications must include: 1. Letter of intent. 2. Resume. 3. Names and addresses of at least three recent references. Closing date November 18th, 1978. Send applications to: John C. Crabbe, KTSC/TV University of Southern Colorado, 900 West Orman Ave., Pueblo, CO 81004.

### HELP WANTED SALES

**TV Sales Representative:** Network affiliate in top 100 market needs experienced sales representative to assume active account list at dynamic progressive North Central station. Please send resume showing ability and managerial potential to: Box P-30. An Equal Opportunity Employer.

**Local Sales Manager** responsible for local and regional sales for ABC affiliate. Must be able to manage, implement and motivate. Excellent wage plus fringe benefits. Send resume before October 31, 1978 to Rod Guerdan, WYTV, 3800 Shady Run Rd., Youngstown, OH 44502. An EOE.

### HELP WANTED TECHNICAL

**Engineers.** International accounting firm, with established broadcast quality color studio, is seeking a quality-minded Assistant Chief with strong maintenance ability. RCA Quads, studio cameras, and field production camera for remotes. Become involved in new studio construction in near future. Pleasant Midwest suburban location. Also an opening for a Staff Engineer who is aggressive, with strong technical capability. We are an Equal Opportunity Employer. Send resume to Box N-178.

**Assistant Chief**—Working engineer to direct studio maintenance. Must be qualified on quad and umatic tape, IVC and RCA cameras. \$17,500 to start plus benefits. Harold B. Wright, WVIR-TV, Charlottesville, VA 22902. 804-977-7082. An Affirmative Action Equal Opportunity Employer.

**TV Studio Maintenance Engineer.** Prefer experience with Ampex 1200, RCA-TR-70, RCA-TK-45 and Sony BVU-200. Experienced only write or phone Don Smith, Chief Engineer, WRDW-TV, Drawer 1212, Augusta, GA 30903. 803-278-1212. EOE.

**Experienced Chief Engineer,** for independent UHF Family Christian Television in South Florida. RF experience a must. Contact G. Kent Smith, WHFT, P.O. Box TV 45, Miami, FL 33169. 305-962-1700. Equal Opportunity Employer.

**Immediate opening** for TV maintenance engineer experienced in quad and helical VTR, color cameras and associated equipment. FCC first class license required. Excellent opportunity in the beautiful Pacific Northwest. Contact Dow Lambert, C.E., KIMA-TV, Box 702, Yakima, WA 98907. 509-575-0029. EOE.

**Television Broadcast Maintenance Engineer** for KXTV CBS for Sacramento. Experienced in TV operations and strong on maintenance with emphasis on digital circuitry. Advancement potential. First Phone License required. KXTV is an Equal Opportunity Employer. Resume to Don Ferguson, Chief Engineer, P.O. Box 10, Sacramento 95801. 916-441-2345.

**Studio/transmitter maintenance supervisor** needed for Central Maryland NBC affiliate. Must have First Class FCC license and solid background and experience maintaining VTR, camera and all studio equipment, and UHF transmitter plant facilities. Contact Chief Engineer at 301-797-4400.

**Independent television production facility** in NYC seeks Technical Director for studio productions and remotes. Must have maturity to supervise large production crews and working technical knowledge of all broadcast gear. People with less than 5 years professional experience should not apply. Send resume to Box P-7.

**Maintenance Chief for VHF television station** in Southern Maine. Applicants must have a practical knowledge for repair of quad, helical tape equipment, studio/remote cameras, transmitters etc. Must also be able to supervise the Technical Department. For more information send resume to Box P-29.

**TV Studio Engineer.** Heavy maintenance experience on video tape, quad and Helical as well as studio cameras and ENG cameras. Knowledge of digital systems a prerequisite. Minimum of 3-5 years' experience. Must be familiar with FCC Rules. We are located in a beautiful summer and winter recreational area in the upper midwest. Salary commensurate with experience. EOE. Box P-38.

**Chief Engineer,** VHF station, small Southeast market, strong on quad and 3/4 inch maintenance, attractive location. Send resume to Box P-43.

**Wanted, Audio-Television Engineer,** CCTV Color system. Knowledge of production techniques, lighting, MATV, technical writing required. Beginning salary, \$18,618. Send resume to: Personnel Coordinator, 9517 Main St., Fairfax, VA, 22031.

**Engineer:** Operate/maintain production/broadcast equipment. First Phone, two years technical training, two years related experience. Base \$11,190, excellent benefits. PTV station. Equal Opportunity Employer. Personnel, WDCN-TV, Box 120609, Nashville TN 37212 by 11/6/78.

**TV Studio Engineers (2).** At KOCE-TV Channel 50 PBS. Requires heavy maintenance on broadcast equipment. Some operation, quad and cassette editing. FCC 1st required. For technical info: Bob Moffett 714-897-0302. Salary Range \$1386-1688. Apply to: Coast Community College District, 1370 Adams Avenue, Costa Mesa, CA 92626, 714-556-5947. Applications or resume by 5:00 p.m. November 9. EOE M/F.

**Television Engineers.** Immediate openings at WGVC-TV, Channel 35, a growing, all-color remote-controlled UHF public television station in beautiful West Michigan. Chief Engineer responsible for management and development of engineering department including personnel, budget and administrative areas; maintaining safe, legal and reliable operation of technical facilities, and planning and designing for future facilities. Requirements: First class FCC ticket; 3-5 years supervisory experience with strong maintenance background; knowledge of GE UHF transmitter, RCA videotape and Bosch Fernseh cameras helpful. B.A. degree preferred. Assistant Chief Engineer responsible for supervision of studio and transmitter personnel, coordinating technical facilities with production and programming department and assisting chief engineer in budget preparation and engineering department operations. Requirements: First class FCC ticket; UHF transmitter experience; 2 years supervisory experience; strong maintenance background. B.A. degree preferred. Maintenance Engineer responsible for scheduling and performing required maintenance; installing, operating, maintaining and repairing broadcast quality-equipment including GE UFG transmitter, RCA videotape, Telemation film chain, Bosch Fernseh cameras and Vital and Grass Valley switching. Requirements: First class FCC license; 2-4 years broadcast maintenance experience; familiarity with current state of the art broadcast equipment; ability to recommend, write specifications, evaluate and install broadcast equipment. B.A. preferred but not required. Salaries dependent upon qualifications. Excellent fringe benefits. Send resume to Personnel Office, Lake Superior Hall, Grand Valley State Colleges, Allendale, Michigan 49401. Equal Opportunity/Affirmative Action Institution.

### HELP WANTED NEWS

**Dominant VHF E.O.E.** wants experienced producer/writer for early or late evening newscast. Must be expert coordinator including live microwave, concise lively copy writer, able to edit film and tape. Organize fast moving newscast with lots of film/tape packages and TV monitor pieces. Send cassette, references and resume to Jerry Levin, News Director, WBRC-TV, PO Box No. 6, Birmingham, AL 35201.

**TV News Producer/Reporter** for active public TV station in northwest Ohio. Bachelor's Degree in Broadcast Journalism or related field is preferred. Two years experience in broadcast news reporting/announcing. Salary \$9,600-\$10,600. Deadline for submission of application is November 10, 1978, or whenever filled. Send letter of application, resume, official college transcript, three letters of recommendation, audition tape to: Lenora Brogdon, WBGU-TV, Bowling Green, OH 43403. WBGU-TV is an Equal Opportunity Employer.

**Dominant VHF E.O.E.** is expanding sports. Looking for aggressive, tireless, enterprising sports reporter/weekend anchor to back up the best sports anchor/reporter in the state. Must be able to be one person band in covering local amateur and pro sports hard and continuously, shoot edit SOF and ENG. Must have experience, tape, references and resume that proves your worth. Send to Jerry Levin, News Director, WBRC-TV, PO Box No. 6, Birmingham, AL 35201.

**Dominant V.H.F. E.O.E.** wants ENG Coordinator to supervise, coordinate, edit and write live and pre-fed material from microwave and minicam sources. Producing/copy writing experience required. Send cassette, references, and resume to Jerry Levin, News Director WBRC-TV, PO Box No. 6; Birmingham, AL 35201.

**Weather Person**—Top rated Southern TV station wants weather professional who will become strong contributing third member of prime on-air news team, and can also do solid reporting, environmental and other. Easy delivery and warm on-air personality important. EOE. Box N-119.

**Newsperson**—Northern New York TV-AM net affiliate wants aggressive street reporter for daily, on-air radio and TV assignments and anchor possibilities. Experience preferred. Send 2" tape, writing samples and resume to Kevin Mastellon Acting News Director, WWNY TV-AM, Watertown, NY. EOE.

**News Reporter** for ENG and film equipped Florida station. Possible weekend anchor duties. Send tape and/or resume to: WMBB-TV, Box 1340, Panama City, FL. Attn: Bob Nelson.



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**HELP WANTED NEWS  
CONTINUED**

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**Photographer**—We are looking for an experienced television news photographer capable of handling both ENG and film. Person must be experienced in all phases of news photography and editing. Send video cassette with samples of field work and resume to: News Director, P.O. Box 2009, Durham, NC 27702. A Capital Cities Station, E.O.E.

**Reporter**—A substantial background in television news reporting is required. Must be experienced in all phases of TV news operation. Reporting, 16mm photography, electronic news gathering, writing, editing, etc. Heavy emphasis on reporting and writing. No telephone applications can be accepted. Send complete resume to: News Director, WTVD, P.O. Box 2009, Durham, NC 27702. EOE.

**TV Weather/Reporter.** We're an aggressive News Department with the best numbers in our Sun Belt market, looking for someone willing to back up our regular weather team and report. Knowledge of film and ENG helpful. E.O.E. Box N-144.

**Managing Editor:** Must have at least 5 years experience in Television News. Knowledge of production techniques, excellent reporting and writing skills. Ability to organize work and lead staff of young, aggressive reporters and photographers. Must be able to assume responsibility and provide direction. Resume, salary in first letter. An EOE Employer. Box N-159.

**Weather Anchor/Environmental Reporter** for progressive Midwest network affiliate. Should have knowledge of meteorology and strong air personality. Some radio work. Resumes and salary requirements to Box N-180.

**Co-Anchors M/F** for large, aggressive state of the art department, North Central affiliate, pleasant smaller community, \$25K, letter and resume to Box N-193.

**Weekend sports anchor/sports reporter** in medium market with major college and heavy prep sports action. Strong station commitment to sports. Box N-198.

**Producer—with imagination,** production flair and solid news judgment for 10 pm show. Medium market station with very strong news commitment. Box N-203.

**Sports Director** for Midwest ABC. Affiliate ... Must have strong television background, possess keen sports interest and knowledge, excellent writer, know production, for on-air presentation, resume, VTR cassette, writing samples to News Director, WYTV, Inc., 3800 Shady Run Road, Youngstown, OH 44502. An EOE.

**11 o'clock Anchor**—Must be experienced reporter/photographer. Send resume and recent cassette to WVIR-TV, Box 751, Charlottesville, VA 22902. An Affirmative Action/Equal Opportunity Employer.

**Producer**—Looking for an experienced producer for our 11 p.m. news. Must have solid background in all phases of news and ENG, including live microwave. If you can produce a highly visual fast pace newscast and are a good writer who can also supervise scripts send cassette sample of your work to Allen Jones, P.O. Box 2009, Durham, NC 27702. E.O.E.

**Position for an experienced Photographer/Writer** in the News Department. Send resume and examples of work to Eric Rabe, WTAJ-TV, 5000 6th Avenue, Altoona, PA 16602. An Equal Opportunity Employer.

**Weekend Anchor wanted** for major East Coast market. Must have prior on-air anchoring experience and street reporting background. Equal Opportunity Employer Detailed resume to Box P-41.

**Very good medium market news operation** in sun-belt still looking for co-anchor. If you are currently anchoring, we would like to talk to you about doing our 6 and 10. Females are urged to apply. EOE. Resume and salary requirements to Box P-48.

**News Photographer/Editor** position open at major East Coast station. Successful applicant must have total ENG/Film shooting/editing skills. Equal Opportunity Employer. Detailed resume to Box P-49.

**Weekend Producer/Weekday Reporter** wanted for major ABC affiliate in New England. Prior experience as both TV Reporter and Producer required. Equal Opportunity Employer. Detailed resume to Box P-51.

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**HELP WANTED PROGRAMING,  
PRODUCTION, OTHERS**

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**Producer/Director** for PTV Station. Responsible for the production of television and/or film programs for broadcast or closed-circuit use. Demonstrated competence in producing/directing/editing video tape and film productions. 3-5 years experience desirable. Salary \$13,400-\$14,400 depending upon qualifications. Equal Opportunity, Affirmative Action Employer. Send three letters of recommendation, letter of application, resume and sample work on 3/4" or quad tape to: Don Checots, WBGU-TV, Bowling Green, OH 43403. Application deadline October 31, 1978 or whenever filled.

**Producer-Director.** Take charge individual. Experience in news, music, sports, remotes and studio productions. Degree preferred. Top 30 market. An Equal Opportunity Employer. M/F Box N-181.

**Marquette University's College of Journalism** is seeking a person to teach broadcast journalism courses. Ph.D. and radio news experience desirable; television news experience necessary. Tenure track appointment beginning January or August, 1979. Salary dependent upon qualifications. Submit resume to Dr. A. L. Lorenz, Chairman, Faculty Search Committee, College of Journalism, Marquette University, Milwaukee, WI 53233. An equal opportunity, affirmative action employer.

**TV Studio Production Personnel.** Previous professional TV experience required. No phone calls. Send applications to: Personnel, WDCA-TV, 5202 River Road, Washington, DC 20016. EOE.

**Producer For Public Affairs Specials.** Must be good writer, news and documentary background. At least five years experience. An Equal Opportunity Employer. Box P-10.

**Wanted—Commercial Video/Cinematographer.** Experienced and creative. Help top station in market make transition from film to EFP. Must have working knowledge of film processing equipment: professionalism, reliability, quality consciousness, and great reel can open door to fine job opening. EOE. Send resume to Box P-12.

**Public Affairs Producer** wanted for Top Fifty Market. Must do on-air hosting on a daily talk show in addition to producing/writing public affairs specials. Salary \$15,000. EEO Employer. Box P-34.

**Promotion Manager** California VHF Network Affiliate is looking for top flight Promotion Manager. Must have more than potential. We want to transplant success. Excellent salary and fringe benefits and a great place to live. An Equal Opportunity Employer. Send resume to Box P-35.

**TV Producer/Director/Writer** to write, produce and direct TV and other audiovisual presentations for University Media Department. Appropriate B.A. required, M.A. desirable; most have thorough knowledge of the media production process and experience in performing these functions. \$13,000 minimum salary. Send resume before November 10, 1978 to TV Services, University of Wisconsin-Milwaukee, P.O. Box 413, Milwaukee, WI 53201. Equal Employment Opportunity/Affirmative Action Employer.

**Experienced Art Director** to take over department in Medium Market Television Station. Excellent opportunity for Assistant Art Director to move up. Contact Betty Reynolds 815-987-5315. EOE.

**Film/Tape Librarian:** Schedule shipping/receiving of films/tapes for broadcast in coordination with suppliers and/or other stations. Maintain film/tape library. Issue films/tapes as scheduled for production and broadcast. College degree and experience in related field. Base \$11,736, excellent benefits. PTV station. Equal Opportunity Employer. Personnel, WDCN-TV, Box 120609, Nashville, TN 37212 by 11/6/78.

**Talk Show Host/Producer.** Send Tape and resume to: Judy Girard/WOWK-TV, 625 4th Avenue, Huntington, WV 25701. An EEO Gateway Communications Station.

**Traffic Manager.** Top 50 market; must have at least three (3) years experience, preferably with BIAS system. Equal Opportunity Employer. Send resume to Ronnie J. Catoe, WDSU-TV, 520 Royal Street, New Orleans, LA 70130, 504-588-9378.

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**Operations/Traffic Manager**—KGUN-TV, Tucson, Arizona is looking for a strong systems person with administrative ability to take complete responsibility of Traffic department with Cox Computer. Salary commensurate with experience. Submit resume to KGUN-TV, P.O. Box 5707, Tucson, AZ 85703. Equal Opportunity Employer

**Camera Operator:** Operate video cameras, build/erect sets, perform other production functions. PTV station. Base \$8,798, excellent benefits. Equal Opportunity Employer. Personnel, WDCN-TV, Box 120609, Nashville, TN 37212 by 11/6/78.

**Program Manager** for public TV station to develop, select, and acquire programming for broadcast; develop broadcast schedules; develop and administer program budget; and manage program operations staff. Salary \$25,799-28,655. Application deadline: November 28, 1978. Contact: Personnel Commission, Office of the Santa Clara County Superintendent of Schools, 100 Skyport Dr., San Jose, CA 95110. 408-299-3701.

**Artist:** Entry-level position. Base \$7,966, excellent benefits. PTV station. Sets and props, television/print graphics, two years art training. Equal Opportunity Employer. Personnel, WDCN-TV, Box 120609, Nashville, TN 37212 by 11/6/78.

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**SITUATIONS WANTED MANAGEMENT**

**Broadcast Group Manager** with heavy TV/Radio sales and news background seeks more challenge. Have special flair for trouble shooting, negotiating, writing and renewals. Consider any challenging management position or special assistant to president in medium or major market station or group. Box N-167.

**General Manager** with outstanding credentials! Television 22 years; Radio 12 years; Management 18 years. Thoroughly experienced all aspects: ownership, administration, sales, programming, film-buying, news, promotion, community involvement, etc. Quality leader in industry. Very competitive! Produced spectacular sales and profits, plus prestige. Achieved revitalization/rapid turnarounds. Can produce outstanding ratings, sales, profits and prestige! Box P-2.

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**SITUATIONS WANTED SALES**

**Experienced radio time Salesperson** seeking first break in television sales. Desire Idaho and surrounding states. Box P-23.

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**SITUATIONS WANTED TECHNICAL**

**Technician, videotape operator, cameraman, audio-man, video switcher** with over nine years experience looking for a warmer climate. Box P-44.

**College Grad,** First Phone, 4 years production/editing experience seeks first commercial TV broadcast position. Call Doug Landman 212-697-5100 Days. 212-463-3395 Eves.

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**SITUATIONS WANTED NEWS**

**Attractive, Spanish** surnamed young woman seeks entry level position in broadcast journalism. BA Highly articulate, resourceful, tireless worker. Published writer. Quick to learn any aspect of broadcast field. Willing to relocate; Virginia Perez, 1677 Belmar Road, Cleveland Heights, OH 44118, 216-932-9280.

**Documentary news producer** with strong news background in reporting, editing, on camera work desires news station southeast as producer or news reporter. Florida preferred. Box N-136.

**Thorough and Aggressive** 4th generation journalist—Tireless researcher and sharp writer. If you need hard-hitting newsman for editorially committed program, I'm seeking first on-air position or potential for such. Excellent references. BA top J school. All markets considered. James Forbes 3240 Henry Hudson Pkwy, Bronx, NY 10463. 212-549-1124.

**News Director**—18 years experience including O&O producer, assignment editor. Currently in management position, Top 5 Market. Desire N.D. spot in Med. or Large Mkt. Box P-15.

**Highly successful** news director looking for new challenge. If you want a top rated product, but more importantly, one you can be proud of ... we should talk. Write Box P-37.

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## SITUATIONS WANTED NEWS CONTINUED

**Sports Pro-16** years experience. Available now. 804-499-2981.

**Sportscaster with solid** delivery, active and accurate. If you need a reporter or anchor I am your man. Also experienced in all types of photography. For tapes and resume 1-701-852-2806.

## ALLIED FIELDS

### HELP WANTED SALES

**Salesperson interested** in broadcast equipment marketing. Primarily telephone soliciting from established accounts. Send resume with salary requirements. Box N-188.

**Ten year old** music and entertainment paper seeks aggressive space salesperson. \$300/wk. draw vs. 20% commission. \$25K potential. Resume to: Good Times, 1619 E. Sunrise Blvd., Ft. Lauderdale, FL 33304. Interview necessary.

### HELP WANTED TECHNICAL

**Video tape engineers,** maintenance engineers and video operators needed for expanding Washington, D.C. video tape production house. Experience only apply. Box N-141.

### HELP WANTED PROGRAMING, PRODUCTION, OTHERS

**Production Manager** for Advertising Agency. Must have experience in TV production or directing; copy writing helpful. Call or write CBS, Inc., 2510 J Street, Sacto., CA 95816, or 916-441-7482.

**Audio Producer in Minneapolis.** You've heard about the quality of life in Minnesota? Add to that quality by bringing your experience and background to a large Minneapolis corporation as an expert audio visual producer. Extensive knowledge required of multi-track mixing, field recording and audio for film and video. Location lighting experience also desirable. Contact: Personnel Supervisor, Northwestern Bell, 200 South Fifth Street, Room 3A90, Minneapolis, MN 55402. Tel 612-344-6907. An Equal Opportunity Employer.

### HELP WANTED INSTRUCTION

**Communications:** Full-time faculty needed for spring 1979 to teach broadcast or print journalism, including Reporting Methods, Public Affairs, Broadcasting. MA minimum, professional experience essential, teaching experience desired. Position begins Jan. 15, 1979. E.O.E. Write: Ralph A. Swain, Director, Public Communications Program, Wheeling College, Wheeling, WV 26003.

**Broadcast News Teacher.** A major university with a strong journalism program seeks an experienced broadcast news reporter and writer to teach television/radio/broadcast news and related courses. Emphasis will be on broadcast news reporting, writing, editing, and developing community coverage, with some attention to the technical processing of news and public affairs programming. Master's degree preferred. Assistant professor rank. Salary open. Start Aug. 21, 1979. Contact Thomas B. Littlewood, 119 Gregory Hall, University of Illinois, Urbana 61801. Phone (217) 333-0709. For full consideration, applications must be received by Feb. 1, 1979. The University of Illinois is an Affirmative Action/Equal Opportunity Employer.

**Mass Communication Instructor** (Tenure track). Position available September, 1979. Duties include teaching of Basic Television Techniques, Advanced Television Techniques, and Television Writing. Master's degree required/Ph.D. preferred. Salary to \$15,060 depending on qualifications and experience. Application deadline: March 5, 1979. Send complete credentials to: Dr. Irene Shipman, Chairperson, Department of Speech and Mass Communication, Towson State University, Towson, MD 21204. An equal opportunity, affirmative action employer.

**Tenure track position** open September, 1979, teaching advertising principles, broadcast and print advertising and agency operations. Professional experience required. Ph.D. and teaching experience preferred; assistant or associate level. Send vitae and three recommendations to Dr. E. S. Lorrimer, Communications Department, Washington State University, Pullman, WA 99164. Application review and selection begin January 15, 1979. WSU is an equal opportunity, affirmative action employer.

### WANTED TO BUY EQUIPMENT

**Wanting 250, 500, 1,000 and 5,000 watt** AM FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

**Wanted: 320 ft.** of 6 1/8 In. .75 01HM RCA Universal Coax Need Immediately ... Call 601-693-2933 for Ron Hale WHTV Meridian, Ms.

**PC-60 CCU.** Power transformer must be OK. Call collect. Dennis Bornhoft 805-922-0505.

**Wanted: UHF TV Transmitters** Instant cash paid for all models. Call Bill Kitchen: 404-568-1155.

### FOR SALE EQUIPMENT

**5" Air Heliac** Andrews HJ9-50. Can be cut and terminated to requirement. Below Mfgs Price. Some 3" also available. BASIC WIRE & CABLE 860 W. Evergreen, Chicago, IL 312-266-2600.

**AM and FM Transmitters**—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

**For Sale**—Datatron 5050-200 Edit Console with Jam Sync Generator for Time Code Editing. \$9500. Bob Brandon, KPRC, Houston, 713-771-4631.

**Norelco PCP-90-B** Color Camera. CCU, Side View Finder, Manual. Dave Castellano no. 209-957-1761.

**Pre-recorded.** Excellent oldies. Like new. 500 3 1/2-Min. carts; 150 4 1/2-Min. carts; 50 5 1/2-Min. carts. Purchase for less than new cart price. Call Lyle Richardson, KUDE, Oceanside, CA 714-757-1320.

**Television Station moving** to new facility with new equipment. Equipment in existing facility available for sale March 1979. Major items include: RCA-TR-4, TR-22, TK-27 film island, TG-3 sync generators, TVT, TVM microwaves, TK-42s; GV 1600-7G, video DAs, pulse DAs, test/signal generators, proc amp; video & waveform monitors, MCR switcher and much more. May be seen in operation at WHEC-TV, 191 East Ave., Rochester, N.Y. 14604. Contact Skip Huff 716-546-5670.

**Radio transmitter** for sale. Back up transmitter Gates FM-5-B 5 KW FM Stereo. \$5,000 cash or will trade for an automobile or truck of equal value. For more details call Bill Kirk 305-628-4488.

**AM Transmitters (Used)** 50 KW, 10 KW, 5 KW, 1 KW, 250 W. Communication Systems Inc., Drawer C, Cape Girardeau, MO 63701, 314-334-6097.

**20 KW FM transmitter**—Gates FM 20B, excellent, in use. M. Cooper 315-379-6585.

**1 KW FM and AM Transmitters**—Gates FM-1H3, FM-1G. McMartin BA-1K. M. Cooper 215-379-6585.

**RCA, TK-27 Film Camera,** TP-66 16mm Film Projector, both in excellent operating condition. Call R. Hippler—General Television Network 313-548-2500.

**FM Transmitters (Used)** 20 KW, 15 KW, 10 KW, 5 KW, 1 KW, 250 W. Communication Systems, Inc. Drawer C, Cape Girardeau, MO 63701, 314-334-6097.

**240 Foot Fort Worth** Steel guyed tower. Beacon and side lights ... \$7,000. Contact Paul Montoya, Chief Engineer, KMJJ/KLUC Radio, 702-739-9383 or write 3510 W. Hacienda Ave. Las Vegas, NV 89118.

**General Electric 12 KW** UHF Transmitter. Mint condition. 213-475-8525.

**For Sale**—Datatron 5050-200 Edit Console with JAM Sync Generator for Time Code Editing. \$9500. Bob Brandon, KPRC, Houston, 713-771-4631.

**Scully 280B-4** Recorder in console and AKG BX-20 Stereo Echo Chamber both mint \$7,500. FOB St. Louis. 618-271-5975.

**For Sale: Ampro Stereo 8** Board, Rust RC-1000 Remote Control Units, Gates GTM-88F Frequency Monitor, Two-Bay G.E. FM. Antenna, McMartin FM. R.F. Amplifier-TBM-2500B. Contact WHRW-F. M. General Manager 607-798-2884 (1-3 p.m.).

### COMEDY

**Free sample** of radio's most popular humor service! O'LINERS. 366-C West Bullard, Fresno, California 93704.

**GUARANTEED FUNNIER!** Hundreds renewed! Freebie! Contemporary Comedy, 5804-B Twineing, Dallas, TX 75227.

**Not Comedy—Total** personality service for Top 40, MOR, AOR. Sample: GALAXY, Box 98024-B, Atlanta, GA 30359 (phone 404-231-9884).

**Discover the Original** comedy series about radio: WHY-53. Free episode you can air. Schnrt Productions—212-527-5996.

**"Free" Catalog!** D.J. Comedy ... Wild Tracks ... more! Command, Box 26348-H, San Francisco 94126.

### MISCELLANEOUS

**Prizes! Prizes! Prizes!** National brands for promotions, contests, programming. No barter or trade ... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

**Have a client** who needs a jingle? Custom jingles in one week. Philadelphia Music Works, Box 947 Bryn Mawr, Pa. 19010. 215-525-9873.

**Money-making radio** quiz shows. 99c each. Free details. Worldwide, 3 Sandia, Edison, NJ 08817.

**Alternate Energy Information** Service. Solar-Wind-Methane-Wood Heat. 90 second Reports. Informative and Saleable. For demo: Ray Rice, R4 Greencastle, IN, 46135.

**Successful, original** comedy program wants to syndicate. Pat Barr, KSUL Radio, 1250 Bellflower Blvd., Long Beach, CA 90840.

**1979 Country Music Calendar.** Available for "live" shows and radio mail order sales. Thurston Moore Country, Ltd., Montrose, CO 81401.

**Radio and TV Bingo.** Oldest promotion in the industry. World Wide Bingo—PO. Box 2311, Littleton, CO 80160, 303-795-3288.

**Move Up Announcers,** newscasters, djs, anchors. Face these faults: high voice; no breath; jerky reading; incorrect pronunciation; boring interviews; regional-ethnic accent; no style, authority, confidence. You need our national professional service. Send cassette air-check and \$39.95—receive 30 minute personal analysis-coaching cassette or send \$5.00 for diagnostic script and cassette. Cassette Critique, Box 27026, Kansas City, MO 64110, 816-363-3166.

### INSTRUCTION

**1st class FCC,** 6 wk's., \$450 or money back guarantee. VA appvd. Nat'l Inst. Communications, 111488 Oxnard St., N. Hollywood CA 91606.

**OMEGA STATE INSTITUTE** training for FCC First Class licenses. color TV production, announcing and radio production. Effective placement assistance, too. 237 East Grand, Chicago, 312-321-9400.

**Free booklets** on job assistance. 1st Class FCC. license and D.J.-Newscaster training. A.T.S. 152 W. 42nd St. N.Y.C. Phone 212-221-3700. Vets benefits.

**1978 "Tests-Answers"** for FCC First Class License Plus—"Self-Study Ability Test". Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348-B, San Francisco, 94126.

**REI teaches electronics** for the FCC first class license. Over 90% of our students pass their exams. Classes begin September 11 and October 23. Student rooms at each school.



**INSTRUCTION CONTINUED**

**REI** 61 N. Pineapple Ave., Sarasota, FL. 33577, 813-955-6922.

**REI** 2402 Tidewater Trail, Fredericksburg, VA. 22401.

**First Class FCC License** in six weeks. Our unique course was designed for its effectiveness by Bill Elkins himself. If you want training second to none, contact Elkins Radio License School, 332 Braniff Tower, P.O. Box 45765, Dallas, TX 75245. 214-352-3242.

**Cassette recorded First phone preparation** at home plus one week personal instruction in Boston, Atlanta, Seattle, Detroit, Philadelphia. Our twentieth year teaching FCC license courses. Bob Johnson Radio License Training, 1201 Ninth, Manhattan Beach, CA 90266 213-379-4461.

**Air Check Critiques.** Have your show critiqued by professional broadcaster and instructor. News, production welcome too. \$10. Send tape or cassette. Tom Honstedt, 3616 Douglas Dr. Minneapolis, MN 55422.

**RADIO**

**Help Wanted Announcers**

**MORNING PERSON**

With Adult Appeal  
To Work Afternoon Drive  
And  
Play Rock Music  
Plus  
News Director  
To Direct Four-People Staff  
And Dig Out Real News  
Midwest Metro Contemporary.  
Box N-185.  
EEOO.

**Help Wanted Technical**

**Regional Sales Engineers  
Wanted**

IGM/NTI seeks two capable and creative individuals to represent our products in the southeastern states and the south central states. Based in the Atlanta, Georgia, and the Dallas, Texas areas, these key positions require someone with an excellent technical background in broadcasting. Preference will be given to individuals with proven sales experience. Our compensation package includes salary, commission, and expenses. Interested applicants please submit a resume, in confidence, to Nick Solberg, Engineering Sales Manager, IGM/NTI 4041 Home Road, Bellingham, Washington 98225, or call 206-733-4567. Interviews will be arranged in Atlanta and Dallas. IGM/NTI is an equal opportunity employer. M/F.

**RADIO CHIEF  
ENGINEER**

The Malrite Broadcasting Co. is looking for a thoroughly experienced Radio Chief Engineer. Major Market experience as Chief or Assistant is necessary for this choice position. Advancement potential is excellent. Exceptional fringe benefits including profit sharing plan.

If you are an innovative engineer with a solid background in Audio and RF Technology and have the ability to work with minimum supervision reply in confidence to James Somich, Malrite Broadcasting Co., Cleveland Plaza, Cleveland, Ohio 44115. (216) 781-3010.

**Help Wanted Management**

**PROGRAM AUTOMATION  
SPECIALIST**

If you enjoy working with automation and have a background in its programming and technical operation, you could be the customer service person we are looking for.

Broadcast Electronics is located in a pleasant, small midwestern town. We have a good team and are enthusiastic about our future. The new "Control 16" Automation System is finding excellent acceptance among radio stations which has created an opening for a Customer Service specialist. Get in on the ground floor. We offer outstanding working conditions and benefits.

If you're experienced in program automation and interested in a challenging career position, please send resume, including salary history in confidence to:

**John A Burtle**  
Director Automation Products  
Broadcast Electronics, Inc.  
4100 North 24th Street  
P.O. Box 3606  
Quincy, Illinois 62301

**Help Wanted News**

**Morning anchor.**

50,000 watt station. We have a strong news and public affairs commitment. We need someone with strong writing and delivery skills. Public Affairs background a plus. Must have on-air experience. Major company benefits. Excellent working conditions. Send tape and resume to: John Price, News Director: WWVA Radio: 1015 Main Street, Wheeling, WV 26003  
Equal Opportunity Employer

**Help Wanted Programing,  
Production, Others**

**PROGRAMMER**

Program consultant needs adult music (beautiful +) programmer. Must have demonstrated ability, experience in field and thorough knowledge of music and record scene. Major organization with top image. This is important position with good future for right person. Broad duties. Compensation open. All benefits. All replies confidential. EOE. Write Box N-164 with all details.

**NEWS MANAGER**

We are seeking a dynamic morning news personality to make our news the best in the city. Good voice an asset. Salary open. Manager, WXCL, Peoria, IL 61604. EOE.

**Help Wanted Sales**

**MAJOR MARKET**

WDOK-FM, Cleveland's best beautiful music station needs an aggressive sales pro who wants to grow with a major broadcast company. If you qualify for The Best, send your success story at once to Ken Hoag, Sales Manager, WDOK-FM, Park Centre, 1250 Superior Avenue Cleveland, Ohio 44114. A Company of Combined Communications. An Equal Opportunity Employer.

**MORNING PERSON/PD**

Good pipes ... bright ... mover. Happy ... promoter ... fighter for Southern medium market T-40. PD experience required. \$15,000. Box N-52. E.O.E.

**NEWS DIRECTOR  
\$20,000 PER YEAR**

Los Angeles area AM has opportunity for community involved News Director with creative soft rock news approach. Must be able to relate news in an entertaining and informative manner. Major market experience required. Send tape and resume to Jon Wickstrom, KWOW, South Mills & Olive, Pomona, CA 91766 EOE.

**WE NEED A  
SALES MANAGER**

Successful Talky MOR in market of 150,000 in Upper Midwest needs a strong Sales Manager, preferably a CRMC. Should have strong suits in professionalism, leadership, training/communications and cooperation. Standards are high but so is wage/benefit package. Box P-40.

**PRODUCTION DIRECTOR  
ANNOUNCER**

Have opening for talent with above. Average skills in production and top on air sound. At least three years experience. Salary commensurate with ability. Send tape and resume to: Richard Upton, Program Director, WSAC P.O. Box 70, Fort Knox, Kentucky 40160.

**Help Wanted Programing,  
Production, Others  
Continued**

**GREAT OPPORTUNITY**

for qualified person. Major program service organization seeking highly skilled, ambitious individual to consult adult music stations. Must have experience and background in formatting, format execution, promotion, etc. Some travel. Our staff is aware of this ad. All replies in strict confidence. EOE. Good benefits. Send qualifications to Box N-204.

**Situations Wanted News**

**Play-By-Play/Sportstalk**

Professional journalist with 14 years experience seeks sports broadcasting position. Tapes and background available on request.

Write: P.O. Box 905  
Fairfax, CA 94930  
Or Phone: 415-383-6955

**Situations Wanted Programing,  
Production, Others**

**Program Director  
Operations Manager**

Ambitious, Talented, Promotion-Minded individual seeks greater challenge. Three years experience in all facets of radio including MOR, AOR Top 40 and Beautiful Music formats. Strong Writing Skills, Automation, Production, Remotes, Traffic, Public Relations. Third Endorsed. Aware of F.C.C. Rules. Competent motivator along with excellent organizational ability. For more background information write: Glenn Potkova, 149 Wolf Road, Orchard Park, New York 14127.

**TELEVISION**

**Help Wanted News**

**Meteorologist**

True weather communicator. 6 & 10 newscasts weekdays. No. 1 News/ABC affil. No calls. Resume and tape to ND Ridge Shannon, KMBC-TV, 1049 Central, KCMO 64105.

**TV NEWS PEOPLE**

On behalf of our clients, we are looking for experienced anchors, reporters, weathercasters and sports-casters.

All replies will be kept strictly confidential.

Send videocassette and resume to P.O. Box 666, Fairfax City, Virginia 22030. Tapes will be returned promptly.



**MCHUGH AND HOFFMAN, INC.**

**Help Wanted News Continued**

**ASSIGNMENTS/PRODUCTION  
REPORTING**

Our midwest net all group owned "V" needs a news oriented desk person to assign and produce and a street reporter who can shoot and edit film. Excellent salary & benefits. We're an equal opportunity employer. Reply Box N-132.

**Assignment Editor:**

Top 30 market . . . We need a smart, well organized assignment editor with previous TV assignment desk experience. Good management opportunity for the right person. Contact Bill Applegate, News Director, WKBW-TV, Buffalo, NY. An equal opportunity employer.

**NEWS ANCHOR**

for new NBC affiliate. We need a strong Anchor with proven record for 6:00 PM and 10:00 PM newscasts to begin with our new affiliation in early 1979. Send tapes and full information to RC Fransen, V.P. & General Manager, WTCN-TV, 441 Boone Avenue North, Minneapolis, MN, 55427. An Equal Opportunity Employer.

**TOP AIR  
METEOROLOGIST**

needed for 6:00 PM and 10:00 PM newscasts on WTCN-TV, Twin Cities, to be affiliated with NBC in early 1979. Send tapes and full information to RC Fransen, V.P. & General Manager, WTCN-TV, 441 Boone Avenue North, Minneapolis, MN, 55427. An Equal Opportunity Employer.

**NEWS  
DIRECTOR**

Skilled administrator to lead a young aggressive staff of 20 for ABC affiliate in sunny Southwest, second-50 market. Salary commensurate with experience. Submit detailed resume to: Box P-33.

**AN EQUAL OPPORTUNITY  
EMPLOYER**

**SPORTS ANCHOR**

for two major newscasts per day on major market affiliate. Some play-by-play. An Equal Opportunity Employer. Send full information to Box P-42.

**Help Wanted Technical**

**First Ticket People**

Experienced or not, we are taking applications for operator and maintenance positions. Send salary requirements and resume. Excellent opportunities! Send to: Personnel Office, P.O. Box 840, Corpus Christi, Texas 78403. Equal Opportunity Employer.

**TELEVISION  
MAINTENANCE  
ENGINEER**

Needed immediately in mile high Denver. First class license and three years studio maintenance experience, preferably on RCA equipment, required. Group broadcaster, excellent benefits and commensurate salary. Send full resume to Ted Everett, KMGH-TV, 123 Speer Boulevard, Denver, Colorado 80217. An Equal Opportunity Employer.



McGraw-Hill Broadcasting Company, Inc.

**Chief Engineer  
and  
Asst. Chief Engineer**

Las Vegas CBS affiliate, KLAS-TV, is expanding its Engineering Department and invites you to be part of that growth. We are searching for a Chief Engineer with ten to fifteen years of broadcasting experience, the past five of which should be as Chief or Assistant Chief. Your Equipment familiarity should include TK-76/BVU-100, AE600's, TCR-100, TKP-45, TK-46, and parallel GE transmitters. Also, since we maintain our own 350 mile network microwave system, your background should include some familiarity with Lenkurt, Microwave Associates, or Farinon Microwave. If you are selected as Chief Engineer, you will be answering to the Director of Engineering and be earning in the upper 'teens. KLAS-TV is also searching for an Assistant Chief Engineer who has five to ten years in broadcasting, with the past three to five years as Assistant Chief or as a heavy studio maintenance engineer. The Assistant Chief will report to the Chief Engineer and will be earning in the mid 'teens. Please send complete resume, salary history, salary requirements, and references to Linda Imboden, KLAS-TV, P.O. Box 15047, Las Vegas, NV 89114.

Equal Opportunity Employer



## Help Wanted Technical Continued

### VITAL HAS A FUTURE FOR YOU

Dynamic growth opportunities for video engineers with experience in video switching systems. Enjoy Florida living. Work for hi-technology company. Send resume to: Dale Buzan, Vital Industries, Inc., 3700 N.E. 53rd Avenue, Gainesville, Florida 32601.

### VICE PRESIDENT ENGINEERING

Major broadcast group with radio/TV stations from California to Rhode Island requires the services of an executive engineer to direct all technical aspects of its "growth thru acquisition" program.

Applicants should present a track record of proven managerial skills and complete familiarity with the current "state of the art". The position requires travel and negotiation with suppliers in addition to new building projects and upgrading present stations.

Salary and benefits are competitive.

Contact: Charles F. Kennedy  
Vice President/Planning  
Outlet Broadcasting  
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We are an Equal Opportunity Employer M/F.

### TELEVISION STUDIO ENGINEER

An immediate opening exists for a qualified engineer with a minimum of 3 years experience in Television Systems. If you are seeking a career that provides for growth and significant responsibilities, then please read on.

The position requires a background in the operation, maintenance and troubleshooting of TV studio equipment, including TR-70 VTR's and TK-28 telecine cameras. The use of modern TV test signals is required to maintain picture and sound quality. A good working knowledge of video and audio frequency modulation and demodulation is also required.

If your experience can match our needs, we offer a challenging opportunity in a high technology environment. Our compensation and benefit package is excellent and our future bright.

Please submit resume, including salary history, in complete confidence, to:

RCA New Products Division  
7900 Rockville Road  
Indianapolis, IN 46224

We are an equal opportunity employer F/M.

### ENGINEERS

International accounting firm, with established broadcast quality color studio, is seeking a quality-minded ASSISTANT CHIEF with strong maintenance ability. RCA Quads, studio cameras, and field production camera for remotes. Become involved in new studio construction in near future. Pleasant midwest suburban location. Also an opening for a STAFF ENGINEER who is aggressive, with strong technical capability. We are an Equal Opportunity Employer. Send resume to Box N-178.

### Help Wanted Programing, Production, Others

### OPERATIONS MANAGER

Skilled manager with experience in both promotion and programming to organize and administer newly forming department. Station department head experience a must. Resume to: Kent Replogle, KMBC TV, 1049 Central, Kansas City, Missouri 64105.

### WCVB-TV Channel 5 Boston

### ADVERTISING & PROMOTION OPPORTUNITIES

WCVB-TV seeks creative individuals to advertise its programs as follows:

#### ADVERTISING MANAGER

This person will be responsible for campaign concepts, writing, production, budgets, and supervision of other staff members. Applicants must have 5-7 years experience with on-air, radio, and print production, as well as knowledge of local and syndicated program promotion. Good writing skills are a must. Some knowledge of public relations and press relations is desirable.

#### PROMOTION MANAGER

This individual will be responsible for the creation, production, supervision, and distribution of print materials, including TV Guide ads, newspaper ads, as well as creation and production of on-air promos. Requires 2-4 years of print advertising and on-air production material experience.

#### ON-AIR PROMOTION COORDINATOR

The responsibilities of this position includes logging of on-air promos, ordering on-air slides, and fulfilling the secretarial needs of the department. The person will also have to coordinate all file materials, budget books, daily schedule of department members, and distribute materials as well as create and produce radio spots.

*These positions are demanding and require a great deal of professionalism. Interested and qualified applicants should send resume (no telephone calls please) to Personnel Department, Boston Broadcasters, Inc., 5 TV Place, Needham, MA 02192.*

An Equal Opportunity Employer M/F

## Help Wanted Management

### TELEVISION SUPERVISOR

A leading graduate institution is seeking a supervisor of television services. Experienced in administration, TV production, technical video services. Experience with B&W, (half-inch and one-inch cameras), and color cameras. Salary negotiable. Resumes first, please.

### TEACHERS COLLEGE

Box 149  
New York, N.Y. 10027  
Equal Opty/Affirm Action Employer

### Help Wanted Sales

### SALES MANAGER

We need a sales manager and sales people who are looking for a good career opportunity! We need people who like to work, make money, and enjoy the benefits! Send resume and salary requirements to Box P-25 Equal Opportunity Employer.

### Broadcast Sales Engineer New York City Area

Must have good basic knowledge of Video Tape Recorders and related equipment. Personality required to deal with high level management personnel at group and network levels. Experience in a broadcast station desirable. Candidate should be highly motivated and a self-starter.

We are a Fortune 500 electronics leader, with a rapidly growing direct broadcast sales organization. Liberal salary and compensation program.

Please respond by resume to:

Box BC 625  
810 Seventh Ave., N.Y.C. 10019  
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### Regional Sales Manager Midwest Territory

A leading manufacturer of Television Broadcast and Post Production equipment has an opening for a Regional Sales Manager for the Midwest territory.

The Company has been in business for twenty years and has consistently led the industry in technical innovations in switchers, automation and VTR editing.

This opening is a unique opportunity for an experienced professional broadcast sales manager with a strong technical background to meet his or her own personal objectives in a well established territory where the Company already enjoys a large market share. The successful applicant will have an excellent base salary plus commissions with benefits, Company car and paid travel expenses.

For further information send your resume, in confidence, to:

### CENTRAL DYNAMICS CORPORATION

Attn: Howard A. Shephard  
President  
331 West Northwest Highway  
Palatine, Illinois USA 60067

## SALES ENGINEER PROFESSIONAL AUDIO PRODUCTS

A major manufacturer of Professional Audio Products to Television, Radio and Recording Studios is opening a Sales Office for the Southwest/West Coast U.S. We have an immediate Position for a qualified Sales Engineer to be responsible for this area. This person must be a responsible Self-Starter capable of working with a minimum of Supervision. The ideal person will have an in-depth knowledge of Audio Production techniques and a reasonable technical background. Excellent starting salary plus commission. Growth and earning potential wide-open. Send resume and salary history or telephone collect to:

**VICE PRESIDENT - MARKETING  
AUDIO DESIGNS  
AND MANUFACTURING, INC.**  
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Roseville, MI 48066  
313-778-8400  
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## BOOKS

**402 BROADCASTING ENGINEERING & MAINTENANCE HANDBOOK**, by Patrick S. Finnegan. Truly a masterpiece of timely maintenance tips, installation techniques, and measurement methods for the entire equipment chain—practical answers to practical problems, not theoretical "excursions" into the clouds! Covers planning, construction, installation, start-up, calibration, operation, updating, maintenance, modification and repair of commercial or educational broadcast facilities. 532 p. **\$19.95**

**432 PROFESSIONAL BROADCAST WRITER'S HANDBOOK** by Standley Field, Deputy Chief, Broadcast Pictorial Branch, U.S. Army Information Div. Covers all forms of writing—drama, documentary, children's and religious programming. 396 pages. **\$14.95**

**400 ILLUS. DICTIONARY OF BROADCAST-CATV-TELECOMMUNICATIONS.** A GIANT, one-stop source of 9,000 modern, concise, easy-to-use definitions that explain ALL fields of telecommunications! It's a complete word-by-word guide, and contains 9,000 thoroughly understandable explanations of the terminology used in radio, TV, CATV, advertising, music, journalism, broadcasting, statistics, writing, film, news, acting, law, lighting, sound, programming, sales, video, etc. 420 pps., 106 illus. **\$14.95**

**401 MICROPHONES: HOW THEY WORK & HOW TO USE THEM**, by Clifford. Takes all the mystery out of microphones, shows you how to record almost anything (at a professional level), clearly explains how to get different sound effects and better stereo. You learn about the different types of microphones and accessories available, and how to interpret polar patterns... plus single- and multi-microphone applications, phasing, and recording data for over 60 different types of instruments. 224 pps., 92 illus. **\$8.95**

**457 PROFESSIONAL ELECTRICAL/ELECTRONIC ENGINEER'S LICENSE STUDY GUIDE**, by Ed Ross. A complete study guide for the electronics or electrical engineer who wants to prepare for either the Power Option or the Electronics Option of the Professional Engineering (PE) exam. The author reviews basics of electricity and electronics, plus the most advanced states of the art—digital techniques and solid-state devices. The text is designed to accommodate the engineer who has been out of school for awhile, as well as the recent graduate. 448 p., 466 illus. **\$10.95**

**455 PROMOTION & PUBLICITY HANDBOOK FOR BROADCASTERS**, by Rolf Gompertz. A practical handbook for radio and TV station publicity and public relations departments: Planning a publicity campaign. Tools of the trade. Press agents. Organizing, preparing and disseminating a press kit. List of press outlets. The author is a publicist of NBC's West Coast Press & Publications Dept. His responsibilities include national publicity for "specials" originating on the west coast. 336 p., 105 illus. **\$14.95**

**BROADCASTING BOOK DIVISION**  
1735 DeSales St., N.W.  
Washington, D.C. 20036

please send me book(s) numbers \_\_\_\_\_  
my check in the amount of \_\_\_\_\_ is enclosed.

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## Situations Wanted News

### Excellent Anchorman Talkshow Host

I want to get back in major market. Currently anchoring in medium market. Anchored and hosted shows in Los Angeles and New York. Let's start talking. Box P-17

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One 55-minute weekly program of Big Band sounds with host Jim Bolen.

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### Television Programing

#### GIVE YOUR TV STATION A NETWORK SOUND

Have copy, tags, intros, promos, IDs, etc. recorded by national talent. Don't neglect your voice promotion and sell. Let us explain how we can economically dress up your audio act. Contact: NET SOUND, 4725 Lincoln Blvd. Marina Del Rey, Cal., 90291.

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#### PROFESSIONAL EMPLOYMENT SERVICE

Placement of Engineering Personnel Coast to Coast. All Locations, Levels & Disciplines. No fee to applicant. Employer inquiries invited. Phone/Resume—Alan Kornish, KEY SYSTEMS, New Bridge Center, Kingston, Penna 18704. (717) 822-2196.

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#### ATTENTION

##### Station Groups & Owners

Highly experienced individual CATV broker/well-known system and industry contacts interested in representing a financially qualified buyer of Cable Franchises and available systems. Write Box P-24 or call (212) 736-2960.

### Business Opportunity

#### Bigname TV & Film Personalities Available For Personal Appearances (at openings, sales, celebrations, you-name-it).

For particulars, call or write the people who arrange everything.

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30 ft. Directable Dish w/Direction Controller and Pedestal with or without Microwave Associates rec. or xmit electronics for any freq. up to 22 GHz. 1 year warranty if installed by us. Might accept unreasonable offer. Mark Kozumplik, 5841 Padgett Circle, Orlando, Florida 32809, 305-859-9576.

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excellent condition. Used only a few months. 615-457-1380 or 615-457-2697 Charles Phillips.

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#### Oregon, Wash, Coastal Area

Midwest people looking for small or medium market property Write: 504 West Drive, St. Louis, Mo. 63130.

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Corporation wants FM or AM/ FM stations top 100 markets, immediate action, V.P. Acquisitions. Southwest Florida Enterprises P.O. Box 35-460, Miami, FL 33135, 305/649-3000

Midwest broadcaster wants ...

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Prefer Central, South & Southeast. Replies confidential. Reply Box P-26.

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Major Market Full Time AM Owner Offering. Excellent Potential in Rich Growth Area. Terms to Qualified Buyer. Submit Financial Qualifications.

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Young daytime station in explosive growth area. New equipment. Must make sale commitment within 30 days. \$100,000 down. Terms on balance. Serious inquiries to Box N-171.



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#### CONTACT

Bill Chapman	(404) 458-9226
Jim Mackin	(312) 354-3340
Bill Whitley	(214) 387-2303
Warren Gregory	(203) 767-1203
David Kelly	(414) 499-4933

To receive offering of stations within the areas of your interest, write Chapman Company, Inc., 1835 Savoy Dr., N.E., Atlanta, Ga. 30341

## Books for Broadcasters

**304. AUDIO CONTROL HANDBOOK**—for radio and television broadcasting, 4th edition. Revised and Expanded by Robert S. Oringel. Closely following the format of the three earlier editions, the fourth has been almost entirely rewritten. Reflects changes in equipment and techniques, while digging deeper into all technical and electronic aspects of audio operation. 192 pages, illustrated index. **\$10.00**

**333. THE TECHNIQUE OF SPECIAL EFFECTS IN TELEVISION** by Bernard Wilkie. A unique, pioneering and astonishingly comprehensive book that covers everything one needs to know about "special effects" from popping champagne cork to bullet and bomb effects. 400 pages, 5 1/2" x 8 3/4", 200 halftones, 40 diagrams, appendix, index. **\$18.50.**

**332. THE TECHNIQUE OF THE SOUND STUDIO, Radio, Television, Recording, 3rd Revised Edition** by Alec Nisbett. The basic approach of this widely-used text and guidebook emphasizing general principles rather than rule-of-thumb, has the latest technological developments. 558 pages, 5 1/2" x 8 1/2", 234 diagrams, glossary. **\$14.50.**

**305. BROADCAST JOURNALISM, An Introduction to News Writing** by Mark W. Hall. Revised 1978 edition. Covers all basics of radio-television news writing style techniques—for student and practicing professional. 160 pages, 6 1/8" x 9 1/4". **\$7.95.**

**312. THE TECHNIQUE OF TELEVISION PRODUCTION, 9th Revised Edition** by Gerald Milerson. Now revised and updated throughout to reflect the latest techniques and with a new chapter on color TV, this book consolidates its leadership as the standard in the field. 440 pages, 1,160 illustrations, bibliography. **\$14.50.**

**358. VIDEOTAPE RECORDING: Theory and Practice** by J.F. Robinson. Provides a comprehensive coverage of the whole field for the student and the professional. Describes VTR equipment in current use, closed-circuit systems, material on cassettes and cartridges, and a chapter on editing (*Library of Image and Sound Technology*). 320 pages, 6" x 9", graphs, diagrams, bibliography, glossary. **\$18.50**

### BROADCASTING BOOK DIVISION 1735 DeSales St., NW Washington, DC 20036

Please send me book(s) number(s) \_\_\_\_\_. My \_\_\_\_\_ payment is enclosed.

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Powerful small market A.M. Daytimer. Profitable. Good investment. Reply Box P-18.

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Daytime AM/Class C FM powerhouse in Top-100 Sunbelt market of near 450,000 population. AM religion format delivers steady revenue. Separately programmed FM is erupting. 1978 billings over doubling those of 1977! Still plenty of upside growth potential. Priced at 2 1/2 x growth - \$875,000.

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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.

- Overseas property. New listing. AM/FM/TV. \$420,000.
- Eastern Central area. Daytimer. \$240,000.
- Fulltimer in Northeast Alabama. Only fulltimer in market. Includes real estate. \$360,000. Terms.
- AM/FM in New Hampshire. Real Estate. Profitable. \$460,000.
- Daytimer. Ethnic. SE North Carolina. \$160,000.
- Fulltimer in coastal Georgia. Good billing. \$550,000.
- Fort Worth-Dallas area. Fantastic coverage. Billing \$500,000. Make offer.
- CP for Class "C". Now Class "A". Texas. Good buy. \$240,000.
- Cable TV operation in Indiana. A good buy. \$360,000.
- N.C. Daytimer. Real estate. Growing market. \$400,000. Terms.
- FM in Central Pa. \$225,000. Very liberal terms.
- Daytimer Southern Kentucky. Only station in county. \$240,000.

All stations listed every week until sold Let us list your station Inquiries and details confidential

**BUSINESS BROKER ASSOCIATES**  
615-756-7635 24 HOURS



# Stock Index

Stock symbol	Exch.	Closing Wed. Oct. 25	Closing Wed. Oct. 18	Net change in week	% change in week	High	1978 Low	PIE ratio	Approx. shares out (000)	Total market capitalization (000)
<b>Broadcasting</b>										
ABC	N	37 1/8	36 7/8	+ 1/4	+ .67	41 1/4	23 1/2	8	27,472	1,019,898
CAPITAL CITIES	CCB	41 7/8	42 1/8	- 1/4	- .59	75	41 3/8	12	14,230	595,881
CBS	N	53 3/4	54 1/4	- 1/2	- .92	64	43 7/8	8	28,100	1,510,375
COX	N	53 1/2	53 1/4	+ 1/4	+ .46	56 1/2	25 1/2	13	6,637	355,079
GROSS TELECASTING	GGG	18 1/2	20 1/4	- 1 3/4	- 8.64	23 7/8	13 5/8	8	800	14,800
KINGSTIP COMMUN.*	KTVV	11 1/2	11 1/2			11 3/4	3 7/8	21	462	5,313
LIN	O	34	39 3/4	- 5 3/4	- 14.46	43	16 1/2	9	2,801	95,234
METROMEDIA	MET	53 3/4	63	- 9 1/4	- 14.68	71	25 1/4	10	4,815	258,806
MOONEY*	MOON	4 3/4	4 3/4			5 1/2	1 7/8		425	2,018
RAHALL*	RAHL	20 1/4	20 1/4			21 1/4	8 5/8	23	1,264	25,596
SCRIPPS-HOWARD	SCRIP	47 1/2	50	- 2 1/2	- 5.00	52	30 1/2	9	2,589	122,977
STARR*	SBG	12 3/4	12 3/4			13 1/2		13	1,512	19,278
STORER	SBK	31	32 3/4	- 1 3/4	- 5.34	34 7/8	19 3/8	9	4,884	151,404
TAFT	TFB	20	21 1/2	- 1 1/2	- 6.97	24 7/8	12 1/4	8	8,498	169,960
<b>TOTAL</b>									<b>104,489</b>	<b>4,346,619</b>

## Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A	11	12	- 1	- 8.33	14 7/8	3 3/4	10	1,233	13,563
AMERICAN FAMILY	AFL	N	11 1/2	12 5/8	- 1 1/8	- 8.91	17 1/8	11 3/8	5	10,536	121,164
JOHN BLAIR	BJ	N	24	27 1/2	- 3 1/2	- 12.72	31 3/8	11 1/8	6	2,427	58,248
CHARTER CO.	CHR	N	5 1/8	5 1/2	- 3/8	- 6.81	8	3 7/8	6	17,463	89,497
CHRIS-CRAFT	CCN	N	8 1/4	10	- 1 3/4	- 17.50	11 3/8	4 1/2	75	4,413	36,407
COCA-COLA NEW YORK	KNY	N	7 1/8	7 3/4	- 5/8	- 8.06	9 1/4	7 1/8	10	17,641	125,692
COMBINED COMM.	CCA	N	30 3/4	32 7/8	- 2 1/8	- 6.46	45 1/8	19	13	10,551	324,443
COWLES	CWL	N	19 3/8	21 5/8	- 2 1/4	- 10.40	25 1/4	12 1/2	18	3,969	76,899
OUN & BROADSTREET	DNB	N	33 3/8	34 3/4	- 1 3/8	- 3.95	38	26 1/4	14	27,869	930,127
FAIRCHILD INO.	FEN	N	25 1/2	30	- 4 1/2	- 15.00	35 1/4	9 1/2	7	5,708	145,554
FUQUA	FQA	N	10 3/8	10 7/8	- 1/2	- 4.59	13 5/8	8	6	9,396	97,483
GANNETT CO.	GCI	N	41 5/8	45 1/4	- 3 5/8	- 8.01	49	32 3/4	15	22,430	933,648
GENERAL TIRE	GY	N	24	25 7/8	- 1 7/8	- 7.24	30 5/8	22 3/8	5	22,710	545,040
GLOBE BROADCASTING*	GLBTA	O	4 3/4	4 3/4			4 3/4	2 1/8		2,772	13,167
GRAY COMMUN.	G	O	21 1/2	22	- 1/2	- 2.27	24	8	8	475	10,212
HARTE-HANKS*	HHN	N	43 1/2	43 1/2			48 3/4	26	28	9,080	394,980
JEFFERSON-PILOT	JP	N	29 3/4	31	- 1 1/4	- 4.03	34 1/2	26 5/8	8	23,224	690,914
MARVIN JOSEPHSON	MRVN	O	16	17 3/4	- 1 3/4	- 9.85	18 1/4	10 1/4	8	2,013	32,208
KANSAS STATE NET.	KSN	O	11	12 1/4	- 1 1/4	- 10.20	14 3/8	4 3/4	10	1,727	18,997
KNIGHT-RIDDER	KRN	N	26	26 7/8	- 7/8	- 3.25	28 1/8	13 1/4	12	32,798	852,748
LEE ENTERPRISES*	LEE	N	37	37			38 1/2	22 1/4	11	4,895	181,115
LIBERTY	LC	N	30	31 1/2	- 1 1/2	- 4.76	33 7/8	18	7	6,762	202,860
MCGRAW-HILL	MHP	N	22 1/4	22	+ 1/4	+ 1.13	25 3/4	15 5/8	9	24,682	549,174
MEDIA GENERAL	MEG	A	19 3/4	20 3/4	- 1	- 4.81	23 1/8	13 5/8	10	7,451	147,157
MEREDITH	MOP	N	30 3/4	34	- 3 1/4	- 9.55	40 1/4	17 3/8	6	3,074	94,525
MULTIMEDIA	MMEO	O	25	26	- 1	- 3.84	28 1/4	16 1/4	12	6,624	165,600
NEW YORK TIMES CO.	NYKA	A	26 3/4	29	- 2 1/4	- 7.75	31 5/8	15 3/4	11	11,599	310,273
OUTLET CO.	OTU	N	24 1/2	28 1/2	- 4	- 14.03	32 7/8	16 5/8	6	2,445	59,902
POST CORP.	POST	O	30	34	- 4	- 11.76	38 3/4	16 1/4	7	867	26,010
REEVES TELECOM	RBT	A	2 5/8	3 1/8	- 1/2	- 16.00	3 3/4	1 3/4	26	2,388	6,268
ROLLINS	ROL	N	17 7/8	19 5/8	- 1 3/4	- 8.91	24 1/4	14 7/8	9	13,407	239,650
RUST CRAFT	RUS	A	28 1/4	29	- 3/4	- 2.58	30 1/2	8 1/2	17	2,311	65,285
SAN JUAN RACING	SJR	N	11 1/2	12 5/8	- 1 1/8	- 8.91	14 1/8	7 5/8	21	2,509	28,853
SCHERING-PLOUGH	SGP	N	29	30	- 1	- 3.33	44 3/4	26 3/8	9	53,703	1,557,387
SONOERLING	SDB	A	24 3/8	24	+ 3/8	+ 1.56	24 3/8	8 3/8	9	1,105	26,934
TECH OPERATIONS	TO	A	5 5/8	6 5/8	- 1	- 15.09	8 3/4	2 3/8	51	1,344	7,560
TIMES MIRROR CO.	TMC	N	29 5/8	31 3/8	- 1 3/4	- 5.57	35	20 3/4	9	34,811	1,031,275
TUPNER COMM.*	O	12 1/2	12 1/2			12 1/2	5			3,800	47,500
WASHINGTON POST CO.	WPO	A	43 1/8	44 7/8	- 1 3/4	- 3.89	47 5/8	21 3/4	9	8,200	353,625
WOMETCO	WOM	N	15 1/4	16 7/8	- 1 5/8	- 9.62	18 1/4	10 7/8	9	8,524	129,991
<b>TOTAL</b>									<b>428,936</b>	<b>10,741,935</b>	

## Cablecasting

ACTON CORP.	ATN	A	11 1/2	11 7/8	- 3/8	- 3.15	13 5/8	3 1/8	8	2,421	27,841
AMECO*	ACO	O					1/2			1,200	
AMERICAN TV & COMM.	AMTV	O	19	46 3/4	- 27 3/4	- 59.35	52	19	8	4,016	76,304
ATHENA COMM.	O	4 1/2	4 1/2			5 1/2	1/8			2,125	9,562
BURNUP & SIMS	BSIM	O	4 3/8	5 1/8	- 3/4	- 14.63	6 1/8	3 1/8	22	8,381	36,666
CABLE INFO.*	O	3	3			3	1/4	15		648	1,944
COMCAST	O	11 1/2	12 1/2	- 1	- 8.00	14 1/4	3 3/4	14		1,583	18,204
COMMUN. PROPERTIES	COMU	O	15 3/4	15 1/2	+ 1/4	+ 1.61	15 3/4	3 5/8	18	5,018	79,033
ENTRON	ENT	O	3 1/2	3 1/2			3 1/2	7/8	4	979	3,426
GENERAL INSTRUMENT	GRL	N	27 3/8	31 3/4	- 4 3/8	- 13.77	40	17 5/8	8	7,641	209,172
GENEVE CORP.	GENV	O	13	13 1/2	- 1/2	- 3.70	15 3/4	7 1/2	5	1,121	14,573
TELE-COMMUNICATIONS	TCOM	O	16 5/8	17 1/4	- 5/8	- 3.62	19 1/8	2 7/8	59	5,327	88,561
TELEPROMPTER	TP	N	10 3/4	11 5/8	- 7/8	- 7.52	14 1/4	6 3/4	17	16,926	181,954
TEXSCAN	TEXS	O	1 7/8	2 3/8	- 1/2	- 21.05	2 7/8	1 1/4	11	786	1,473
TIME INC.	TL	N	44 1/2	44 5/8	- 1/8	- .28	50	31 3/4	9	20,450	910,025
TOCOM	O	10	10			11	2 1/4	21		894	8,940
UA-COLUMBIA CABLE	UACC	O	32 1/2	33 3/4	- 1 1/4	- 3.70	40 1/4	15 1/2	18	1,679	54,567
UNITED CABLE TV	UCTV	O	19 1/4	20 1/2	- 1 1/4	- 6.09	24	3 7/8	18	1,915	36,863
VIA COM	VIA	N	24 1/8	24 7/8	- 3/4	- 3.01	27 1/8	9 1/2	14	3,795	91,554
<b>TOTAL</b>									<b>86,905</b>	<b>1,850,662</b>	

Stock symbol	Exch.	Closing Wed. Oct. 25	Closing Wed. Oct. 18	Net change in week	% change in week	High	1978 Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)	
<b>Programing</b>											
COLUMBIA PICTURES	CPS	N	18 5/8	21 1/2	- 2 7/8	- 13.37	24 1/2	7 3/8	4	9,749	181,575
DISNEY	DIS	N	38 5/8	41 1/8	- 2 1/2	- 6.07	47 5/8	32 1/2	13	32,380	1,250,677
FILMWAYS	FWY	N	12 1/2	13 7/8	- 1 3/8	- 9.90	17	6 7/8	8	4,113	51,412
FOUR STAR			1 7/8	1 3/4	+ 1/8	+ 7.14	1 7/8	1/2	19	666	1,248
GULF + WESTERN	GW	N	12 7/8	13 3/4	- 7/8	- 6.36	18 3/8	10 1/4	5	48,215	620,768
MCA	MCA	N	49 5/8	51 1/2	- 1 7/8	- 3.64	59 3/4	32	8	18,619	923,967
MGM	MGM	N	39 7/8	42 5/8	- 2 3/4	- 6.45	54	16	14	14,551	580,221
TRANSAMERICA	TA	N	16	17 1/2	- 1 1/2	- 8.57	19	13 1/4	6	66,781	1,068,496
20TH CENTURY-FOX	TF	N	31 3/4	34 1/8	- 2 3/8	- 6.95	39 3/8	10	3	7,907	251,047
VIDEO CORP. OF AMER	O		5 1/2	6 1/2	- 1	- 15.38	9 3/4	3 1/2	11	988	5,434
WARNER	WCI	N	43 7/8	45	- 1 1/8	- 2.50	56 7/8	25 3/4	8	14,458	634,344
WRATHER	WCO	A	12 1/8	12 3/8	- 1/4	- 2.02	14 7/8	4 1/2	29	2,303	27,923
									TOTAL	220,730	5,597,112

## Service

BBOO INC.	BBOO	O	33	32 1/2	+ 1/2	+ 1.53	38 3/4	22 1/2	8	2,513	82,929
COMSAT	CO	N	38 5/8	41 3/8	- 2 3/4	- 6.64	48 3/4	28 3/4	11	10,000	386,250
DOYLE DANE BERNBACH	DOYL	O	18 1/2	19 1/4	- 3/4	- 3.89	31	16 3/4	5	1,776	32,856
FOOTE CONE & BELDING	FCB	N	19 7/8	21	- 1 1/8	- 5.35	23 1/8	14 3/4	7	2,538	50,442
GREY ADVERTISING	GREY	O	32 1/2	32 1/2			34	16 1/2	4	624	20,280
INTERPUBLIC GROUP	IPG	N	33 3/4	37	- 3 1/4	- 8.78	39 1/4	22 1/2	8	2,387	80,561
MCI COMMUNICATIONS	MCIC	O	4	4			5 3/4	7/8	40	20,361	81,444
MOVIELAB	MOV	A	2 3/4	3 1/2	- 3/4	- 21.42	3 3/4	1	13	1,414	3,888
MPO VIDEOTRONICS	MPO	A	5	5 3/8	- 3/8	- 6.97	65 3/8	4	6	520	2,600
A. C. NIELSEN	NIELB	O	25 1/2	26 3/4	- 1 1/4	- 4.67	28 1/2	18 7/8	12	10,832	276,216
OGILVY & MATHER	OGIL	O	23 1/4	24 3/4	- 1 1/2	- 6.06	56 1/2	23 1/4	8	3,610	83,932
TPC COMMUNICATIONS	TPCC	O	9 3/8	9 1/2	- 1/8	- 1.31	10 1/2	2 1/4	17	899	8,428
J. WALTER THOMPSON	JWT	N	25	27 1/8	- 2 1/8	- 7.83	32 7/8	15 1/8	6	2,649	66,225
WESTERN UNION	WU	N	17	17 3/4	- 3/4	- 4.22	21 1/4	15 3/4	7	15,177	258,009
									TOTAL	75,300	1,434,060

## Electronics/Manufacturing

AEL INDUSTRIES	AELBA	O	7 1/8	8 1/4	- 1 1/8	- 13.63	10 1/4	2 3/8	6	1,672	11,913
AMPEX	APX	N	13 7/8	15 3/4	- 1 7/8	- 11.90	19 1/4	7 3/8	11	10,928	151,626
ARVIN INDUSTRIES	ARV	N	15 1/4	16 1/4	- 1	- 6.15	22 1/2	14 1/2	4	5,959	90,874
CCA ELECTRONICS*	CCA	O	5/8	5/8			5/8	1/8	3	897	560
CETEC	CEC	A	4 3/4	5	- 1/4	- 5.00	5 3/4	1 3/4	11	2,127	10,103
COMU	COM	A	3 1/2	4	- 1/2	- 12.50	5 1/2	2 1/8	11	1,733	6,065
CONRAC	CAX	N	18 1/8	19 1/4	- 1 1/8	- 5.84	27 1/4	18 1/8	9	2,030	36,793
EASTMAN KODAK	EASKD	N	59	62 1/8	- 3 1/8	- 5.03	86 3/4	42	13	161,376	9,521,184
FARINON	FARN	O	11	12 1/2	- 1 1/2	- 12.00	16 1/2	8	11	4,754	52,294
GENERAL ELECTRIC	GE	N	48 3/4	51 3/8	- 2 5/8	- 5.10	56 5/8	44 1/2	10	184,581	8,998,323
HARRIS CORP.	HRS	N	30 1/2	31 3/4	- 1 1/4	- 3.93	35 3/4	19 7/8	14	24,717	753,868
HARVEL INDUSTRIES*	HARV	O	4 1/4	4 1/4			5 1/2	3 1/8	11	480	2,040
INTL. VIDEO CORP.*	IVCP	O	1 7/8	1 7/8			2 5/8	1/4		2,701	5,064
M/A COM, INC.	MAI	N	29	33 1/4	- 4 1/4	- 12.78	41 7/8	20 1/4	13	1,320	38,280
3M	MMM	N	57 7/8	59 1/4	- 1 3/8	- 2.32	64 3/4	43 1/2	14	115,265	6,670,961
MOTOROLA	MOT	N	42	42 1/4	- 1/4	- .59	56 7/8	34 1/4	11	28,544	1,198,848
N. AMERICAN PHILIPS	NPH	N	27 7/8	29 1/2	- 1 5/8	- 5.50	36	24 3/4	6	12,033	335,419
OAK INDUSTRIES	DAK	N	27 3/4	29 3/8	- 1 5/8	- 5.53	36	9 5/8	29	1,801	49,977
RCA	RCA	N	26 3/4	27 3/4	- 1	- 3.60	33 5/8	22 3/4	8	74,817	2,001,354
ROCKWELL INTL.	ROK	N	34 1/4	36 1/8	- 1 7/8	- 5.19	37 1/4	28 1/4	7	33,900	1,161,075
RSC INDUSTRIES	RSC	A	3	3 1/4	- 1/4	- 7.69	4	1 5/8	17	2,412	7,236
SCIENTIFIC-ATLANTA	SFA	A	30 3/4	32	- 1 1/4	- 3.90	35 5/8	16 3/4	15	2,429	74,691
SONY CORP.	SNE	N	7 1/4	7 1/2	- 1/4	- 3.33	10 3/8	7	13	172,500	1,250,625
TEKTRONIX	TEK	N	43	45 1/2	- 2 1/2	- 5.49	68 1/2	28 1/4	13	17,995	773,785
TELEMATION	TLMT	O	1 3/4	1 3/4			2 1/4	1/2	2	1,050	1,837
VALTEC	VTEC	O	8 3/4	9 1/4	- 1/2	- 5.40	12 3/4	6 1/2	23	4,200	36,750
VARIAN ASSOCIATES	VAR	N	15 3/4	17 1/2	- 1 3/4	- 10.00	21	14 3/4	10	6,838	107,698
WESTINGHOUSE	WX	N	19	20	- 1	- 5.00	24 1/2	16 1/4	6	86,582	1,645,058
ZENITH	ZE	N	13 7/8	14 1/2	- 5/8	- 4.31	28	11 3/8	35	18,818	261,099
									TOTAL	984,459	35,255,400
									GRAND TOTAL	1,900,819	59,225,788

Standard & Poor's 400 Industrials Average 108.70 111.37 -2.67

A-American Stock Exchange  
M-Midwest Stock Exchange  
N-New York Stock Exchange  
O-over the counter (bid price shown)  
P-Pacific Stock Exchange

Over-the-counter bid prices supplied by  
Loeb Rhoades Hornblower, Washington.

Yearly high-lows are drawn from trading days  
reported by *Broadcasting*. Actual figures  
may vary slightly.

\*Stock did not trade on Wednesday, closing  
price shown is last traded price.

\*\*No P/E ratio is computed, company  
registered net loss.

\*\*\*Stock split.

+Traded at less than 12.5 cents.

P/E ratios are based on earnings per-share  
figures for the last 12 months as published  
by Standard & Poor's Corp. or as obtained  
through *Broadcasting's* own research. Earnings  
figures are exclusive of extraordinary  
gains or losses.

## Howard Head: helping bridge the gap from the technical side

"Baloney!" That's what Howard T. Head, managing partner of A.D. Ring & Associates, the Washington consulting engineers, says to those who fall too easily into stereotypes and separate the technology of broadcasting from the business and politics of it. "There is no fine dividing line where technology ends."

And from his office, on the fourth floor of the National Association of Broadcasters building in Washington, he tries hard to get that message across to both the engineers and the broadcast managers he represents as well as to the lobbyists, bureaucrats and politicians with whom he must deal as one of the industry's leading engineers.

"There's too wide a gap between the technician in our society and the rest of the society," says Mr. Head. "It's a popularly held view that the technician can't communicate his ideas, that he can't participate in the political process because he's not articulate. I've been plug, plug, plugging away to get that reversed."

"We have to see to it that the engineer participates in the political process. We have to bring the technician and the non-technician in our society closer together because neither side seems to know what the other side does. Political decisions are made by people who really don't understand technology. The technician crawls into his shell and is almost afraid even to vote. We have to do something to reverse that."

And Mr. Head is doing something. Among other things, he is active in the new Committee on Telecommunication Policy, a group formed by the Institute of Electrical and Electronics Engineers to introduce and enlist broadcast engineers to the political issues and causes facing broadcasting. For the past 26 years, Mr. Head has written on television and radio engineering for the *Americana Annual*, the yearbook of the *Encyclopedia Americana*, and he writes a regular monthly feature, "FCC Update," for an engineering trade magazine.

"It looks to me like every little step we take is a step forward," he says optimistically.

So where are engineers best suited to press their expertise on to the political sphere? Right now, says Mr. Head, it's at next year's World Administrative Radio Conference in Geneva.

"On the allocations front, there's absolutely nothing more important than the outcome of WARC '79. That will shape allocations not just worldwide, but in



Howard Tanner Head—managing partner, A.D. Ring & Associates, Washington; b. Dec. 15, 1919, DeQueen, Ark.; BS, University of Arkansas, Fayetteville, 1941; junior engineer, RCA Laboratories, Camden, N.J., 1941-42; captain, U.S. Army Signal Corps Laboratories, 1942-45; engineer, A.D. Ring, 1945; named partner, 1953; present position since 1969; m. Constance Van Lowe, April 19, 1978; children—James, 35; Susan, 33; Lottie, 19; Henry, 17 (all by previous marriage); Craig, 23; Eric, 20; Vicki, 19, and Heidi, 16 (by wife's previous marriage).

North America and the United States as well, for the rest of this century. The allocations decisions that come out of WARC '79 will have a profound effect on broadcasting in this country."

At the upcoming meeting, Mr. Head explains, "all the countries of the world" will try to reslice the radio and television spectrum. It is expected that there will be considerable pressure brought to bear on the industrial nations by the Third World for more spectrum space for radio services that are sure to develop there through the 1980's and 1990's.

"They, hopefully, will arrive at a divvying up of the entire radio frequency spectrum for a period which is expected to extend for the next 20 years. That is to say, what service gets what spectrum under what conditions."

Although Mr. Head doubts that North America is in any real danger of losing radio or television space, he expects that UHF broadcasters will again have to face the onslaught of the land-mobile forces as they try to expand their foothold in the UHF portion of the spectrum. Nor is he especially sanguine about the prospects of the shortwave frequencies in the United States and Canada. He sees the reallocation of some North American frequencies

in that service to countries overseas, where shortwave has a far broader audience.

Congress's rewrite of the Communications Act of 1934 is another political issue that would "probably come in second" on Mr. Head's list of those that ought to be of concern to the engineering community. The rewrite is "bound to have a profound influence on broadcasting, as well as the entire electronics industry." In its present form, he says, the rewrite is "not of an engineering nature or even remotely close to engineering in nature." But, once again, that in itself makes the rewrite all the more important to the technological world.

Thirty-seven years of involvement with communications engineering have not been wasted on Mr. Head, either. From his unique vantage point as technician in a city that lives and breathes politics, Mr. Head and the company he directs have often found themselves in the middle of some of the swirling political storms broadcasting has weathered over the years. His list of clients reads like a roll call of the radio and television industry.

Something else, which Mr. Head has dubbed "the domestic struggle for the allocation of spectrum space," is looming that could potentially have as great an impact on domestic communications as WARC promises to have on international. "It boils down to the competition between television broadcasting and everybody else. Everybody else being primarily the mobile services. And getting into that is the matter of cable distribution."

Other less monumental issues that are facing the broadcast world could also use the special insight of the technicians. Specifically, Mr. Head sees the FCC's clear-channel and VHF drop-in dockets, which are now before the commission and scheduled for review next month, as areas where engineers could apply their expertise.

WARC, the rewrite of the Communications Act, the cable-broadcast competition, are all issues that have attracted and continue to attract considerable interest in the broadcasting world. They are issues Howard Head, who once described himself as "a midwife to the broadcasting industry" during a 1974 speech to the International Conference on Communications, sees as being as important to the engineering community as they are to the managerial and political communities. Part of his job, and a big part, is to get those groups talking to one other.

"Each side feels a little bit awed by the other," said Mr. Head. "And anything that can be done to explain one to the other and vice versa is all for the good as far as I am concerned."



## Right direction

It comes as welcome news that the FCC, at the initiative of Chairman Charles D. Ferris, is considering the removal of some regulation from radio stations in a few of the biggest markets (BROADCASTING, Oct. 23). Any tangible evidence of bureaucratic interest in deregulation is to be applauded.

There is, however, no news yet from the FCC to start broadcasters dancing in the streets. Mr. Ferris's instructions to the staff were delivered in an atmosphere that may have made them look to be more dramatic than they really were. Two days earlier the FCC had been berated by a departing member, Margita White, for what she called a pell-mell plunge toward harsher regulation. As counterprogramming, Mr. Ferris's mere mention of deregulation acquired theatrical emphasis. The substance of the results may be disappointing.

To begin with, it is not at all clear what Mr. Ferris has in mind when he sets the standard of "major market" as the restricted province of deregulation. How much competition is enough to qualify for Mr. Ferris's version of marketplace regulation as a substitute for governmental regulation? Seventy-five stations, as in New York? Fifty stations? Twenty-five?

The real-world fact is, of course, that competition in terms of sheer survival can be more severe in smaller markets where the total economy is stretched to support a few broadcast stations along with other local media than in the primary markets of national as well as local advertiser interest. Small-town radio is in far more intimate touch with its community than New York radio can ever be and the individual station therefore more sensitive to changes in marketplace demands. There are more sophisticated ways to measure competition than to quit with the counting of stations in a given locality.

Still, starting with consideration of deregulation of only radio in only the biggest markets may be the politic thing to do. It avoids the instant enlistment of alarmist opposition that proposed deregulation on a larger scale would precipitate. It gives the FCC staff a chance, if it truly desires to exploit it, to work up a rationale and legal underpinning.

In the long run deregulation must come everywhere and in both radio and television, but that process will take a while and is certainly excluded from the program of the Ferris Communications Commission, which is out to tighten regulation of TV. Meanwhile, count it as at least a hint of progress that Mr. Ferris, for whatever reason, has suggested thinking of loosening the government's grip on radio programming and advertising.

## The hanging judge

Major advertising interests are making a vigorous attempt to obtain the disqualification of Federal Trade Commission Chairman Michael Pertschuk from participation in the agency's rulemaking against children's advertising on television. They have picked a likely target. In his own comments Mr. Pertschuk has already asserted his conviction, beyond the shadow of a doubt, that television advertising directed to the young is inherently unfair and therefore ought to be prohibited.

As has been reported here, Mr. Pertschuk refused to excuse himself after such interests as the Association of National Advertisers, the American Association of Advertising Agencies and the American Advertising Federation had formally petitioned him to do so. He is now the defendant in a federal court petition filed by the same parties and other plaintiffs, including the Kellogg Co.,

that challenges his suitability to preside at a hearing that could put large companies out of business and take \$600 million a year in advertising billings off the U.S. television system.

The evidence turned up so far is devastating. Mr. Pertschuk has portrayed himself in correspondence uncovered by the plaintiffs as the mastermind of a rulemaking that is intended only to substantiate his preconceptions. It is also a matter of record that his bias is fully shared, if not encouraged, by his staff. Tracy Westen, who designed the rulemaking as deputy director of the FTC's Bureau of Consumer Affairs, has been touring the country to denounce the perfidy of advertisers and advertising. Mr. Westen's first mentor, Nicholas Johnson, the faded flower child who was once on the FCC, conditioned him completely.

Whatever happens in the court, this FTC proceeding has lost any claim to credibility. Unless all confidence in the system of justice is to be abandoned, it must be assumed that eventually television advertising will be exonerated and Mr. Pertschuk's destructive dreams dashed. Meanwhile, however, it will cost the government and business untold time and money to indulge this excursion in bureaucratic excess. It is precisely the kind of government action that contributes to inflation.

## Whose welfare?

The FCC has now acquired a bale of comments in its inquiry into the proposed subsidizing of citizen participation in FCC proceedings (BROADCASTING, Oct. 23). It can put all the comments aside and look at its own record to arrive at the only sensible conclusion it can reach: that the public is fully represented under present arrangements and that government reimbursement would only benefit lawyers in the special practice of recruiting and representing citizen dissent.

There is no evidence whatever that the general public or significant elements of it have been unserved or ignored in FCC affairs. There is an abundance of evidence that special-interest groups and consumer activists have been central participants in all FCC rulemakings of consequence and in hundreds of individual cases, especially renewal challenges, in recent years. If citizen groups have failed in all but a few of the license challenges, it has not been for want of legal aid. It has been for want of substance in their causes.

If the FCC decides it has the authority and the funds to begin underwriting citizen participation, it will soon find its payments repeatedly going to the same few individuals. It will create a little band of FCC wards who will pretend to represent the people but will really represent themselves.



Drawn for BROADCASTING by Jack Schmidt

*"Relax, sport. That's the team that fired its cheerleaders."*

# Media-minded people want to know “What the blazes is WTSP?”

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

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

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

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

**Write it down.**



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

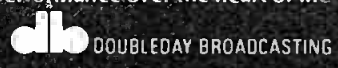




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Wherever Doubleday Broadcasting is you have a winner! KDWB AM/FM in the Twin-Cities is the #1 music station. KHOW in Denver has been number one in the market for years. And the new ones... KXKX, the album rock station in Denver.

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Source: Mpls./St. Paul Arbitron April/May 78. Total persons 12+ AQH/CUME MSA, Mon-Sun, 6A-Mid. Denver Arbitron April/May 78. Total persons 12+ AQH, MSA, Mon-Sun, 6A-mid. Estimates subject to limitations stated by Arbitron.